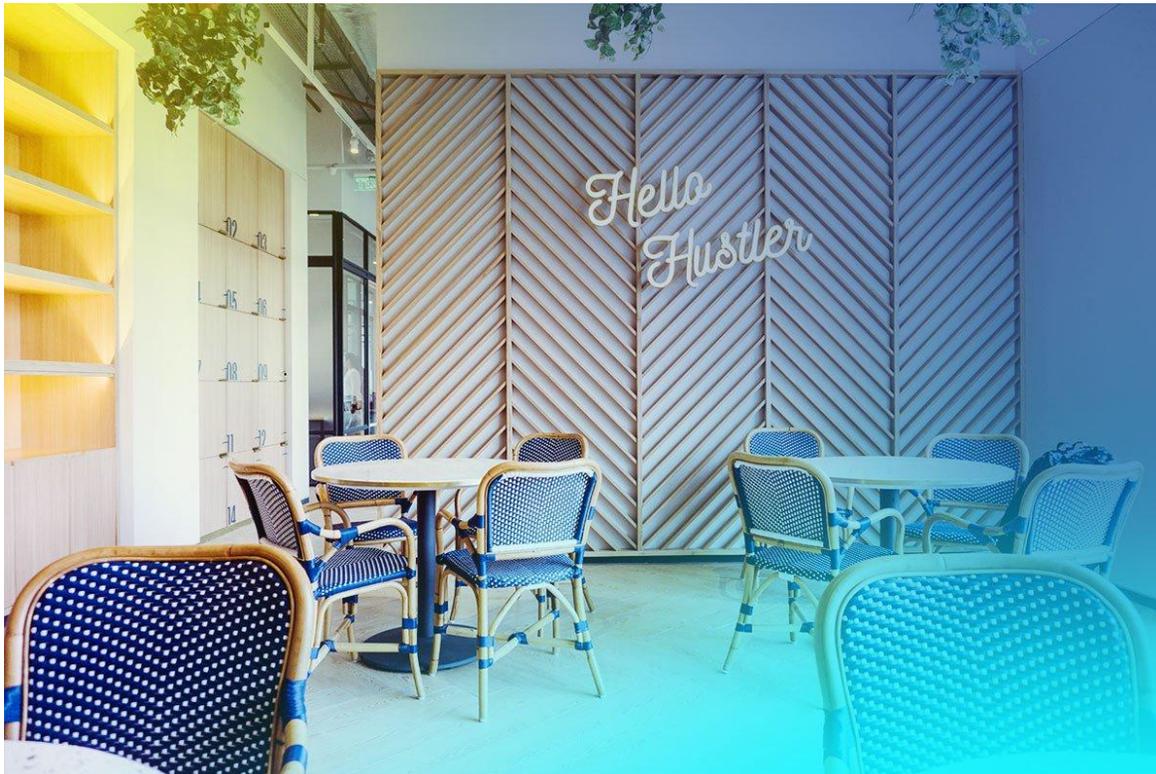


How Office Design Influences Employee Recruitment and Retention

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Meet the millennial Goldie Locks. She's got the cliché gold curls, and a master's degree that says she knows what she's doing. Her portfolio and resume look fantastic. During her interview, you could tell she'll be the perfect fit.

Miss Locks is the best new talent in the business, and she's the one you want to hire.

Here's the thing. When you're looking to hire the best of the best, your applicants aren't the only ones competing to make the best impression. Just like they're trying to prove they're the best fit for you, you must be looking for ways to show you're the best fit for them.

So, when you look at what you've to offer potential employees, you've got to look beyond dollar signs and opportunities to move up.

Ask yourself: What kind of environment do you've to offer?

How much does it really matter?

It might seem odd to say the design of your office has a substantial influence on employee recruitment and retention. However, ["according to JLL research, an employee's experience in the workplace directly affects the way we engage with one other, and with the larger organization."](#) In fact, JLL's survey indicated 87% of respondents desired a higher ability to commit their own personalities to their working life.

People want to engage and invest in the work they do. Thus, it's going to be essential to offer a workspace that allows for that level of investment. Of course, that's if you want to attract the best talent and keep them from moving on.

Plus, the better the working environment, the higher the productivity and creativity you'll see. Even the smallest of factors like air temperature can play a role in efficiency. Just imagine the boost you'll see when you approach your office space strategically!

Is the office design just right?

You'll want to put your HR guys and your Real Estate teams together with the goal of creating a space that doesn't just fit the budget but meets your recruitment and retention goals.

The vision: A human-oriented office space that allows for collaboration, but also allows for efficiency and focus.

The traditional office may be "too hot."

Our millennial Goldie Locks walks into a cubical-filled office. The main sound is the water cooler humming. That and Berry turning to crack his back for the tenth time.

It won't matter how great your brand is, how personable you are or what benefits you offer. That type of work environment doesn't stand out and can't compete with those that are built with the employee in mind.

Miss Locks is most likely going to turn you down even if you offered her the job.

Too cold.

She might then walk into a different open floor office. Everyone is out in the same space, there's a coffee cart and Anne Hathaway is riding her bike from one end of the office to the other to save time. There are great snacks too (You know, porridge).



It's a little all over the place, but a more creative environment than the first.

But, there's a problem.

"A recent survey of 1,200 workers by Oxford University's Oxford Economics found that uninterrupted work time in a quiet setting was at the top of the wish list of respondents, about half of whom were millennials."

So, Millennial Goldie Locks, still would rather not work there. Or at least won't stay long-term.

The Sweet Spot

Miss Locks walks into your office. It's set up with a [large collaborative space that's colorful](#) and has those free snacks. But, everyone has their own offices. This allows employees to close their door and truly focus when they need it. However, it also creates a space of opportunity to engage and collaborate. It's the best of both worlds.

Plus, all the offices have sit-stand desks, and there's a gym next door where employees get free memberships. It's not Google with its Olympic-sized pool, but it says your business cares about the wellness of your employees.

In other words: It's just right.

Teaming Up HR and Corporate Office Real Estate

HR and Real Estate are the new power couple.

Together they [help create office designs](#) that have a positive influence on your employee recruitment and retention. By developing these office spaces with the employee in mind, your business will stand out. The best and the brightest will come to you (and stay) because it shows that employee happiness is a valued priority.

And really. That's all anyone wants.