

Winning The War For Top Talent

By: Louis Pou



*The 5 Pillars of Organizational Design And The
Employee Experience*



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Introduction

To say the modern day workplace is evolving would be an understatement.

A more accurate assessment reveals that offices around the country are experiencing turbulence due to a perfect storm of sweeping trends and patterns impacting the workplace climate. These patterns include competitive job markets, rapid technological innovation, emerging demographic trends and shifting cultural preferences.

Taken together, these workplace dynamics point to improving work conditions and more leverage for job seekers, which feeds into the recurring business theme that is “the war for talent.” In winning the war for top talent, growing business brands must position themselves as attractive workplace destinations by adapting their office environment to fit the future of work, which will soon be dominated by millennial populations and become open to Generation Z influence.

This informational guide is designed to help you prepare for emerging workplace trends by providing an overview of key attributes that top talent crave. Before revealing these desirable attributes, it's necessary to equip you with workplace data and two fundamental criteria that growing business brands are leveraging to attract and retain top talent.

Facts and Stats

For a more granular picture of how workplace patterns and trends are playing out, consider that:

- Employers have added more than a million jobs since the start of 2017, with the majority coming from the education and health services, professional and business services and the financial services industries. ([U.S. Bureau of Labor Statistics, 2017](#))
- Virtual reality is projected to reach over 5 billion dollars in revenue in 2018 for hardware alone, with over 400 million dollars invested into a market of 25 million users. ([Forbes, 2016](#)).
- 36 percent of working millennials are in management roles, and 2017 marks the first full calendar year that Generation Z—born after 1998—will be entering the workforce. ([Entrepreneur, 2017](#))
- The average tenure for employees spanning all ages is less than 5 years in the U.S., with millennials switching jobs after just 2 years. ([U.S. Bureau of Labor Statistics, 2016](#))
- Employees who have the freedom and flexibility to choose workspaces that best fit collaborative and focused tasks are 88 percent more engaged at work. ([Forbes, 2017](#))

Organizational Design & The Employee Experience

Two fundamental criteria being prioritized by growing business brands committed to adapting their workplace to recruit, train and retain top talent is their organizational design and employee experience.

Organizational Design: refers to the org chart and team configurations. As company building blocks, organizational design permeates office culture and is the driving force behind decision-making, employee behavior and interactions. The structure of a business's organizational design can either facilitate or inhibit employee learning, working and engagement.

The Employee Experience: derives from the perceptions and evaluations job seekers and employees associate with a given company. In today's innovative workplace, the employee experience is driven by consumer culture and digital communication practices that lend credibility to a business's brand based on their affiliations and reputation.

These two focal points are interdependent to the extent that one reinforces or hinders the other. They also are critically important to how companies structure and promote themselves in the war for top talent.

5 Pillars Of Org Design & The Employee Experience

Now that you are familiar with the current trends impacting the workplace climate and have absorbed fundamental criteria growing business brands are prioritizing to attract top talent, it's time to identify 5 key attributes to consider in revamping your workplace dynamic.

These 5 attributes are so indispensable to workplace success that they should be interpreted as pillars since they are literally the building blocks of office excellence in the 21st century.

Supplementing these 5 pillars are insightful recommendations that will help you seamlessly integrate these attributes into the fabric of your office culture, should you identify missed opportunities.

Business brands that are successful in implementing these 5 pillars into their organizational design and employee experience will not only be properly equipped in the hunt for top talent, but will also be recipients of brand recognition that will catapult them to the top of their industry.

1. Flexibility



No longer an option, office flexibility is required for success in today's evolving workplace climate. With the rise of the gig economy and a blended workforce, clients have access to more value and resources on demand. The Freelance Union predicts that in the next few years, 40 percent of the workforce will be freelancers. To reap the benefits of this opportunity, business brands should design their workplace dynamic to accommodate and integrate freelance work with employee operations. Flexibility in the workplace also entails a willingness for business brands to allow their employees to customize their work. For employers that are averse to telecommuting, adaptable workspaces with shifting desk and seating configurations can provide viable alternatives that afford top talent the opportunity to participate in collaborative and focused work within comfortable office settings.

2. Teamwork



A hallmark of thriving office environments regardless of employment situations and industry, teamwork ensures the necessary social and intellectual capital to complete significant projects and diverse perspectives for sound decision making. It also improves individual performance by facilitating personal development and support. Considering emerging talent classes grew up playing sports and routinely engaged in group work throughout their educational training, they expect a team-driven workplace environment. In aligning with demands for teamwork, growing business brands are embracing team-centric work arrangements and activities. This can be achieved by creating collaborative workspaces that cater to diverse forms of teamwork and allows top talent to proactively come together throughout the workday to brainstorm ideas and break apart to execute next steps and deliver customer value.

3. Wellness



Workplace wellness is perhaps the single biggest opportunity for business brands to attract emerging talent, while lowering healthcare costs. Businesses brands that focus on workplace wellness play an integral role in promoting healthier employee lifestyles, which lowers absenteeism and increases productivity. In leveraging workplace wellness best practices, growing business brands are getting creative with benefit plans on their quest for top talent. They realize that wellness programs could be the antidote they have long been waiting for to combat high levels of workplace stress, and are wisely investing in creating healthier and more inviting office environments. One way health conscious business brands can incorporate wellness into their office environment is by enhancing their feng shui through more efficient and functional workspace planning.

4. Technology



Technology in the workplace plays a critical role in automating routine and non-client facing tasks, which are often tedious and time consuming. By leveraging automation, team members can spend more time engaging with and acquiring clients, which helps them deliver higher company profits and increases their chances for a promotion. The emergence of virtual reality (VR) represents another massive technological trend that is already transforming how business brands deliver value, as well as recruit and train talent. For example, General Mills sponsors [VR tours](#) of their facilities as a way to recruit young talent at job fairs. Naturally, the technology that employees experience outside of work will influence them to seek the same technologies in the workplace as a way to showcase their creativity in delivering value and achieving tangible business results.

5. Casualness



Casualness can be grouped under the umbrella term of “office culture,” and is being emphasized more and more to lure and retain new generation talent. A casual office culture can manifest itself in different ways, including more comfortable dress codes and even on-site employee perks. While every business has their own brand of how casualness ought to take shape in their workplace, some innovative business brands are erecting glass walls and putting their furniture and accessories on wheels to promote transparency and mobility within configurable office settings. The biggest benefit of casualness in the workplace is that it makes employees feel valued and creates an office environment that top talent wants to be a part of.

Seizing Control Of The Talent Opportunity

Understanding the the 5 pillars of organizational design and the employee experience is only the first step on the journey to achieving office excellence in today's dynamic workplace climate. Seizing and maintaining the services of top talent requires swift and definitive action on behalf of business brands that have a vision for the future of work and are committed to workplace success.

This informational guide was developed to increase your awareness of current workplace trends, as well as make you familiar with workplace dynamics that emerging talent deems attractive. To integrate these 5 indispensable pillars into the fabric of your office culture, you will have to gauge whether your workspace is working for or against the achievement of your objectives.

If you consider that your office needs a new [custom layout](#) or improved [space planning](#) and [furniture](#) upgrades, you should consult with a proven partner that can help turn your vision of a modern office into reality.



About LPS Office Interiors

Family and minority owned, LPS Office Interiors has been helping growing business brands in NYC and the Tri-state area modernize their office for over 25 years.

By combining deep office interior expertise with personalized services that are unmatched in our industry, we have helped major business brands like the National Basketball Association transform their workspace into modern marvels of workplace success.

While we pride ourselves on delivering end-to-end office interior solutions designed to fit every business need, it is our commitment to our values that make us different.

When choosing LPS Office Interiors as a partner, you can expect a level of customer service that prioritizes a flexible and affordable approach to creating workspaces that thrive—without unexpected surprises or delays.

Visit our [website](#) to learn more, or schedule your [free consultation](#) today to get started on your project.

About The Author



Louis P. Pou is the President and Chief Financial Officer of LPS Office Interiors. He brings over 10 years experience in office design, office furniture installations, and corporate relocations. His main areas of office interior expertise include: 2D and 3D design renderings, maximizing office space and modernizing workstations. In addition to directing financial obligations, Louis is strategically focused on integrating marketing and sustainability practices that will usher in growth opportunities for LPS in the decades to come.

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