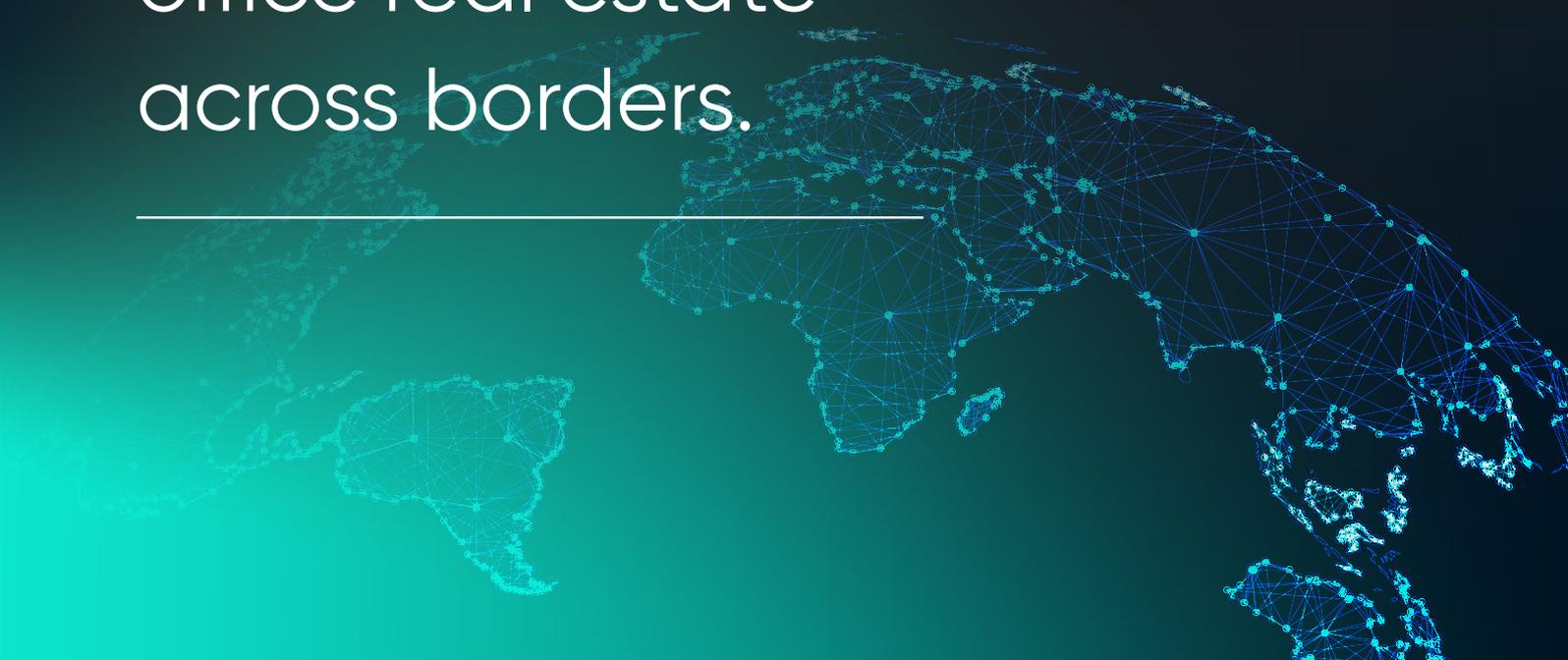


AIS

Growing your global office portfolio

Complete guide
to expanding your
office real estate
across borders.



**ALS is a global
workspace
design and
fit-out company.
We unite insight
with creativity to
create the offices
of tomorrow.**

With studios across
regions, we provide
unmatched expertise
on the subject of work,
people and places to
organisations.

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Years
delivering
the workspaces
of tomorrow.

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As many companies capitalise on smarter working and technology automation in the post-pandemic world of work, global office portfolio expansion is coming more into focus for emerging and existing multi-national companies.

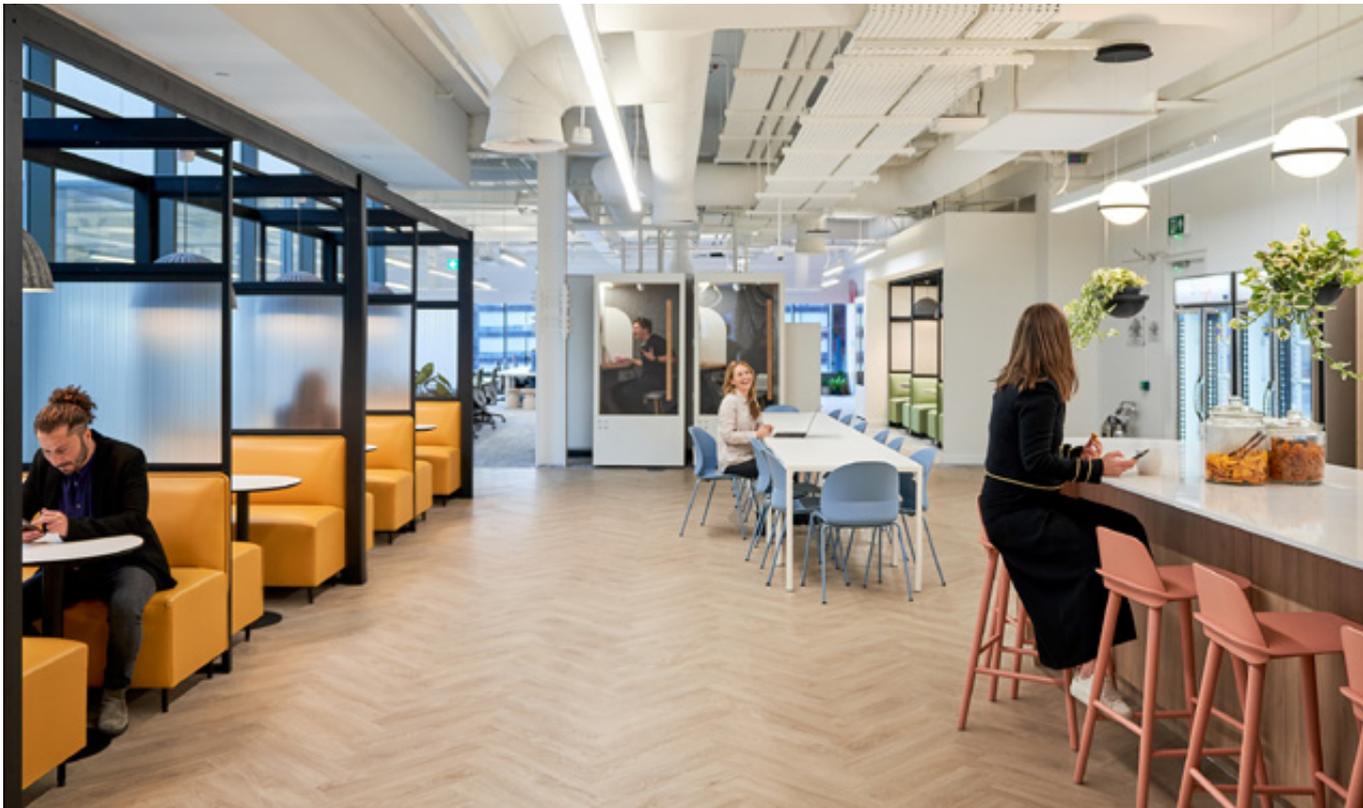
Similarly the increasing importance of workplace strategy is helping businesses to develop less fragmented global workplace standards and thus more economic global portfolio expansions.

We help our clients to use data-driven decision making to provide strategy, portfolio and workplace services with a real focus on people, allowing organisations to expand across borders effectively, efficiently and sustainably.

Our guide

In the following pages we discuss the steps involved in how companies can best reassess their office portfolio growth opportunities into new geographies.

We share our expertise working with multi-national clients to help revolutionise their global real estate strategy, creating flexible consistency within a tailored and robust global strategy.



The first stage of any office real estate portfolio decision is to be clear about the motivation for change and what your organisation is trying to achieve.

It is important to establish the main reasons that are inspiring you to invest in delivering change to your commercial real estate portfolio using a mixture of economic, social and market-based statistics to establish a balanced guide to the approach of your future workplace projects.

For many the pandemic has focussed our minds on exactly what the office is for and how central a role it should play in our corporate strategies and budgets.

Drivers for change

Organisations relocate and expand into new geographical locations for different reasons. It's important to consider a variety of factors when deciding whether to look at new locations.

Whether you're looking to extend your global reach or scaling as the result of strategic acquisitions, below are some key considerations to help evaluate the prospects of your real estate expansion:

1. What is the need for a new office concept?
2. Is there a desire to create consistency across your global real estate portfolio?
3. How does a new office concept relate to organisational change and future needs?
4. What working style do you want your organisation to operate under? Will this be culturally accepted in all your office real estate locations or are you happy to fragment the approach depending on the location?
5. What are your future expansion plans?
6. What behaviours do you want to promote or discourage amongst your global team?

Your office locations are
an extension of your
brand image.

Care needs to be taken on both
macro and micro levels when
implementing your brand's
work style across geographical
locations.



Marrying strategy to global real estate requires a deep analysis of a company's needs, as well as data to inform decisions on cross-border workplace standards.

A new office location brings with it great opportunity to embrace new organisational culture and ways of working.

Allowing you the opportunity to consider and apply methods for how your team will best work amongst these and ultimately help cement your position as a leading employer.

Engaging a workplace strategy team can help you create a more measurable strategy for your global workplace expansion.

How can workplace consultancy help you?



A workplace consultancy study will help you make more informed decisions about the future of your global workplaces and how to get your subsequent office fit-outs to meet the requirements of your team and your business.

Our approach to workplace consultancy will help formulate strategies that combine workplace consultancy, change management, sustainability and wellness, with research, real time data and insights from our global team of experts.

Using this we are able to identify your projects objectives and challenges, proposing solutions that increase the efficiency and productivity of your workplace across a number of different locations.

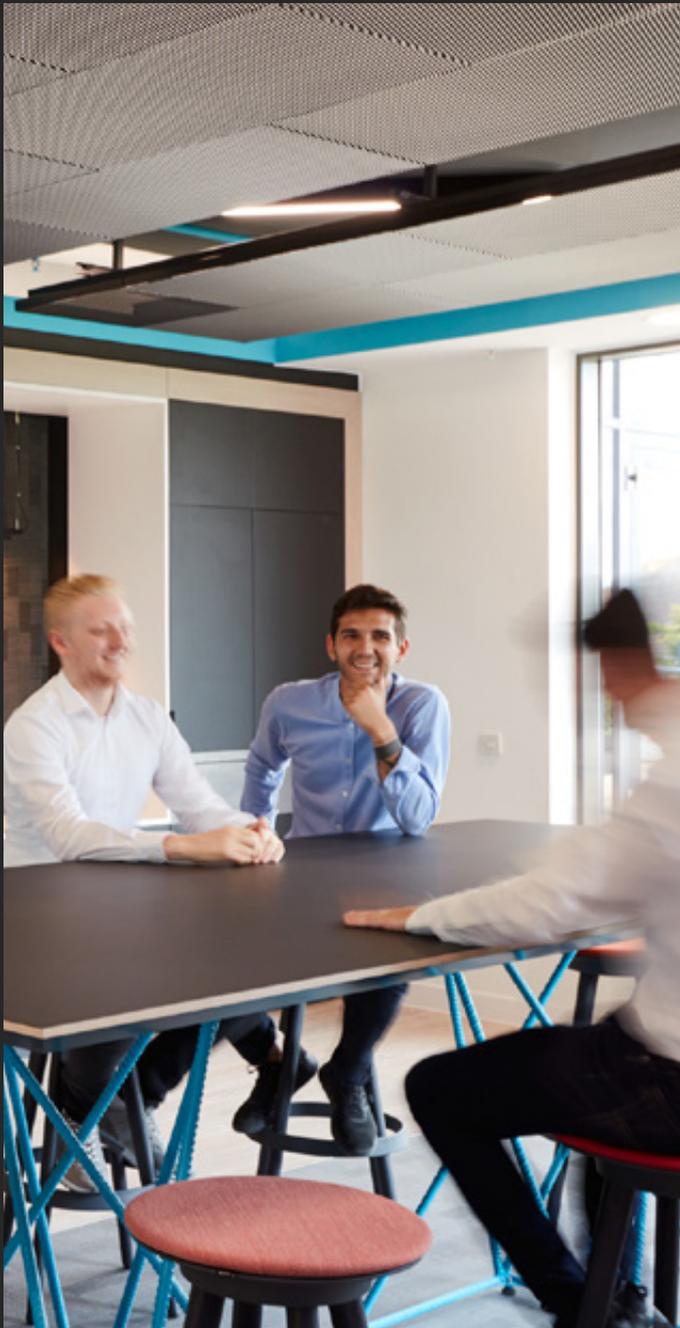
Starting with an initial assessment of your current workplaces, alongside behavioural, cultural and demographic profiling of your team, you will then receive a workplace strategy report.

This will provide you with qualitative and quantitative data points that allow you to create measurable workplace strategy solutions that will positively impact the social and physical makeup of your global workplace.

The gathering of these calculated metrics can help you develop strategies to reduce costs both in your initial outlay and ongoing operational costs, without compromising on culture.

For our clients with a large portfolio of international real estate we use this data to form global space standards which allow your workplaces to be adopted in new regions with ease and economies of scale.

Diversifying your office real estate portfolio across borders means the number of buildings, culture and people you oversee grows. So do the responsibility, cost and opportunity for inefficiencies.



Developing global design guidelines is a means of directing change across a number of regions in a controlled fashion, creating consistency in both experience and cost.

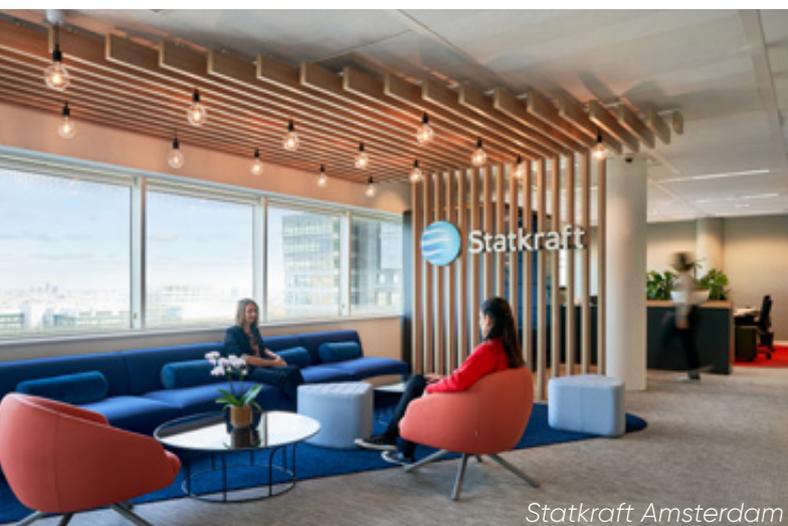
In creating global design standards you are aligning all your locations with the work patterns your organisation deems best suited to achieving your strategic goals, while at the same time creating efficiencies across the built environment.

Your global design standards will become the primary source of reference for regional delivery teams.

Typically they will cover topics such as space planning, ways of working, design and graphics, technology and IT, furniture and equipment standards, as well as sustainability baselines.

While each region you enter will have it's own unique complexities that your global design standards will need to be moulded around, by having one team at the core of your global real estate strategy who intimately know your KPI's means you can trust them with making adjustments that won't compromise your overall business strategy.

Similarly the goal should not be to make all your offices look identical, but instead create elements of consistency in order to preserve your company appearance across borders. While at the same time helping your team to collaborate with ease by ensuring similar resources are available across your global team.



Here design elements are repeated across Statkraft's Amsterdam and London offices to ensure clients get the same first impression and brand value messaging no matter where they are.

Maintaining flexibility is key

When it comes to rolling out your global design standards, remaining flexible is key as you will encounter location specific requirements that cater to different cultural and legislative necessities, as well as local market variables which will push and pull cost and fit-out metrics.

Design standards benefits

- Helps maintain brand consistency
- Enables global approach to enhancing employee wellness, health and safety incentives
- Cost savings through considered space utilisation strategies
- Further cost savings by enabling corporate accounts with global supply chain providers
- Helps your organisation benchmark and maintain sustainability incentives across all locations
- By creating a dedicated team that intimately knows your KPI's means better alignment with overall business strategy

At AIS we mimic that flexibility and can cater to a variety of different requirements when it comes to both the development and implementation of your global design guidelines.

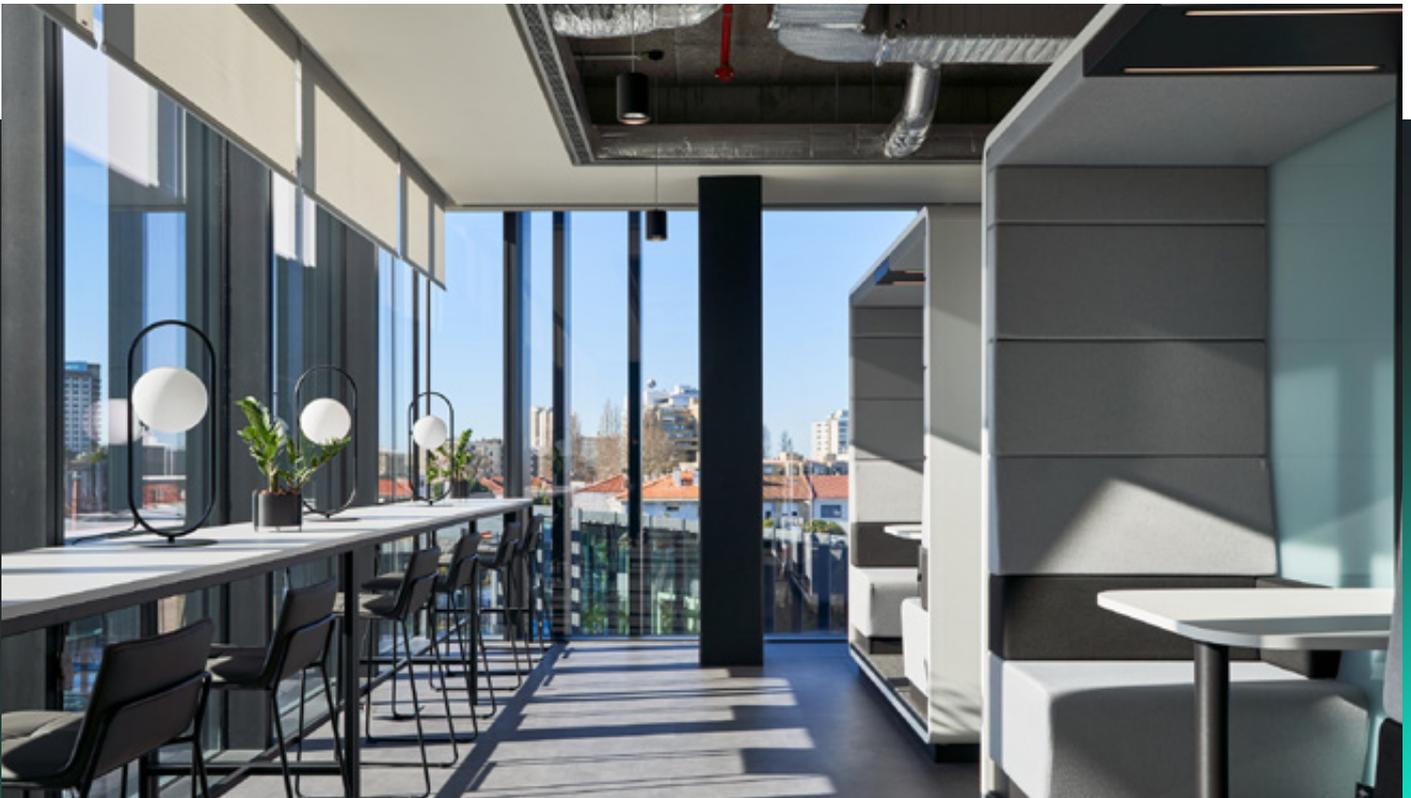
Our team of experts will be formed to support your internal team and together embark upon a discovery process of strategy sessions, industry benchmarking, employee insight and behavioural observations to create a set of measurable data points to form the framework of your global standards.

Make It Measurable

As the challenge of managing several workplace projects across different locations grows more complex, corporate alignment becomes increasingly relevant.

Core aspects of your desired workplace design and fit-out can quickly become fragmented if they end up falling into the hands of local decision-makers who may not be aware of your future growth strategy or the informed decision making behind your global strategy.

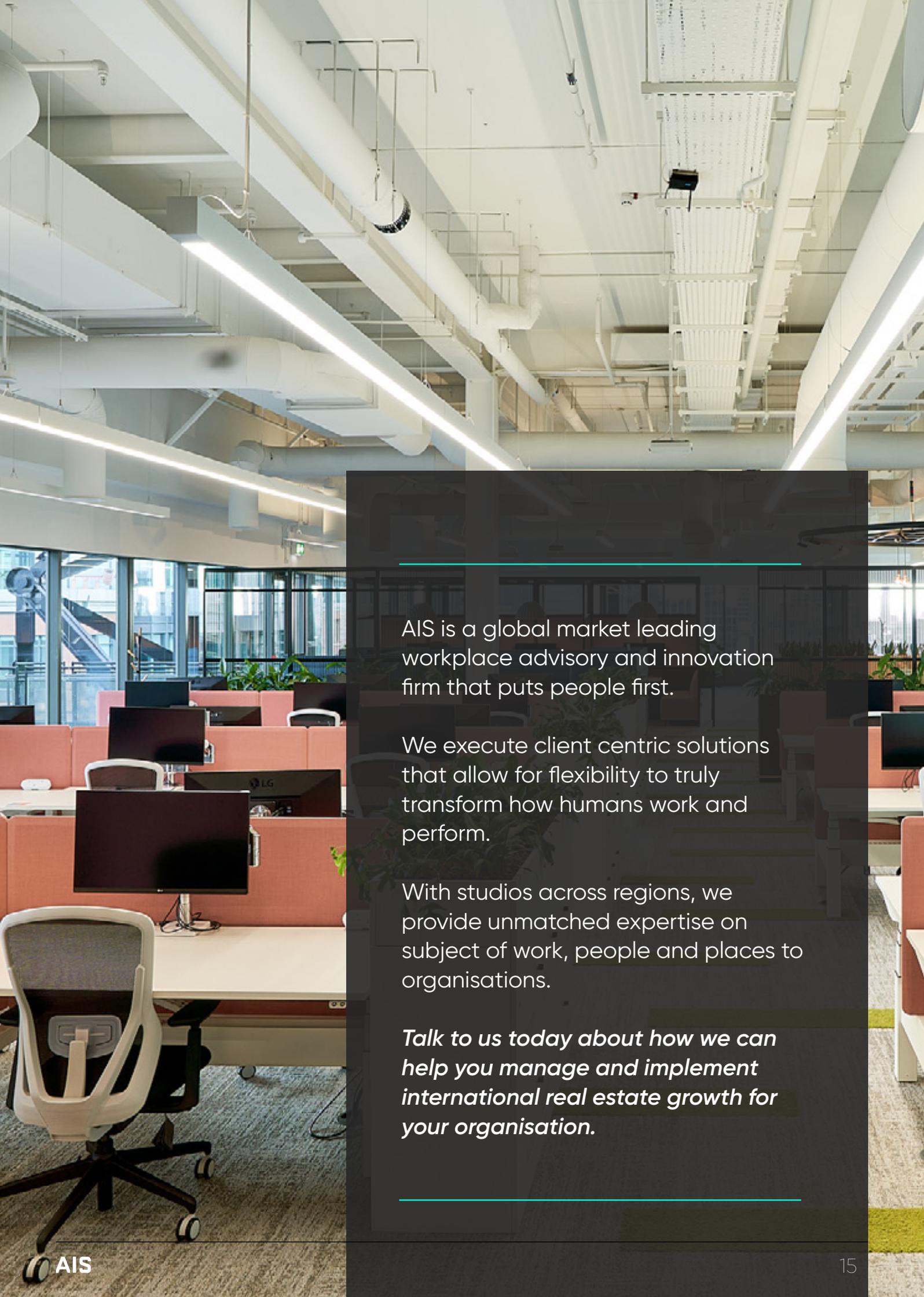
When working with our global corporate clients we recommend creating some measurable baseline metrics which can be implemented across your entire portfolio.



Creating measurable metrics

In establishing measurable metrics for your global design standards, care needs to be taken to stipulate between global and local designations. Ensuring this distinction allows for central control whilst providing scope to flex the design to accommodate local influences. We recommend implementing some baseline standards around the following elements:

- Workplace densities:** Most governments stipulate their own average workplace densities and these do vary, however we recommend making your own target range and ensuring each of your office locations can be operated safely and comfortably within these to ensure a consistent and fair approach across your global team. In the post pandemic world where workplaces are becoming more agile, it's important to consider two types of workplace densities; density of occupation (total NIA divided by total population) and local density of occupation. (NIA of most densely occupied floor divided by the population of that floor) 
- Space planning:** Detailing space planning metrics will not only help improve the workplace experience, but also help to make smarter real estate decisions by leveraging the right utilization and space planning data. We recommend companies develop these around different types of spaces, who uses it and why the space is being used and then designate quantities, size, functionality and equipment standards for each type of space. 
- Minimum well-being requirements:** In recognising workplaces should play an active role in supporting people to live well, if employee well-being is something your organisation wishes to be recognised for you should create minimum number baseline standards for well-being facilities such as privacy, reflection and contemplation spaces. 
- Brand Identity:** Workplace brand identity should be implemented alongside your overall brand identity with additional controls for finishes and FF&E. We generally recommend more stringent branding guidelines around your reception and client facing areas including things like logo placement, finishes specifications and minimum IT requirements to ensure clients get the same first impression and brand value messaging no matter where they are. 
- Accessibility:** Like workplace densities, accessibility legislation varies from region to region. By outlining your own baseline standards, not only are you providing welcoming workplaces across the globe, you are sending a positive message about your brand culture. Consider minimum requirements for space planning, adaptations to the work environment such as a minimum number of meeting rooms be fitted with hearing loops or screen readers, as well as added comfort controls to furniture or equipment. 
- Security and IT:** Establishing standards for security and IT provisions across your portfolio not only makes it easier to safeguard employee safety, asset protection and intellectual property, but allows for ease of communication and connectivity across your global team. 
- Ongoing metrics:** As well as outlining base metrics for the development of new office locations, we recommend outlining some benchmark metrics to monitor the utilisation and outgoings in operating each of your global locations. These might be around desk-sharing ratio's, meeting room occupancies and space utilisation. 



AIS is a global market leading workplace advisory and innovation firm that puts people first.

We execute client centric solutions that allow for flexibility to truly transform how humans work and perform.

With studios across regions, we provide unmatched expertise on subject of work, people and places to organisations.

Talk to us today about how we can help you manage and implement international real estate growth for your organisation.

AIS

Ready to
transform the
way you see
and do work?

Get in touch:
enquiries@ais-interiors.com

www.ais-interiors.com

