Managing the Transition to Antenna™ Workspaces

The Changing Workplace

Work that used to occur within the individual workspace now happens throughout the entire workplace

The way the primary workspace is used has changed in the past 10 years — driven by wireless technology, highly mobile work styles, and the shift to more informal and formal collaboration.

In response, organizations are creating primary workspaces with greater openness than in the past to support the easy transition between individual and group work modes. In addition, new types of agile, casual meeting spaces provide alternative settings for the multiple types of work occurring in the course of a day.

Considerations for the Change Process

To help organizations manage a successful transition to Antenna Workspaces, we offer practical considerations:

Communicate the intentions of the project
Create a communication plan that includes the project goals and benefits, project logistics, and audiences. An old adage from quality circles states that even the most technically successful program can be a spectacular failure if the communication component is ignored.

Answer the "What's in it for me?" question by sharing how Antenna Workspaces provide enhanced work flexibility for end users
Research shows that health and performance improves when employees are given choice over where, when and how they conduct their work. Communicate to employees that Antenna Workspaces is a key element of a workplace solution to enhance employee choice — along with the right technology, flexible work policies, facility layout, informal and formal meeting spaces, etc.

Convey Antenna's key benefits
The premise behind Antenna is that tables bring people together, and panels divide them. Antenna provides a more agile workspace that improves collaboration, and makes it easy for employees to transition between individual and group work. It supports the use of static and mobile technology. Additionally, Antenna uses a minimal number of parts and has a strong sustainability message.

Steps to Communicate Workplace Change

1. As early as possible, communicate the business reasons for the change
If cost reduction is a primary driver, then state it, but put cost in the broader context of other business decisions and investments.

2. Make sure to include all business drivers
Knoll research shows that desire for increased collaboration, improved ergonomics, and attraction and retention are also top reasons for change, in addition to cost.

3. Share the overall timeline for the change process and key milestones that affect your end-users
With each milestone, note "what to expect" from the perspective of the end users.

4. Emphasize the personal benefits of the change
Information about improved amenities, refreshed interior space, better lighting, more convenient access to space, etc. should be shared so that employees understand the benefits that directly affect the quality of their work lives.

5. Create a theme for the upcoming change that ties into the company brand and message
This sets your project more firmly into the business context and direction of the organization and can increase acceptance of change.

Knoll conducts research to investigate links between workspace design and human behavior, health and performance, and the quality of the user experience. We share and apply what we learn to inform product development and help our customers shape their work environments. To learn more about this topic or other research resources Knoll can provide, visit www.knoll.com/research/index.jsp

Knoll