Evaluating the New Workplace: What, Why, and How To

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Mood matters, a lot
Effective workplaces:

• Communicate
• Comfort
• Continue
• Challenge
• Coordinate
Communicate
Comfort
Continue
Challenge
Office workers can be doing

- highly structured assignments.
- semi-structured tasks.
- unstructured work.
Why doing research?
Types of value (CABE)

- Exchange value – return on capital/investment, book value
- Use value – satisfaction, motivation, profitability
- Image value – brand awareness, public relations opportunities
- Social value – crime rate, sense of community
- Environmental value – environmental footprint, environmental impact
- Cultural value – critical opinions and reviews
Targeted observing

- Selecting this tool
- Focusing data gathering
Effective design:

Communicates

Comforts

Continues

Challenges

Coordinates
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