Employee Engagement
During your office move

Your workforce is your greatest asset and as such needs to be engaged from the outset when you are planning to relocate. It can be an unsettling time and as such needs thoughtful planning and sensitive consultation with everyone affected to make it a successful and smooth process.

Your workforce has to be fully engaged to prevent poor productivity; an uncertain or worried staff will take longer to adapt to a new working environment and this could have a detrimental effect on the business if it is not managed properly.
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Before any decisions are made at management level, it is important for your business to ask some simple but searching questions:

• Do I know what my staff is thinking?

• Does a geographical change threaten my headcount?

• What does my staff think about the current office?

• How will we know when we have engaged our workforce?
Understanding how far people say they will travel to work for you and how far they will actually travel are two very different things.

Don’t forget that moving a business to a new office is a big decision, so creating an open dialogue with your staff to hear suggestions, ideas and concerns will go a long way to keeping your staff happy during what is a significant change in your business.
Managing Change in Your Business

It is a simple fact that you will never engage every member of your staff straight away with an office move. Change can be a major problem for management teams that assume their staff will be as engaged as they are.

While moving office is an exciting time, it is the role of the management team to include the workforce in that buzz, rather than offer a fait accompli that they may feel has been imposed on them.
Participation, communication, success.

At the same time as the office move process is going on, your company has to continue to run its business and focus on its existing workload and commitments. However, moving office is a great opportunity to affect positive change management, improvement in business performance, and improve moral
Your goal for moving office is usually straightforward: you want to move quickly, smoothly and with your staff happy and moving with you.

The right Design and Build specialist will ensure these external factors are taken care of, while you can focus on delivering the right messages internally.
1. **Inspire your staff** – provide positive messaging on the benefits of moving office, making it personal to members of staff - i.e.; desk space, local amenities, equipment upgrades

2. **Deliver Enthusiasm** – create a strong team of people who will communicate different messages at different time and through a variety of channels to help increase enthusiasm

3. **Get the vision right** - get the team to establish a simple vision and strategy focus on emotional and creative aspects necessary to drive service and efficiency.

There are so many communication channels you can use to engage your staff. On the following pages are some of the key activities we develop and implement for clients, to create a fully engaged workforce.
Create a delivery team

This team will be responsible for conveying the plans to the rest of the company and the delivery of these messages is vitally important. Doing this early on in the process will ensure more engagement.

It is important to make sure your staff understands the need to move and, crucially, agree with it. Quick change and speedy office moves are often a necessity, but engaging your staff never has to slow that process down: it should happen in conjunction with the project.

It means engaging your staff earlier in the process and not waiting until the grand unveiling before your realise any issues were not addressed properly.
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Ensure there are the right tools in place for staff to voice their opinions. Giving them an open forum where they can speak freely – and anonymously if they wish – will help you understand any concerns and tackle them quickly.

Your workforce may be concerned about their commute, whether they will have to pay more money a month to travel; whether there are the same amenities they were previously familiar with. It could even be an issue of whether there are good places for lunch nearby. No matter how small the concern, it is best to tackle them head on.
Workshops

Setting up workshops at the outset of an office move is a great means of understanding your workforce’s attitudes. Split your staff into groups of around 12 people and create a dialogue that will allow them to be honest and open. This first workshop is designed to help you understand what your staff thinks about your current office space.

The answers you get may be surprising or unexpected, but they are likely to raise consistent issues. From these workshops, you can then go armed to your management meetings, knowing what the staff feel will improve their working environment. These discussions will also inform the brief you give to your design and build specialists, and help speed up the process.
Survey Your Staff

Surveying your staff is the second element of understanding your current office. It is important to carry out because, no matter how open a forum, a staff survey will guarantee anonymity for your staff members, and allow them to be totally truthful. Discussions can help focus people’s thoughts and the survey can give you comprehensive data to measure the success for your office.

Questions you may want to ask range from the general to the specific:

• How would you rate your current office out of ten?
• If you were to move office, rate these elements in order of preference
• How important is the office space to your happiness at work?
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Design Meetings For Staff

If you are fitting out your new office space, get your workforce involved in the design process. When it comes to 3D renders and Spaceplans, staff will often excited and that excitement should create a buzz about the possibilities for your new office.

Weekly Newsletters

Create a buzz around the new office. This is an extremely exciting time in any business’ life, so make sure your staff feels that excitement too. If you are fitting out your new office, then weekly newsletter updates from senior management that include 3D renders and photographs of the space will fuel the buzz factor. However, never underestimate the importance of a ‘big reveal’ so it is important not to give away too much of the surprise!
Launch Party & Networking

Hosting a launch party when the office is completed is a great way to bring that excitement to a conclusion. Staff will have the opportunity to explore the new offices but it is also an excellent opportunity for your business to network.

Opening a new office is a great reason to invite clients and new business prospects to your office. Never miss a golden marketing opportunity! Not only does it show the strength and success of your brand but it is a great relationship building exercise as well as a great reason to make your staff feel as excited as you do about your new office.
Branded Welcome Packs for Staff

- Welcome to your new office!
- Tube map, Google map of where it is
- Bus routes
- Coffee shops
- Restaurants
- Good places for meetings
- Internal map of the new office, where the printers are, how to use equipment if relevant

A welcome pack for your staff will help no end in settling them into a new location. Simple advice on local coffee shops, tube map locations, restaurants and other local amenities will speed up the transition. Staff may feel unnerved by a new office and every little bit of information that can help them settle in quickly and smoothly will aid productivity in the workplace— and ensure no-one is late on the first day!