



UNISOURCE SOLUTIONS

Welcome to simple.

# WORKPLACE DESIGN STRATEGY

PREPARED BY UNISOURCE SOLUTIONS | JUNE 2025







UNISOURCE SOLUTIONS

# WE HELP PEOPLE DO GREAT THINGS AT WORK.

We take pride in our experience in being the leading workspace strategy, workspace planning, and facilities services company in California. Our tenured team brings perspective, resources, logistics, and innovative technology to ensure your workplace will perform and adapt to an ever-changing environment. Whether you're renovating, relocating, or starting from scratch, our workplace strategy and tactical services include everything you need to optimize your workplace and reduce costs.

SEE MORE >

## OUR SERVICE OFFERINGS

- | PLANNING & SOURCING  | WORKPLACE STRATEGY   | LOGISTICS & FACILITIES MANAGEMENT  |
|--|--|--|
| <ul style="list-style-type: none"><li>• Space Planning and Design</li><li>• Visualization Tools / Renderings</li><li>• Project Management</li><li>• Contract and Custom Furniture</li><li>• Ergonomics and Wellness</li><li>• Systems Installation</li></ul> | <ul style="list-style-type: none"><li>• Occupancy Management, Cost, Growth, Engagement Assessments</li><li>• Furniture Inventory and Analysis</li><li>• Research and Surveys</li><li>• Workplace Performance Metrics</li><li>• Design and Strategy Workshops</li></ul> | <ul style="list-style-type: none"><li>• Move, Add and Change</li><li>• Relocation</li><li>• Decommissioning</li><li>• Project Management / Process Improvement</li><li>• Warehousing/ Inventory Management</li><li>• Statewide + National Service Capability</li></ul> |







# OUR GOAL

To provide our customers with a structured, actionable roadmap that enables it to create a workplace solution that meets all experience, business, and employee satisfaction expectations.

Our efforts to create space standards that support activities, flexibility, productivity, and cost expectations include:

- *Administrative space management study*
- *Understanding the state of the workplace*
- *Evaluate the workplace effectiveness*
- *Identify best practices based on unique requirements*
- *Analyze workplace occupancy and optimization*
- *Develop a roadmap for success*
- *Establish processes, matrix, and service standards for managing and measuring space in the future*
- *Provide quantitative workplace data to enable course corrections as necessary*



## THE PROCESS WE UTILIZE TO ENSURE SUCCESS

- Stakeholder interviews
- Leadership interviews
- Access current employee satisfaction levels
- Activity analysis and observation
- Real-time occupancy analytics
- Current cost of change
- Potential bottlenecks
- Ergonomics & safety evaluation
- Strategy workshop
- Space design in line with business and experience objectives

## THE TOOLS INCORPORATED INTO OUR SOLUTION

- Occupancy sensors
- End-user satisfaction surveys
- Customized interview templates
- Live AutoCAD design sessions
- Teams Collaboration and Communication Platform
- Project-specific portal

## WHAT WE DELIVER

- Roadmap to implement the workplace of the future
- A customized, ongoing Workplace Performance Platform fully aligned with objectives
- Workplace analytics providing the relevant data to make informed decisions
- The flexibility to dial up or down ongoing services as required

## OUR SERVICES

- Change Management
- Fully web-enabled dashboards
- Made-to-order product solutions, from hub to home, that positively reflect organizational culture and values
- Ergonomic and wellness programs
- On and off-site inventory management to ensure agility requirements
- A nationally scalable workplace solution



# OUR PROCESS


Unisource Solutions brings over 30 years of experience in workplace strategy, design, and installation, offering a comprehensive approach that spans from strategic assessment to full implementation and ongoing support. Our tailored solutions are designed to create functional, adaptable spaces that align with your company’s vision and goals, ensuring that every aspect of the workplace is optimized for success.

### Integrated Strategy for Lasting Workplace Success

We use a holistic approach that brings together industry insights, strategy, and implementation to help both occupiers and building managers deliver exceptional workplace experiences in line with business objectives over the long haul.



DISCOVERY & RESEARCH



- **Define the problem:** Clarify business goals, user needs, and market context.
- **Stakeholder interviews:** Gather insights from key internal voices.
- **User research:** Conduct surveys, interviews, or observations to understand user behaviors and pain points.
- **Synthesize findings:** Identify key themes, patterns, and opportunities

STRATEGY DEVELOPMENT




- **Define objectives:** Establish measurable goals based on research.
- **Visualization:** Flow charts to visualize user experiences.
- **Ideation:** Brainstorm potential design directions or concepts.

DESIGN SOLUTION CREATION



- **Design brief:** Outline the problem, target audience, constraints, and success metrics.
- **Recommendations:** Create floor plans, space type recommendations based on research and strategy.

PRESENTATION & DELIVERY



- **Craft a compelling narrative:** Address the problem, research insights, and solutions.
- **Present:** Key design elements and understanding the possibilities and transformation goals.
- **Strategic impact:** Show how the solution aligns with business goals and improves user experience.
- **Implementation roadmap:** Recommend next steps, timelines, and required resources.





- ? How do you imagine your workplace of the future?
- ? How much space is the right amount of space?
- ? What are your current and projected occupancy levels?
- ? How do you balance business objectives with employee experience and expectations?

# QUESTIONS THAT NEED TO BE ANSWERED:

- ? How is your space currently used? Are you in growth mode or downsizing?
- ? What will you need in a year? 5 years? 10 Years?
- ? How do we get people to want to work on-site?
- ? What should the workplace offer to enhance the employee experience by persona?

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Research & Analytics

Employee Workplace Survey

Conducted by: Charity Freiberg  
Date: 05/09/25

Section 1: Workstyle & Work Habits

1. What is your primary work location?

In-office full time

Hybrid (mostly in-office)

Hybrid (mostly remote)

Fully remote

2. On average, how many days per week do you work from the office? (Numeric response)

0

1

2

3

4

5

3. What type of work best describes your daily tasks? (Check all that apply)

Focused, heads-down work

Collaborative work (team projects, brainstorming)

Meetings or calls

Creative or design work

Client-facing activities

Administrative or process-driven tasks

Other: \_\_\_\_\_

4. How do you prefer to structure your workday?

Set routine with predictable hours

Flexible with shifting tasks and locations

Task-based with defined breaks

Other: \_\_\_\_\_

Section 2: Work Environment

10. How important are the following to your ideal work environment? (Scale: 1 = Not Important, 5 = Very Important)

Element	1	2	3	4	5
Natural light	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Temperature comfort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Air quality & ventilation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aesthetics and design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quiet zones	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flexibility/moveable furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to food and drink	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 4: Future of Work & Flexibility

11. In a future office, how much flexibility do you want in choosing where and how you work? (Short response or Likert scale)

1

2

3

4

5

12. What are the top 3 qualities you'd want in an ideal workplace? (e.g., vibrant, calm, flexible, inspiring, professional, tech-enabled, etc.)

1.

2.

3.

13. What would make you want to come into the office more often? [Open text]

14. Any other feedback or ideas you'd like to share as we reimagine our workplace? [Open text]

The Workplace Analytics dashboard displays four key metrics: Utilization (41%), Occupancy (1234), Density (123), and Vacancies (123). Below these, a 'Space Breakout' chart shows the distribution of space across departments: Engineering (11%), Human Relat. (4%), Marketing (10%), Finance (8%), and Admin (13%).

WORKPLACE ANALYTICS

The Sample Space Study includes a 'More Group Spaces for Collaboration' section with two donut charts. The 'Current Office' chart shows 78% for Individual Work, 14% for Group Work, and 8% for Future. The 'Future Office' chart shows 47% for Individual Work, 38% for Group Work, and 15% for Future. Below this is a 'Floorplate Study for Collaboration' section showing a 'Floorplate - Before' and a 'Floorplate - After' with a legend for Assigned Workstations, Assigned Workstations (Future), Personal Space, Personal Collaboration Space, and Open Collaborative Space.

SAMPLE SPACE STUDY

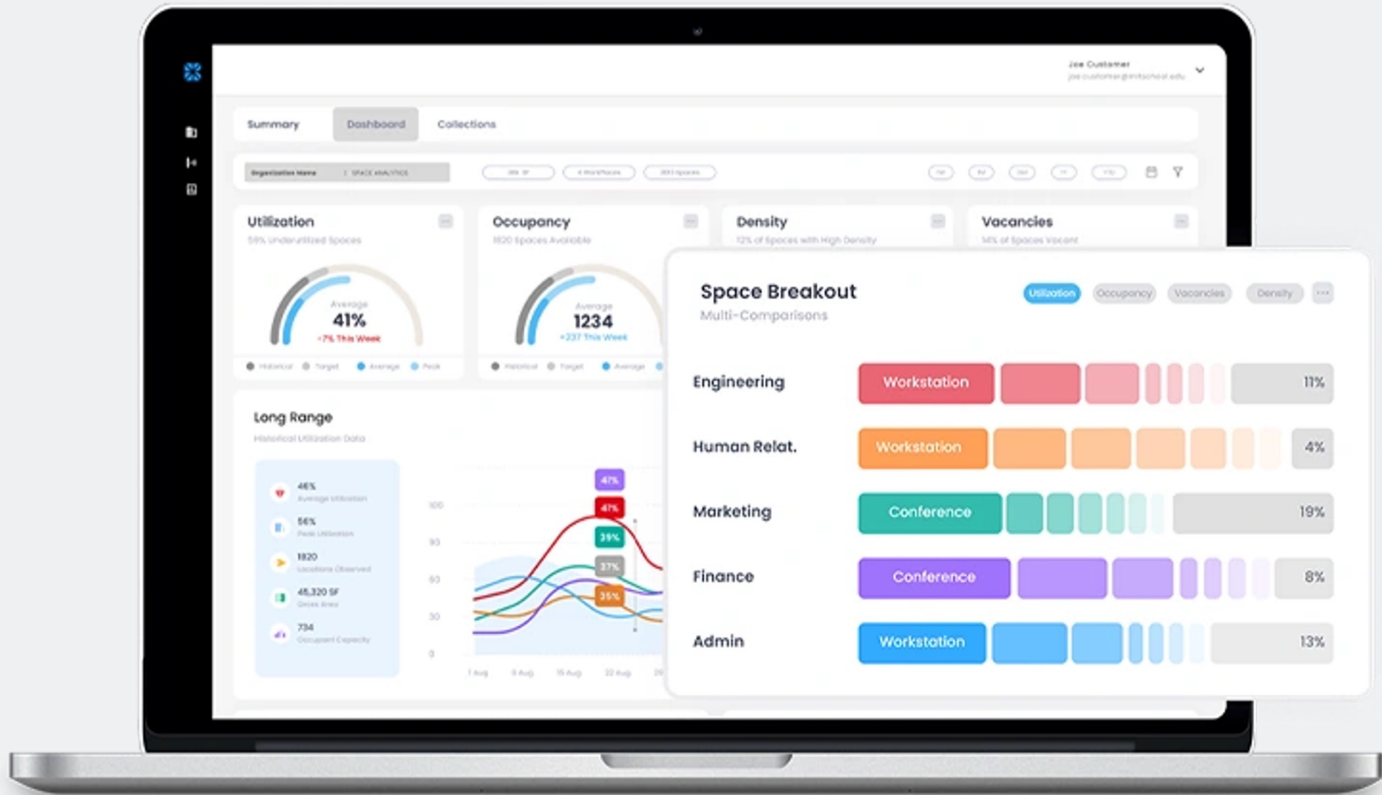
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# WORKPLACE PERFORMANCE METRICS

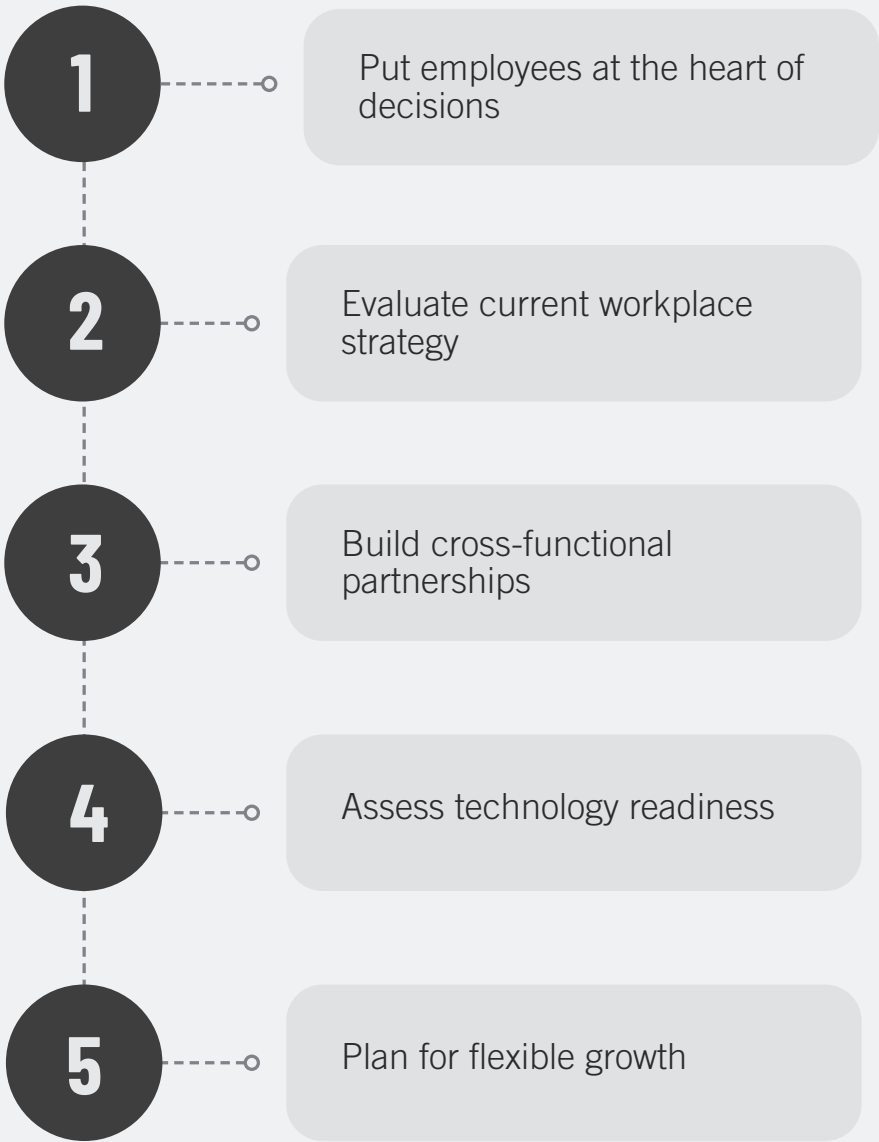
Companies are struggling to identify the best ways to use their physical space, resulting in a disconnect from understanding the way their employees want to work and their hybrid work strategies. Workspace strategy and optimization during business transitions ensure higher ROI and greater utilization of valuable resources. We will work together to provide you with an analysis and clear vision for how to best utilize your space. Our data-driven process substantiates decisions. We do the research, provide the facts and figures, and work with you to create agile environments that speak to all generations and appeal to diverse working styles.

We provide verifiable performance measurements, from cost and occupancy analysis to employee satisfaction and engagement levels. Developed in collaboration with our partners, Unisource Solutions measures workplace performance and satisfaction as a strategic tool to positively impact agility, activity-based design, employee engagement, and cost reductions. We deliver insights that drive better workplace strategies.





# ACTION ITEMS FOR WORKPLACE TRANSFORMATION



This graph highlights five key action items essential for successful workplace transformation. At the core is prioritizing employees in decision-making, ensuring their needs and experiences guide change. Supporting this are four strategic pillars: **reassessing workplace strategy, fostering cross-functional collaboration, evaluating technology capabilities, and preparing for scalable, flexible growth**. Together, these actions help organizations create a future-ready, employee-centric workplace.

# WHAT BENCHMARK DATA\* IS TELLING US TODAY



70%

Foster collaboration and knowledge exchange



43%

Promote connection to organization and sense of pride

37%

Drive innovation and creativity

\*Data gathered from Leesman



92%

Individual focused work

This is quiet, solo, concentrated work, and is crucial to a positive sense of personal productivity. It will include a myriad of typical knowledge worker duties and sits at the heart of almost all knowledge economy work.



75%

Planned meetings

'Planned meetings' may or may not be creative in nature, but they are scheduled events that employees know about in advance and involve others. 'Planned meetings' enable collaboration through the sharing and dissemination of knowledge.



56%

Collaborating on focused work

As a function, it is not bound to a specific environment, but it does require fewer distractions and benefits from privacy. 'Collaborating on focused work' generates ideas, solves problems and reinforces creativity.

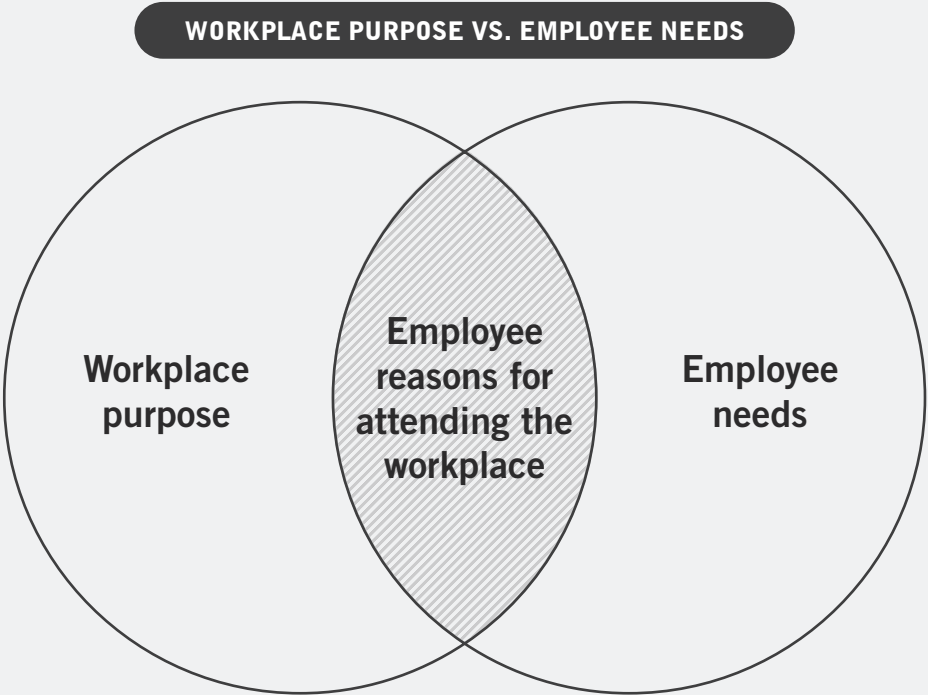




# IMPROVING THE EMPLOYEE EXPERIENCE

It’s crucial to understand employee needs and define a clear ‘workplace why’ that aligns with both business goals and employee expectations.

Establishing and clearly communicating a well-defined workplace purpose helps shape expectations and gives employees meaningful reasons to use the office. This leads to more intentional visits, better engagement, and improved employee experience.



## A GOOD WORKPLACE STRATEGY SHOULD LEAD TO EFFECTIVE AND EFFICIENT WORKPLACE DESIGNS THAT:

01. **Optimize Real Estate**

Maximize the use of available space by strategically designing environments that support various work styles, minimizing wasted space while enhancing functionality.
02. **Increase Employee Satisfaction & Engagement**

Foster a positive work environment that empowers employees to choose how and where they work, leading to greater job satisfaction and active participation.
03. **Reduce Costs**

Maintain and support a hybrid workplace model to reduce our employees emissions and pollution impact.
04. **Increase Organizational Agility & Flexibility**

Design adaptable spaces that easily accommodate changing team sizes, evolving work styles, and future growth.
05. **Improve Communication & Collaboration**

Create a balanced mix of private and shared spaces that encourage teamwork, knowledge sharing, and open communication.
06. **Increase Creativity & Innovation**

Provide diverse work settings that inspire fresh ideas, support brainstorming, and allow employees to work in ways that spark innovation.
07. **Improve Brand Identity & Culture**

Design environments that reflect your company’s values and culture, reinforcing brand identity and creating a cohesive employee experience.
08. **Attract & Retain The Best Talent**

Offer a well-designed workplace that supports employee well-being, flexibility, and personal growth, making your organization a desirable place to work.
09. **Improve Work-Life Balance**

Enable employees to seamlessly transition between remote and in-office work, giving them greater control over their schedules and well-being.





# DESIGNING FOR THE SPECTRUM OF SOCIAL CONNECTION IN THE WORKPLACE



## Planned Collaboration

### Environment Types:

- Meeting rooms  
Project rooms (equipped with whiteboards, screens)
- Collaboration zones (modular furniture, digital tools)
- AV-equipped conference rooms (for hybrid or remote team inclusion)

**Why:** Structured discussions need quiet, focused, and well-equipped spaces for planning and decision-making.



## Spontaneous Discussion

### Environment Types:

- Open collaboration areas
- Huddle spaces
- Touchdown areas
- Café-style seating or breakout zones

**Why:** These areas encourage quick, unplanned interactions without needing to book a space.



## Informal Learning

### Environment Types:

- Lounge areas with whiteboards/screens
- Library or resource zone
- Workshop/flex space
- Shared digital learning stations

**Why:** These environments support casual knowledge sharing, mentoring, and peer-to-peer learning.

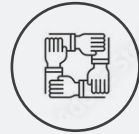


## Team Connectivity

### Environment Types:

- Neighborhood seating (team zones)
- Agile team areas with pin-up boards
- Co-creation spaces
- Daily stand-up corners

**Why:** Helps teams stay connected, align daily tasks, and foster trust through regular interaction.



## Community of Belonging

### Environment Types:

- Social hubs or central lounges
- Community kitchens or coffee bars
- Multipurpose event space
- Cultural/brand walls or recognition spaces

**Why:** These promote identity, inclusion, and spontaneous cross-team interaction—key to building a sense of belonging.

# CASE STUDY: AMGEN

## TRANSFORMING WORKPLACE STRATEGY AT AMGEN

**Challenge:**  
Amgen’s office faced a growing disconnect between space usage and employee work patterns. Despite the availability of desks and offices, a detailed site study conducted by our team—tracking occupancy every hour—revealed that a significant number of desks remained unused for the majority of the day. Additionally, although employees were co-located in the same building, there was limited cross-functional communication or collaboration.

**Approach:**  
To address these inefficiencies, the team conducted regular space utilization audits, observing real-time work habits and movement patterns. Based on the findings, Amgen initiated a strategic workplace redesign focused on agility and collaboration.



### STRATEGIC SOLUTIONS IMPLEMENTED

- Shift to Unassigned Seating:**  
Traditional assigned desks were replaced by a range of workstation options.
- Neighborhood-Based Planning:**  
Each floor was divided into 4–5 “neighborhoods”, each designed around different work styles—from focused individual work to team-based collaboration. Employees select a neighborhood aligned with the level and type of work required that day or week.
- Project- and Work-Type Zoning:**  
Space was reorganized by project teams or functional work types rather than departments, promoting spontaneous collaboration and reducing silos.
- Optimized Space Utilization:**  
The freed-up real estate from underused desks was repurposed into collaborative zones, informal meeting areas, and quiet focus rooms, aligning the physical environment with employee needs.

### RESULTS

- Stronger Team Engagement**  
Increased collaborative engagement among teams.
- Smarter Space Efficiency**  
Better space efficiency and alignment with actual work patterns.
- Enhanced Flexibility**  
More flexible work experiences for employees.
- Future Scalability**  
A scalable model for future Amgen offices or workplace updates.





# CASE STUDY: NATIONAL HEALTH INSURANCE COMPANY

## STRATEGIC DESIGN REVITALIZES FORMER MACY’S INTO COLLABORATIVE CALL CENTER

With the help of Unisource Solutions a national healthcare insurance company took a bold, community-focused approach by transforming a vacant 375,000-sf Macy’s into a modern call center. This innovative adaptive reuse project reimagined a defunct retail space into a vibrant, people-centered workplace—reflecting a growing trend in commercial real estate. Currently occupying 107,000 square feet across two floors (with plans to expand), the company partnered with its facilities team and Unisource to furnish ~850 ergonomic workstations, collaborative areas, training rooms, and social hubs. The design emphasized employee wellbeing, incorporating sustainable products, ergonomic features, acoustic comfort, and human-centered lighting.

FULL CASE STUDY >

### Design That Builds Culture

Each floor centers around an “open core” with cafes, coffee stations, and lounges—designed to foster connection and accessibility. Work zones radiate outward, blending open offices with quiet rooms for focused work. The neutral, cohesive palette and flexible furnishings support comfort and productivity.

### Navigating Challenges Strategically

Adapting a mall environment posed challenges, including construction delays and warehousing logistics. Through agile coordination and teamwork, the project stayed on course—proving that strategic workplace design is not just about space, but about people, culture, and purpose.

*“The company’s vision to create a collaborative environment while revitalizing unused space reflects their deep commitment to employees, clients, and community,”*  
**- Debbie Fisher, Principal at Unisource Solutions.**

### PROJECT AT A GLANCE:

**Location:**  
The Southwest, United States

**Size:**  
107,000 square feet

**Completion Date:**  
September 2018

**Furniture & Workplace Solutions:**  
Unisource Solutions

**Resources:**  
Haworth workstations







# CASE STUDY: LOS ANGELES WORLD AIRPORTS

## CREATIVE WORKPLACE STRATEGY AT SCALE

To unify the operations of the nation’s largest airport police agency, LAWA consolidated eight departments under one roof in a purpose-built facility designed for both performance and wellness. Our team led the furnishings strategy and installation, shaping an environment that supports multiple work styles, enhances operational flow, and fosters collaboration. The intent of the new workplace was to incorporate a hybrid floor plan model that marries community gathering areas with high-functioning workspaces. The outcome was a modern, mission-driven facility that optimizes operations, enhances interdepartmental communication, and sets a benchmark for secure, sustainable, and flexible government workplaces.

FULL CASE STUDY >

### STRATEGIC DESIGN HIGHLIGHTS

- Hybrid Workplace Planning**  
A creative blend of private offices, cubicles, benching stations, and open lounges enables flexibility across work styles and job functions.
- Neighborhood Zoning**  
Each floor includes work neighborhoods tailored to job types, from tactical teams to executive functions, creating clarity and purpose in spatial use.
- Human-Centered Comfort**  
Lounges, training rooms, and a diverse lunchroom layout support wellness, socialization, and quiet focus—key to team performance.
- High-Impact Customization**  
From ADA-compliant benches to police-blue accent walls, our custom furnishings reinforce the brand, purpose, and identity of LAXPD.
- Sustainability & Compliance:**  
Materials were selected to meet CalGreen Tier 1 and LEED Silver standards, aligning with LAWA's long-term redevelopment goals.

### PROJECT AT A GLANCE:

- Location:**  
Los Angeles, CA
- Size:**  
160,000 square feet
- Completion Date:**  
September 2021
- Furniture & Workplace Solutions:**  
Unisource Solutions
- Resources:**  
Haworth, Keilhauer, Source Intl, Davis Furniture, NaughtOne, Platform by Unisource







# THE EVOLVING WORKPLACE

**In today’s rapidly evolving work environment, organizations are increasingly turning to workplace analytics as a key driver to understand employee activities and occupancy trends.**

More than ever, designers need to understand employee activities and occupancy trends to make evidence-based recommendations around the workplace. We have seen firsthand how a well-designed space, based on activities and workplace analytics, is essential for fostering a productive, healthy, and engaging environment that supports both employee experience expectations and organizational success. Ultimately, investing in a well-designed office and robust workplace services solution is a strategic move that optimizes business operations and unlocks the full potential of both people and the organization. To address these challenges and explore opportunities, we take a holistic approach in the form of a customized Workplace Performance Platform. Every solution is structured to meet the specific requirements of each unique customer.

**Services included in our Workplace Performance Platform include:**

- *Understanding the organization, department, and individual stakeholders’ expectations.*
- *Objectives-based design solutions that deliver business, experience, agility, and cost objectives.*
- *Workplace sensors provide real-time data to make informed decisions.*
- *On-demand, full-time on-site Moves, Adds, and Changes services fully aligned with service experience and cost expectations.*

“At Unisource Solutions, we believe that the future of work isn’t just about where people work, its about how they work together, the activities they engage in and the experience they receive.”



Jim Kastner, CEO

# THANK YOU!



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