



# MORGAN PRYCE

**Helping you engage your  
employees during the office  
relocation process**

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*Employee engagement guide*



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**You want to move quickly  
and smoothly, taking a happy,  
productive workforce with you.**

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## Employee engagement during your office move

**Your workforce is your greatest asset, and should be treated as such throughout the relocation process.**

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**Before any decisions are made at management level, consider the following:**

- 1 — Do I know what my staff are thinking?
- 2 — Does a geographical change threaten my headcount?
- 3 — What does my staff think about the current office?
- 4 — How can we know if the workforce is engaged?

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02

## Managing change in your business

It is simply not possible to engage every member of your team straight away during a relocation, and this is where your management skills are most valuable. It is your job to engage with the workforce at the right time, and include them in the process. Establishing an open dialogue with staff to hear suggestions, ideas and concerns will go a long way to keeping morale and productivity high during what is a significant change for everyone involved.

03

## Participation, Communication, Success

Throughout the relocation, business must continue as usual, with no impact on workload and commitments to clients. With every member of staff invested in making the move a success, a relocation can be a fantastic opportunity to bring the workforce together, generate positive change, and instigate an organisation-wide evolution.

04

## Your goals

You want to move quickly and smoothly, taking a happy, productive workforce with you. Making sure you work with appropriate professional representation will ensure that all the external factors are taken care of, leaving you to focus on creating the right environment internally so that all your goals are achieved.

# 05

## Inspire your staff

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### 1. Treat the employees

Provide positive messages about the benefits of moving that are personal to your employees, such as equipment upgrades, better desk space and great local amenities.

### 2. Deliver enthusiasm

Establish a strong team of people who will use their areas of expertise to deliver sincere, believable messages about the various benefits of relocation, to help cement enthusiasm among the rest of the staff.

### 3. Get the vision right

Ask the team to build a simple vision focused on the creative and wellbeing strategies necessary to drive service and efficiency during the move.

# 06

## Creating a delivery team

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**It is vital to make sure your employees understand the need to relocate, and that they agree with it.** Achieving this early on will facilitate better engagement and ultimately a more successful move. Establish communication channels that provide a continuous dialogue with the whole workforce throughout the relocation. Giving them an open forum where they can speak freely – and anonymously if they wish – will help you understand any concerns, no matter how small, and tackle them quickly.

# 07

## Workshops

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**Setting up workshops at the outset is a great means of identifying the attitudes of your workforce.** Split your staff into groups and create an environment that will allow them to be honest and open. From there, you can go to your meetings armed with direct, useful knowledge that will help you improve productivity and ensure that you generate a move that staff are fully invested in.





## Surveying staff

**This is a great additional approach to understanding the needs of your workforce.**

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Asking simple, straight forward questions allows you to collect clear, definitive data about the most important issues to address. Surveys also have the added benefit of guaranteeing absolute anonymity, so your staff will provide you with the most truthful opinions and concerns.

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

- 1 — How would you rate your current office out of ten?
- 2 — If you were to move office, rate these elements in order of preference.
- 3 — How important is office space to your happiness at work?

# 09

## Launch party and networking

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**Hosting a launch party when the move is completed is a great way to bring the excitement to a conclusion** and at the same time providing employees with an opportunity to explore their new offices and feel rewarded for their patience and perseverance during the relocation. It is also an excellent opportunity to network and start establishing new connections immediately. **Invite clients and even new prospects to view the new space.** Seeing your staff as excited as you about the move will show your business in its best light.

# 10

## Branded welcome packs for staff

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A welcome pack for your staff will go a long way to helping staff warm to the new location, not least because it is an inclusive gesture that shows them you are invested in their job satisfaction. Every little bit of information that can help them settle in quickly will aid productivity. Simple advice on local coffee shops, station locations, restaurants and other local amenities will speed up the transition and make employees feel comfortable and excited about exploring the new area.

### Consider any (or all) of the following:

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





**MORGAN PRYCE**

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