

Unlock Potential

In a time when critical thinking, creativity and teamwork drives and supports growth, your employees are your most important asset. Designing an environment, not just for visual impact, but also for health, comfort, flexibility and ease of use, ensures that you attract and retain top talent.

BY ENTRAWOOD



Design an employee experience

“Without the right people there would be no new big ideas or game-changing products—your organization simply can’t survive. Yet, sometimes we forget to think strategically about creating an employee experience that will influence people’s decisions about where to work and how engaged they are likely to be.

“Traditionally, organizations have thought about their offices as a place to park their people. Instead the office should be strategically leveraged to encourage new social norms and a mindset that will lead to the behaviors that enhance innovation. Over time, this will shape the culture you desire, as well as create the type of work experience people are seeking.” Laurent Bernard, vice president, Global Talent Management at Steelcase.

Focus on facilitating the wide range of work activities and design the space round that, rather than around status and hierarchy. Because the corner office may achieve better results for the company as a meeting room with a view.

Different companies have different cultures and industries have different tones and behaviors and there is no one recipe, for an office design, that fits all.



“We shape our buildings, and afterwards our buildings shape us”

- Winston Churchill (1924/1944)

In our showroom we will guide you to make the best possible decisions for your business and your people. Because we believe that the world needs innovative entrepreneurs and successful small businesses; and that intentionally designed offices spaces and a vibrant office culture play a big role in their success. Enhance employee experience:

- **Offer choice.** Give people the freedom to work wherever they want by providing a range of spaces with different tools and atmospheres that meet their changing needs throughout the day.
- **Ease of work** (fast connection, accessible power, good lighting) means the problem solving process is uninterrupted. Eg. dual monitors can increase productivity by 20-30 percent (Jon Peddie, The New York Times, 2006)
- **Aesthetics** of the environment, such as natural light, indoor plants, smell of coffee, can affect enjoyment of work and enhance productivity.
- **Offer control** of the environment, like dimming lights, or controlling blinds, setting the air-con temperature, reduces frustration and distraction.

Evolutionary Psychology

Evolutionary Psychology suggests that people have subconscious triggers that hasn't evolved as quickly as our surroundings, and we still react instinctively to certain queues. Here are a few examples:

- A study done by Dazkir & Read, 2012, concludes that curved furnishings and soft textures relaxes the mind, and enhances creativity whilst sharp jagged edges puts people on edge or high alert.
- Way, way back when our kind was still living in the wild, we built shelters on a high vantage point, for two reasons; to see and to quickly react to approaching threats and so that nothing can come from behind and catch us by surprise. That built in instinct is what causes us to feel uneasy and distracted when we have our back to the door or traffic, while working or in a restaurant.

The Cocoon Privacy Booths and Pods appeal to both these instincts and helps you to relax and narrow your focus to the task at hand.

Support Solitude

Help keep distractions low with respite spaces where individuals can rejuvenate, take a private phone call or focus on heads-down work throughout the day.





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For the Individual

The brief was to design a work environment that inspires freedom of thought while at the same time providing the thinker with a sense of control. To create balance and harmony between the furniture and the user, and to consider the usefulness and visual impact of each surface and structural element. To achieve luxury with selective materials, shaped to the thinker.

Introducing Shell, a range of hand finished, high quality birch ply office furniture. Crafted by passion and dedication, for those who value artistry and workmanship.

We invite you to take a seat and let your mind wonder.

Original design by ENTRAWOOD.

How we meet matters

Elon Musk has, famously shared some productivity rules with his Tesla employees which include: having fewer meetings, keeping them short, and only attend them if you are able to contribute. Meetings can hamper productivity and steal valuable time so deciding how you meet and what you want to achieve with meetings can really set the tone and pace. Lets explore a few examples:

Studies have shown that standing meetings are, on average, 34% shorter than seated meetings (Turnstone 2017) which is ideal for team discussions. Alternatively by completely removing a table and having your meeting, sitting on mobile ottomans you could achieve a informal, relaxed atmosphere that can promote creative thinking and is good for brainstorming.

Round meeting tables focus energy to the centre and to the problem at hand, and neutralises the power of the individuals around the table. In contrast a meeting where negotiations and power play is key, a meeting in a more formal boardroom setting may be most suitable.

Client meetings in a work lounge may be less intimidating and send a more friendly signal.



Mental Space

“Our mental space expands and contracts in direct proportion to our perception of physical space.”

- Donald Rattner



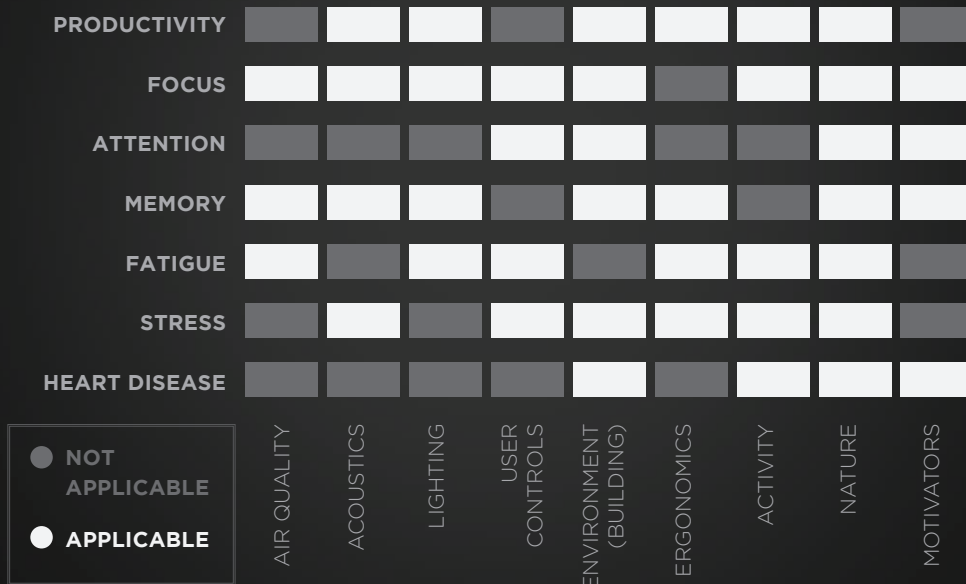
Increasing “mental space” also increases the likelihood of creative/divergent thoughts. For example a classroom with big windows, and furniture that can be moved around or out of the way for different activities, has a very different affect on student participation and creativity than a classroom with desks arranged in rows facing the board with little or no view of the outside.

- The cool colours recede, while warm colours advance. In an experiment done by Zhu & Mehta, 2009, they found that test subjects provided more creative answers in a blue room, whilst they performed better on analytical questions in a red room.
- Lighting and noise affects behavior. Bright light and silence creates an exam like setting that promotes analytical thinking. Low light and a low buzz, like a coffee shop, relaxes people and helps promote creative thoughts.
- Mental space is not only tied to physical space, but distance and time as well. According to Liberman ET Al, 2011, travel posters of far away places or photos of time long past can enhance the creativity levels in a work place.
- The concept of “leaking energy” basically suggests that energy can leak out of say an open door, or an empty seat at a meeting table, closing the door, or removing the extra seat keeps the energy focused.

The Influence of Spacial Factors:

Through research and insights, a strong correlation exists between workplace, wellbeing, productivity & talent retention.

- Dean Strombom, Gensler, NEOCON 2018



A Case study in office design...

In the early 2000's with Steve Jobs as Pixar's CEO, he brought on board Gensler Interior Architects to plan and design a campus for 1000 employees. The headquarters was to be a place that "promoted encounters and unplanned collaborations." They designed a great atrium space that acts as a central hub for the campus. In Steve Jobs biography he says "If a building doesn't encourage [collaboration], you'll lose a lot of innovation and the magic that's sparked by serendipity. So we designed the building to make people get out of their offices and mingle in the central atrium".

However Pixar also wanted to offer employees space to do focused, undisturbed work both as individuals and in smaller team settings. Gensler arranged 5-6 individual offices in U-shape around a central gathering area in the middle or team collaborations. The large atrium served the larger scale company collaboration, housing a canteen, relax or play area and working lounges. (officesnapshots.com, 27-12-2012)

This example demonstrates the balance that can be achieved by catering to the personal needs of employees, as well as the needs of a team to meet and work together, and on a larger scale the goal of the company to get all employees to come together on a daily basis in a central space to promote company culture and a sense of belonging to a bigger purpose for everyone.

It also serves as proof that office design is fundamental to the success of a company.



DESIGNING FOR

The Modern Workspace

Whether you're refurbishing a small office or handling more complex corporate logistics, Entrawood can guide you through the process of defining your business goals and employee needs; matching them with office furniture solution that is on time, on budget and meets the highest quality standards, nationwide.
Trade Only.

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