

# IBA

inspire create deliver

## THE NEW WORKPLACE --- FROM NOVELTY TO MAINSTREAM

AMCHAM PRESENTATION  
FEBRUARY 2018

**WHAT IS THE NEW  
WORKPLACE?**



























**WHERE DOES MOST OF THE  
WORK STILL GET DONE?**





OSEDLÉJTE SI TAKÉ INTRANET!  
<http://intranet>

**Marketing & Media**  
Frontální  
útoky na  
spotřebitelce

Jan Hainz

ISS R



**WHAT IS THE PURPOSE  
OF AN OFFICE?**



- Help to build a sense of collective endeavour?
- Reinforce brand values?
- Facilitate greater knowledge transfer?
- Help to attract the best staff?



**ENABLE AN EMPLOYEE TO  
DO THE JOB THEY ARE  
EMPLOYED TO DO.**



**WHAT WE NEED TO DO?**



- Research - really understand how a company operates and what the employees do
- Get involved at the beginning
- Buy in from the decision makers

# BACK TO BASICS

FUNCTION

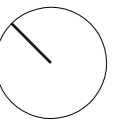
SOUND

LIGHT

COMFORT



**CASE STUDY**  
**SCS SOFTWARE**











SCS SOFTWARE

























































**LESS INNOVATION**

**MORE DEDICATION**



THANK YOU

**IBA**

inspire create deliver