

WORKPLACE STRATEGY AND DESIGN

SNOW Studio is a Copenhagen based architecture and design consultancy founded in 2020 by Nokke Klenow and Siri Wiherheim.

We bring together architectural, interior design and workplace expertise to design and deliver inspirational and effective spaces for people and organizations to thrive in.

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SNOW Whitepaper Workplace


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WORKPLACE STRATEGY & DESIGN

WHAT?

All types of work has a place, and it is our specialty to plan and design them – offices, research and laboratory facilities, learning environments, pharmaceutical production, industrial plants, even remote work – so that organizations, teams and individuals can prosper and perform to their potential.

We see the full process of workplace planning fall into two intertwined chapters – workplace strategy and workplace design.



WORKPLACE STRATEGY

A workplace strategy is a formulated vision and a concrete plan for how to translate an organization's strategic goals and core values into an inspirational, high-performing workplace. The strategy is a living statement that develops synchronously with the organization's mission and objectives.

For a workplace design project, a workplace strategy is the “guiding star” that secures coherence throughout the process. It is the basis for a design brief that defines scope, vision, success criteria and design drivers.

WORKPLACE DESIGN

Workplace design transforms strategy into a tactile reality. It covers all design phases - sketching, design & development, prototyping & specifications - and includes also permitting with local authorities, tendering, construction and handover.

WORKPLACE STRATEGY & DESIGN

WHY?

The workplace is a powerful tool in the efforts of optimizing performance and reaching strategic goals. Also, as a reflector of the organization's brand, culture and values, it is an important brick in both internal and external communications.

A workplace project is an opportunity to profoundly rethink how the ways of working could contribute to the realization of organizational vision and objectives: Do they help us create a culture of trust, connection and collaboration? Do they encourage individuals, teams and the organization as whole to perform to their potential? Do they improve recruitment, enhance job satisfaction and thus retention?

WORKPLACE STRATEGY

A workplace strategy is more than a strategy for delivering a physical workplace. A workplace strategy embraces all aspects of delivering great work – the right people, the right management approach, learning and development opportunities, tools – and last but not least, spaces and facilities:

- Working out the best spaces, locations, technologies, processes, practices, services, agility and culture needed to support the people and provide a platform for business success
- Developing and proposing new work practices and understandings to help the people deliver at their best

Workplace strategy is about having people in focus while navigating towards organizational goals in sight.



WORKPLACE DESIGN

Work can be a complex thing - teams and individuals have different needs and require different settings to perform optimally.

- How should the workplace be organized to support workflows, collaboration patterns and interdependencies?
- What is the right mix of work settings?
- What are the potential and the limitations of the physical building?
- How to optimize daylight and views?

The workplace is also a communicator of the organization's DNA, an expression of its brand and values:

- Where should it be located?
- How should it look and feel, sound and smell?
- What kind of working life should unfold there?
- Should there be space for other life than work life?

WORKPLACE STRATEGY & DESIGN HOW?

- Before planning any change - FORMULATE A VISION AND SUCCESS CRITERIA - what should our project help us with?
- Before thinking solutions - IDENTIFY ACTIVITIES AND REQUIREMENTS - how is our organization and what does it need to perform optimally?
- Help the end users to understand the project goals and take ownership - ENSURE A SERIOUS STAKEHOLDER INVOLVEMENT PROCESS
- Throughout the project - MAKE SURE THAT ALL CHOICES AIM AT AGREED SUCCESS CRITERIA AND DESIGN DRIVERS

WORKPLACE STRATEGY

A workplace strategy encompasses all aspects of the work experience, and its preparation is an interdisciplinary task between the management team, HR, IT and FM.

Senior Management's ownership of the strategy work is a prerequisite for gaining the organization's support to the project and its commitment to an upcoming change process.

As consultants, it is our task to ensure an efficient and value-creating process, as well as create security and clarity in the complexity that often associates with construction projects and change processes.

WORKPLACE DESIGN

Through architecture and spatial planning, materials and lighting, colors and furniture, the strategy takes a physical form, a design and an atmosphere is created, unique to the organization.



WORKPLACE STRATEGY & DESIGN

THE PROCESS

A full-length workplace project spans the phases Research, Design and Implement. However, the process is always tailored to explore the possibilities and tackle the challenges of the specific project and its current scope.

By involving and interacting with relevant stakeholders, valuable knowledge is added to the project. Timely communication prevents skepticism and myth-making among staff, creates a greater understanding of the project and openness to the process in general.

WORKPLACE STRATEGY

RESEARCH

- 01 Project start, insight to customer's strategy:
 - Kick-off, process & project planning meetings
- 02 Developing vision, goals & success criteria:
 - Workshop / meeting, report w. key decision points
- 03 Analyzing needs & requirements:
 - Workshop / meeting, report w. findings
- 04 Stakeholder involvement:
 - Communication & dialogue
 - Workshop / meeting
 - Management teams
 - Employee's representatives & clubs
- 05 Design brief / building program:
 - Requirements to functionality, workflows, space
 - Planning principles
 - Description of room and work types



WORKPLACE DESIGN

DESIGN

- 06 Design concept:
 - Functional diagrams, moodboards
- 07 Layout:
 - Layout proposals / scenarios
 - Layout + moodboard = interior design concepts
 - Stakeholder involvement
- 08 Permitting w. local authorities
- 09 Detailed design:
 - Layout & architectural works
 - Details, materials, colors, furniture
 - Stakeholder involvement

IMPLEMENT

- 10 Tendering and contracting
- 11 Construction and handover
- 12 Follow-up and evaluation

WORKPLACE DESIGN

OFFICE



RESEARCH AND INNOVATION



PRODUCTION

