

Reimagining the Employee Experience

**WORKPLACE ESSENTIALS & ENHANCERS
FOR THE MULTI-GENERATIONAL WORKFORCE**

SODEXO'S GLOBAL WORKPLACE STUDY



sodexo
QUALITY OF LIFE SERVICES

IN AN INCREASINGLY AGILE AND DIGITAL WORLD, DISRUPTION TO THE TRADITIONAL WORKPLACE BLUEPRINT IS GATHERING MOMENTUM. TECHNOLOGY IS ACCELERATING THIS CHANGE, BUT IT'S ONLY ONE PIECE OF THE WIDER WORKPLACE EXPERIENCE PUZZLE.

People are the main driving force behind this transformation. Those at the heart of every business, who power operations and business prosperity, are bringing a new set of expectations to work. They're accustomed to fluid, flexible and finely-tuned consumer experiences that enrich and enhance their everyday lives.

Employees are seeking workplaces that mirror these experiences and support the convergence of work and life. Many companies understand the need to improve and adapt their offering to meet these expectations; not only to keep pace with competitors, but to become employers of choice that stand out in the market.

Those passionate about creating a great workplace can draw inspiration from employee perceptions and behaviors to unlock a differentiated experience, one that both resonates with the existing multi-generational workforce, and attracts new talent. For organizations leading this change, data represents the key driver in effective decision-making.

This report examines key findings and analysis from Sodexo's Global Workplace Study. The Study was designed to give clear direction to corporate business leaders on how to meet the fundamental needs of their employees and achieve this bold vision for the future of work.

84%

OF CEOs

rated the need to improve the employee experience an important or very important issue.

Deloitte, 2019 Global Human Capital Trends



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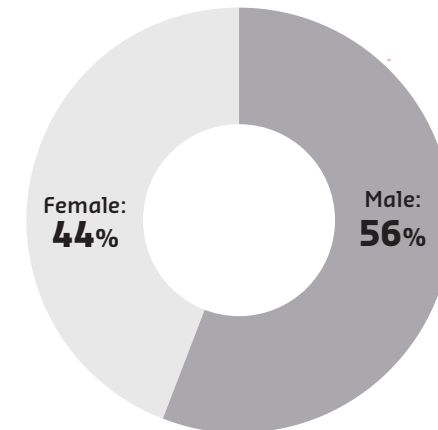
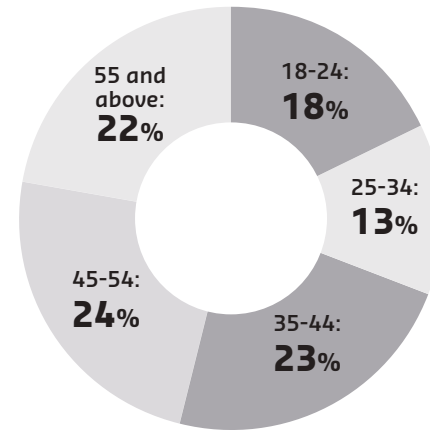
ABOUT THE STUDY

TO HELP BUSINESS LEADERS UNDERSTAND PEOPLE'S PERCEPTIONS OF WORKPLACE SERVICES AND AMENITIES, SODEXO SURVEYED 3,593 EMPLOYEES ACROSS THE GLOBAL BUSINESS & INDUSTRY COMMUNITY.

The Global Workplace Study aimed to uncover key insights into employee expectations in five countries across four continents. This report examines participant responses around 22 workplace services, in relation to their perceived importance and adoption rates within global organizations.

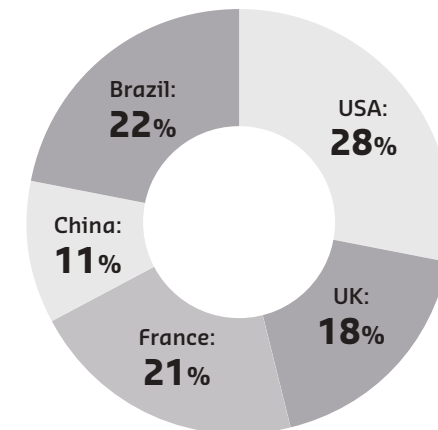
Sodexo also analyzed the prevalence of specific 'attitudes' in the workplace, as well as the interest in emerging spaces that power the employee experience.

The Study results highlight key opportunities for service enhancement and innovation, and reveal a shift in consumer expectations that's shaping the future of work.



Study participants were grouped into five age brackets. While these are not aligned with traditional generational definitions, for the purposes of this report generational labels have been assigned to these brackets. These labels are used throughout this report.

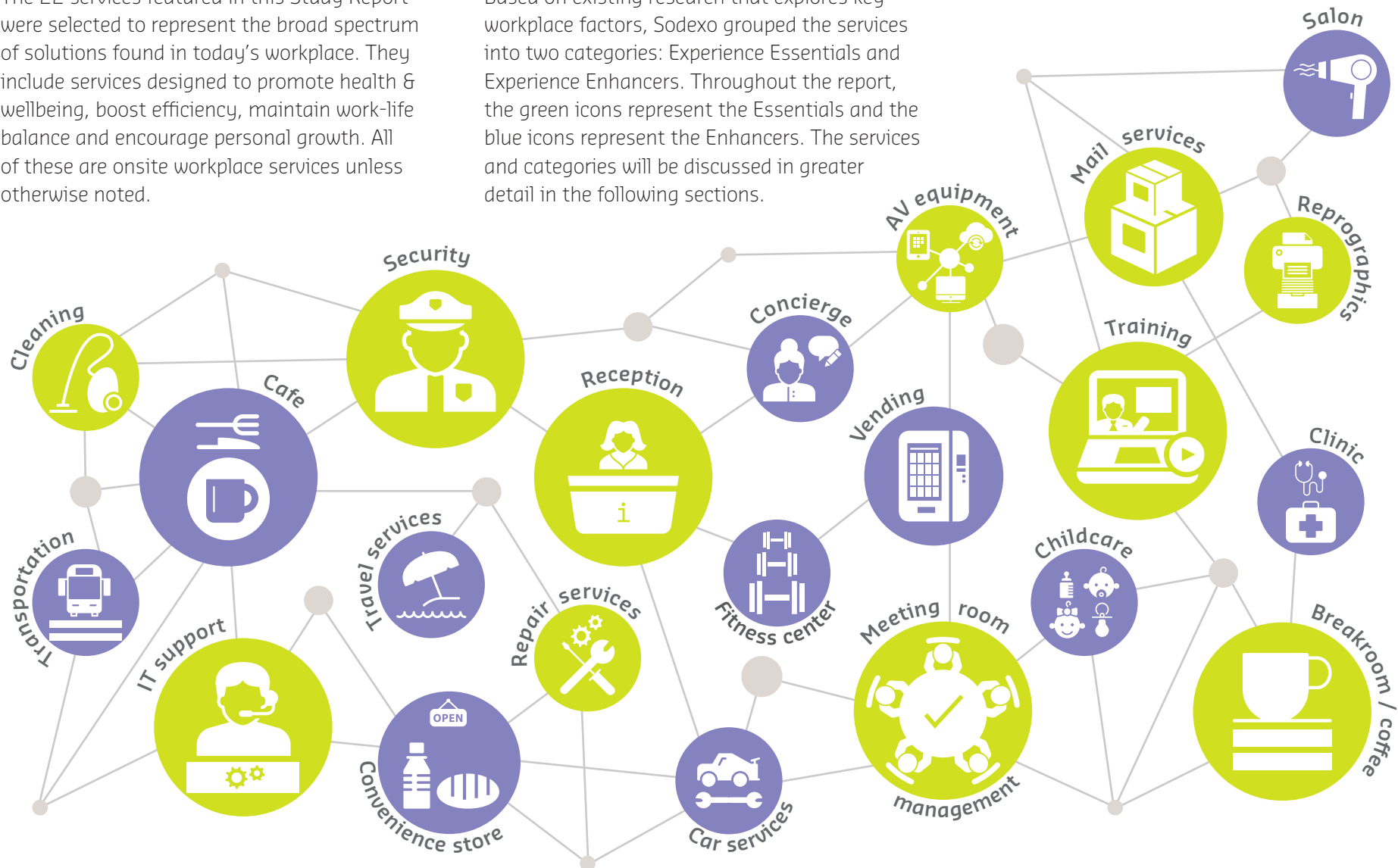
- 18-24** = Gen Z
- 25-34** = Millennials
- 35-44** = Xennials
- 45-54** = Gen X
- 55 and above** = Baby Boomers



ABOUT THE STUDY

The 22 services featured in this Study Report were selected to represent the broad spectrum of solutions found in today's workplace. They include services designed to promote health & wellbeing, boost efficiency, maintain work-life balance and encourage personal growth. All of these are onsite workplace services unless otherwise noted.

Based on existing research that explores key workplace factors, Sodexo grouped the services into two categories: Experience Essentials and Experience Enhancers. Throughout the report, the green icons represent the Essentials and the blue icons represent the Enhancers. The services and categories will be discussed in greater detail in the following sections.



TODAY'S WORKPLACE



SET AGAINST THE BACKDROP OF SEISMIC SOCIETAL AND CONSUMER SHIFTS, THE MODERN WORKPLACE HAS NO CHOICE BUT TO MOVE WITH THE TIMES.

"We are in the midst of a revolution fuelled by an elite group of brands that are resetting our value expectations", states Leesman's **The Workplace Experience Revolution** report. Today, people expect more. More from the products and services they buy, more from the environments where they live, play and work—and more from those who design and deliver these experiences.

In the workplace, these 'value expectations' endure. At the heart of this transformation is a clear set of personal priorities, all of which tie to overall quality of life. These include fundamental needs around health and wellbeing, personal growth and a sense of connectedness, along with the need to work effectively and efficiently.

The People-Focused Workplace

All organizations want their people to perform well. Productivity is a key objective and the lifeblood of sustained business performance. However, Leesman's report reveals that 40% of employees globally do not believe that their workplace enables them to work productively.

For many employees, something is missing. The fundamental factors that facilitate engagement and individual achievement are not being fulfilled by their workplace.

Further research, from independent consultancy firm **Barnett Waddingham**, highlights the disconnect between what people need and what employers are providing them. For example, only 19% of employees agreed that the level of wellbeing in their organization is high, compared to 61% of employers.

Leaders have inherited companies that have traditionally focused on real estate and assets, rather than their people. In these companies, the workplace experience is dictated to employees rather than being shaped by them. The challenge and opportunity comes in steering away from this top-down approach, to develop people-focused experiences and offerings.

Organizations can unlock lasting human impact and differentiate the employer brand by designing the workplace experience around employees and constructing it from the ground up.

BUILDING A DIFFERENTIATED WORKPLACE EXPERIENCE

Frederick Herzberg's Two-Factor Theory introduced thought around workplace 'satisfiers' (factors that promote job satisfaction) and 'dissatisfiers' (factors that cannot increase job satisfaction, but if removed or mishandled can cause dissatisfaction).

As perceptions evolved, employers became more attuned to the emotional benefits of work (or satisfiers). Financial gain was no longer considered the dominant workplace 'selling point'. Motivating employees meant giving them the opportunities and support they needed to not only make a living, but to thrive because of their enhanced quality of life.

Becoming Best in Class

In today's workplace, leaders continue to adapt to this step change—finding new ways to create best in class environments that maximize job satisfaction. However, before any organization can be considered an employer of choice, the right foundations have to be in place.

Based on Herzberg's Theory, the services assessed in Sodexo's Global Workplace Study can be separated into two categories:

Experience Essentials

Workplace Essentials are the bedrock of the workplace; the services that employees expect as the bare minimum. These types of offerings represent the base layer for an experience that satisfies both the physical and emotional needs of today's workforce.

- Workplace cleaning
- Site security and access
- Reception / information / visitor management
- Computer services / IT support
- Communication / audio / visual equipment
- Repair services / work orders
- Meeting room management (booking, catering)
- Mail and package services
- Reprographics hub
- Breakroom / coffee services
- Training courses / services

Experience Enhancers

Experience Enhancers are the building blocks; the workplace services that, when executed correctly, can power an exceptional experience for employees. Organizations that adopt these differentiators can nurture deep connections that drive motivation and loyalty.

- Cafe / restaurant
- Vending services
- Medical services / clinic
- Health and fitness center
- Workplace concierge / personal assistant
- Personal travel services
- Onsite or offsite childcare
- Transportation services (shuttles, car sharing)
- Convenience store / food shop
- Car maintenance / services
- Beauty salon / barber

EXPERIENCE ESSENTIALS



EXPERIENCE ESSENTIALS SHARE CLOSE-KNIT TIES WITH FUNDAMENTAL HUMAN NEEDS.

Physiological and safety needs are a prerequisite for a well-functioning workplace, and most can be addressed with Essential services. For example, the desire to work in a pleasant workplace addresses the basic need to feel secure and comfortable—and for most people this means a clean, quiet, and safe place to work.

Services that satisfy these types of needs should be core to every organization. However, Jim Link, Chief Human Resources Manager at Randstad North America, believes that leaders should also be aware of the growing presence and increasing reliance on digital essentials.

Traditional ideas that underpin employee needs, and the demand for purpose in the workplace, are “...undoubtedly still relevant in shaping exceptional employee experiences, but the workplace has drastically changed. Digital transformation has greatly influenced even the most basic of human needs in the workplace, including how we get work done.”

The fast-evolving relationship people have with technology typifies the change state the modern workplace is currently experiencing. Where priorities have moved on, so have the roles and importance of specific workplace services that were previously seen as luxuries.

Experience Essentials

The Experience Essentials identified in the Global Workplace Study were offered in the majority of workplaces surveyed. These services demonstrate clearly defined employee needs for onsite support and a sense of security, and confirm the growing influence of technology.

Some essentials were rated as more important than others, and can be seen as the high-priority factors. Considered most vital to a well-functioning workplace, these services should be the key focus for organizations looking to optimize their existing offerings. Although other services were not rated as highly, they are still valued and perceived to be fundamental in the majority of workplaces.

The following section of the report discusses the Experience Essentials in more detail, using the data on importance (% of respondents who said a service was ‘essential’ or ‘important’). For many services, there was no remarkable difference in importance based on age or other demographics, which supports the idea that they are “essentials.”

The research also revealed that while most organizations already provide the Essentials, some do not. This highlights opportunities where companies can better align their workplaces with fundamental employee needs.

EXPERIENCE ESSENTIALS

Clean, Secure and Welcoming Environments

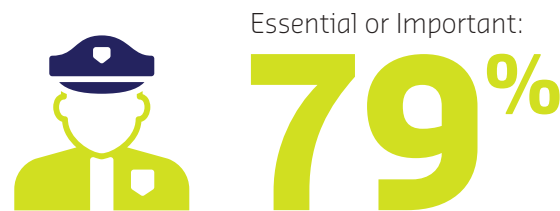
Sodexo's research reaffirmed people's basic needs for hygienic and safe environments. Workplace cleaning was deemed the most 'essential' service among all employees, with substandard surroundings liable to cause distractions and discomfort. According to ISSA, the Worldwide Cleaning Industry Association, having a clean office can boost productivity by up to 8%.

Study respondents also identified site security and reception as key priorities. The two services are typically co-located and provide a consistent presence and key point of contact. For visitors and interviewees, they often act as the first impression of the organization. Yet Sodexo's research found that one-third of companies do not offer reception services, even though nearly three-quarters of respondents said this is an 'essential' or 'important' amenity.

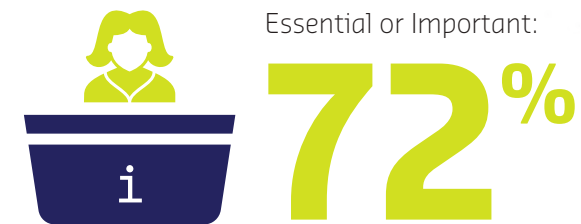
Workplace cleaning



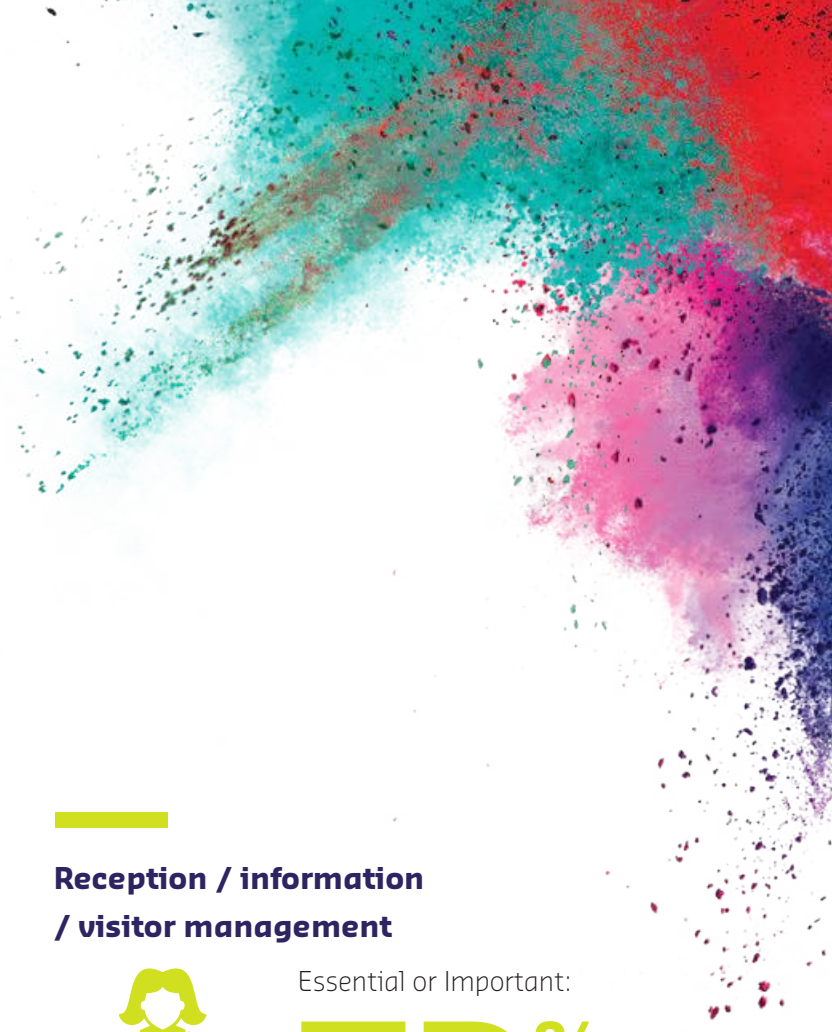
Site security and access



Reception / information / visitor management



% = employees who say service is 'essential' or 'important'



EXPERIENCE ESSENTIALS

Training is Universal

In today's constantly-changing workplace, the vast majority of employees see the value of ongoing training and development. Most expect their employers to provide onsite or virtual opportunities for skill-building and personal growth.

Despite a clear desire to learn among workers of all ages, many organizations still aren't doing enough. Sodexo's research shows that more than a quarter of employees do not have access to training services, even though over 80% believe these are 'essential' or 'important'. With the proliferation of e-learning programs, there are ways that companies can provide accessible and inexpensive options. A better-educated workforce benefits both the business and its people.

Training courses / services



Essential or Important:
81%

68% of employees prefer to learn at work

58% prefer to learn at their own pace

49% of employees prefer to learn at the point of need

[LinkedIn, 2018 Workplace Learning Report](#)

% = employees who say service is 'essential' or 'important'



EXPERIENCE ESSENTIALS

The Digitally-Driven Workplace

All employees want processes to feel seamless and easy, wherever and whenever they choose to work. With the number of virtual workers on the rise, it's essential that flexible workstyles be aligned with workplace needs where possible. The absence of the right digital tools and support can stretch capabilities and make each touchpoint more difficult than it should be.

In today's workplace, employees see Wifi as a necessity and expect support from an IT team that can help them to stay online and reduce frustrating downtime. Sodexo's research showed computer services and related equipment to be crucial to the working day, and the majority of organizations make these readily available in the workplace. Without them, employees can experience productivity loss.

No matter where an organization is on the path to digital transformation, executives can take steps to create a supportive, adaptive workplace for the people who can help their organization grow to the next level.

Deloitte, Digital Workplace and Culture

Computer services / IT support



Essential or Important:
79%

Communication / audio / visual equipment



Essential or Important:
74%

% = employees who say service is 'essential' or 'important'

EXPERIENCE ESSENTIALS

Eliminating Friction Points

For employees to work efficiently, the workplace has to run smoothly. Not surprisingly, the Global Workplace Study revealed that repair services and work orders are essential in most workplaces. From broken blinds to burst pipes, onsite service teams help to maintain equilibrium, fixing utilities and fittings promptly to minimize downtime.

Repair services / work orders



Essential or Important:
74%



Essential or Important:
67%

Meeting room management (booking, catering)

Meeting clashes can also cause friction, and play havoc with predetermined schedules. Online systems remove this pain point and promote efficiency, providing a channel through which to book rooms and catering ahead of time. Despite employee perceptions, Sodexo's research found that 40% of organizations are still failing to provide the service.

% = employees who say service is 'essential' or 'important'



EXPERIENCE ESSENTIALS

Keep Employees On-Site and On-Task

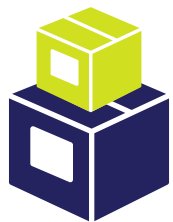
Sodexo's research identified several services that are found in most workplaces, but are evolving in new ways. For example, the traditional mail room has taken on new functions. Some employees now receive and return personal online purchases through the workplace system, meaning the service has had to modernize to support new demand.

Many companies and consumers are working to reduce paper use, and the research reflected this—nearly 40% of employees said reprographics centers are no longer essential. However, printing and copying (when required) can prove time-consuming when a dedicated area for these tasks isn't readily available onsite.

Other amenities that help maximize employee productivity are the breakroom and coffee services, which nearly three-quarters of respondents find indispensable.

Many employers have redefined the traditional breakroom to align with the trend toward all-day snacking or "grazing." Some provide subsidized snacks, while others offer a coffee area with options rivaling the local coffeehouse. Not only do these help maintain energy and focus, they also boost company image and reputation.

Mail and package services



Essential or Important:
69%

Reprographics hub



Essential or Important:
63%

Breakroom / coffee services



Essential or Important:
74%

% = employees who say service is 'essential' or 'important'

EXPERIENCE ENHANCERS



ONCE THE FOUNDATIONS OF THE WORKPLACE ARE SOLID, ORGANIZATIONS CAN REACH BEYOND BASIC NEEDS TO SPARK GREATER HUMAN ENGAGEMENT.

New employee priorities are the core drivers for changing expectations in the workplace. Sodexo's research reveals that people want more time to focus on personal growth and collaboration, within flexible working environments that promote efficiency and wellbeing. This is especially the case among Gen Z, Millennials and Xennials. Workplace services can help facilitate this engagement and respond to people's higher emotional needs like belonging, esteem and self actualization.

At the same time, the influence of the workplace consumer is gaining traction—and competitive organizations should be ready to keep pace. Services that enhance the workplace experience reflect the interactions, experiences and environments people are gravitating toward outside of work. In particular, Millennials and Gen Zers are placing greater impetus on activities that extend into their broader lives. More frequently, they're using consumer-like services that help them to optimize their day.

Experience Enhancers

The Experience Enhancers are the 'high value items' in today's workplace that represent a bold commitment to delivering an elevated employee experience. Some enhancers have clear associations with leisure, while others present solutions to daily tasks such as commuting, buying lunch and time-heavy life administration.

The following section of the report discusses the Enhancers in detail, using the data on service importance and employer adoption. With respect to importance, both the average and the age group / generational data are shown. This allows for a closer look at which services matter the most to incoming generations, and where the opportunities lie for organizations to differentiate their experience. In addition, several "emerging expectations" are highlighted to illustrate how new employee attitudes are influencing the workplace.

The services rated by most employees as important and widely adopted by employers may be considered established Enhancers. These proven workplace factors have already shown sustained success in many organizations.

Other services present opportunities for leaders to differentiate their workplace experience—these may be considered emerging Enhancers. These are rated more highly among younger generations, and they show lower adoption rates. Although not yet mainstream, these services are becoming increasingly available as organizations look to attract new generations of talent.

However, business leaders should be wary of generational stereotypes. While younger generations express more interest in workplace services, Baby Boomers, Gen Xers and Xennials are ready to follow in their footsteps. Sodexo's research demonstrates a clear shift in perceptions and behaviors around workplace services, but a wide variety of factors affect each individual's needs and preferences.

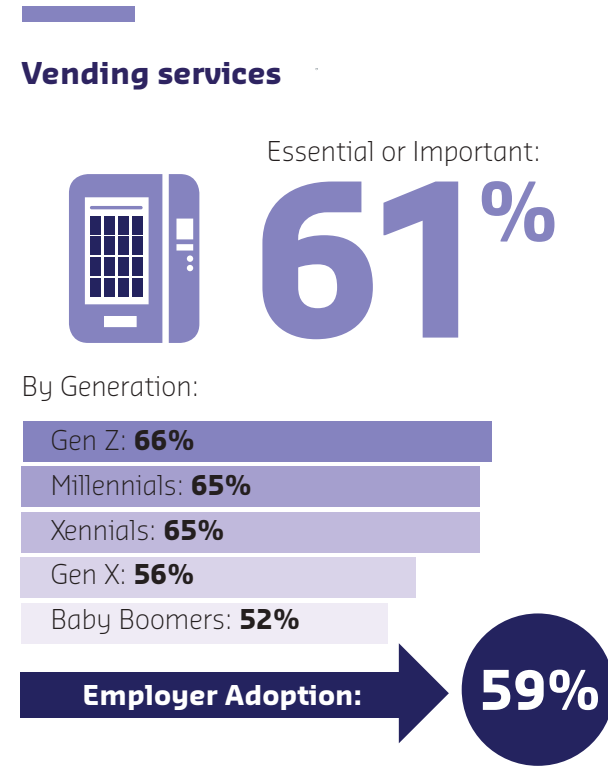
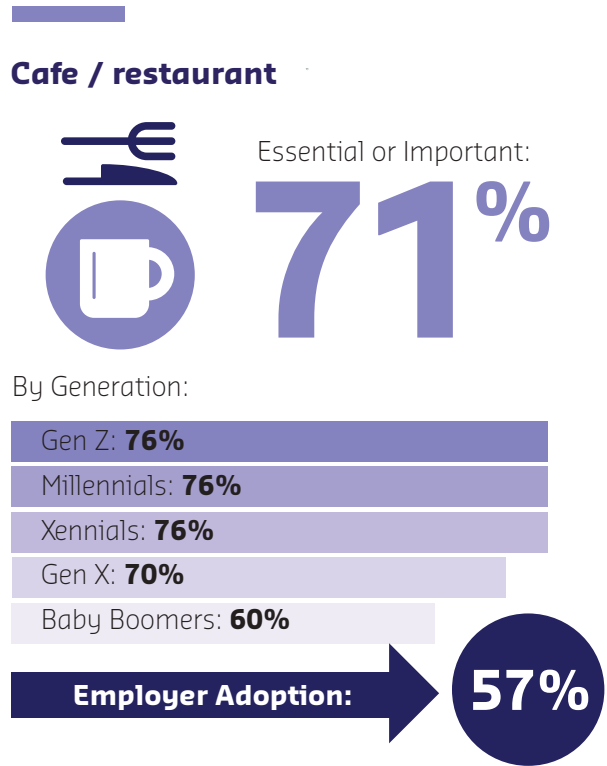
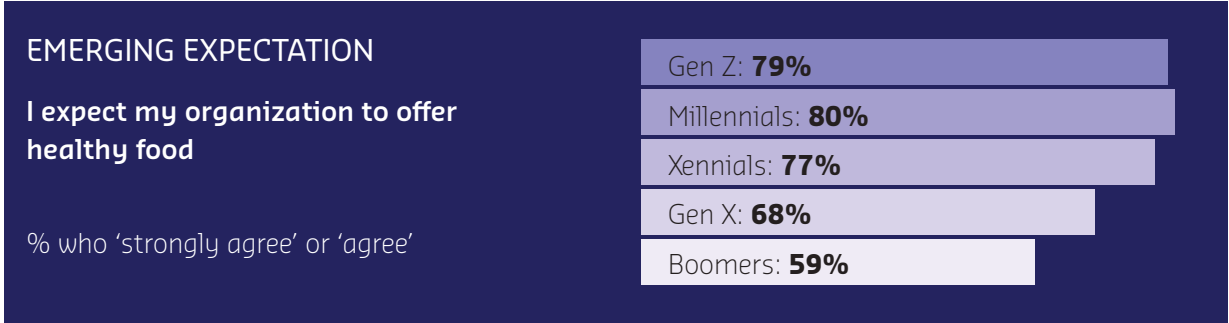
EXPERIENCE ENHANCERS

Reimagining Food in the Workplace

The right foods can promote employee health and boost energy and productivity. But the onsite dining experience is about more than just food—it can also reflect company priorities and show alignment with evolving consumer expectations. Although food services are offered in many workplaces, there are opportunities to improve existing offerings. People have come to expect convenience, value, variety and more. Organizations can create accessible, all-day food services that rise to these demands, plating up fresh, high quality, energy-packed food in comfortable spaces where employees can recharge.

From plant-based to gluten-free, the corporate food offering is evolving to meet personal dietary requirements and reflect consumer trends. Diverse and sustainable menus provide tasty options for every employee, promote healthy choices and drive greater productivity as a result. Where convenience is concerned, additional fixtures such as 'Grab 'n Go' counters and, more recently, smart vending machines can save people time, without compromising on nutrition or quality.

% = employees who say service is 'essential' or 'important'



EXPERIENCE ENHANCERS

Health Matters

Offering onsite healthcare and fitness services can add to a multi-dimensional workplace that supports wellbeing and work-life blend. Sodexo's research identified a clear opportunity for companies seeking to attract new talent: among employees under the age of 45, about three-quarters say onsite medical services are 'essential' or 'important', and two-thirds say the same for a fitness center. Yet only half of workplaces offer these services.

Medical services demonstrate a company's investment in its people's wellbeing, in its purest form. Onsite clinics and the provision of nurse services can help to support mental and physical health across the organization. Employees gain convenient access to medical examinations and check-ups, and can avoid having to book appointments with external clinics.

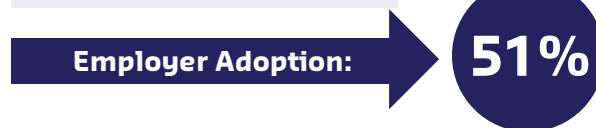
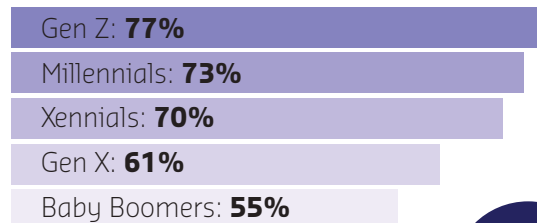
People are generally taking greater care of their bodies, working out more, and participating in new sports and training activities. Many organizations already offer onsite fitness centers to support today's health-conscious employees. This amenity helps people to integrate exercise into their working day, which not only improves their wellbeing, but also their ability to focus.

Medical services / clinic

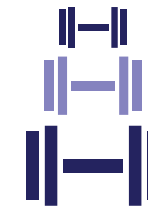


Essential or Important:
66%

By Generation:

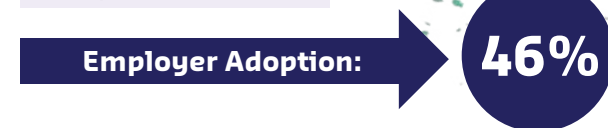
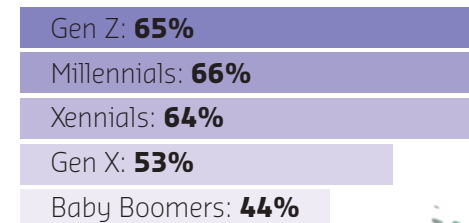


Health and fitness center



Essential or Important:
59%

By Generation:



% = employees who say service is 'essential' or 'important'

EXPERIENCE ENHANCERS

Reducing the To-Do List

Around 45% of organizations offer some form of personal employee assistance to help remove distractions and reduce life administration to-do lists. Approximately half of employees find these services to be 'essential' or 'important', with that number rising to two-thirds among younger workers.

An onsite concierge is an emerging people-focused service that can transform the workplace experience, and in doing so, presents a key opportunity for differentiation. The service replicates the experience people receive from consumer brands and hospitality, and is designed to improve employee satisfaction, create special moments and make people's lives easier.

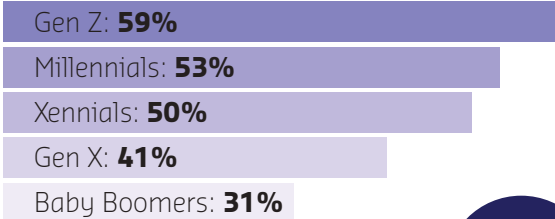
A workplace concierge can organize restaurant reservations, find local repair services, and even source and order a child's birthday gift. Similar services that tend to travel and leisure needs can help people to book flights and hotels, and plan vacation itineraries.

Workplace concierge / personal assistant



Essential or Important:
46%

By Generation:



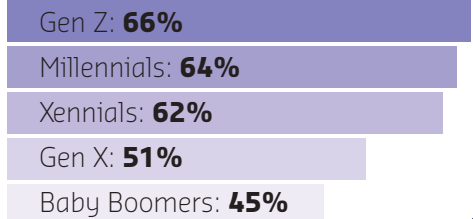
Employer Adoption: 42%

Personal travel services



Essential or Important:
58%

By Generation:



Employer Adoption: 52%

% = employees who say service is 'essential' or 'important'

EXPERIENCE ENHANCERS

Time and Convenience

Sodexo’s research reflected that time is the one thing people want and need the most. Transportation services can take the hassle and unpredictability out of people’s days.

Similarly, childcare services give back the all-important time and thought-space required to maximize personal performance. While only offered by 40% of employers, childcare is seen as ‘essential’ or ‘important’ among most employees under the age of 45.

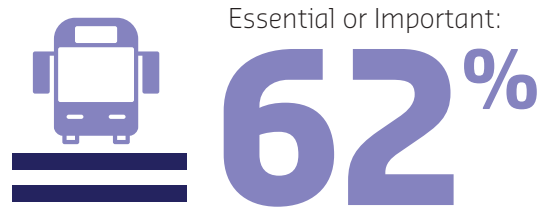
EMERGING EXPECTATION

I expect my organization to offer services that make my life easier

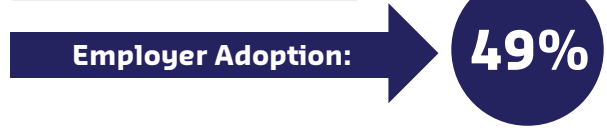
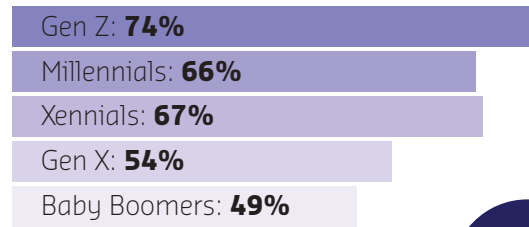
Gen Z:	82%
Millennials:	79%
Xennials:	76%
Gen X:	67%
Boomers:	58%

% who ‘strongly agree’ or ‘agree’

Transportation services (shuttles, car sharing)



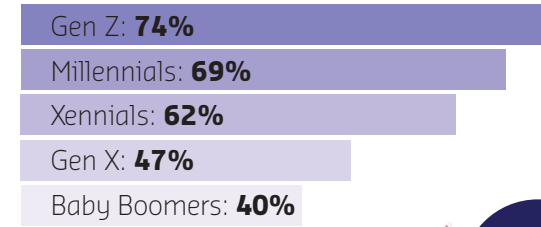
By Generation:



Onsite or offsite childcare



By Generation:



% = employees who say service is 'essential' or 'important'

EXPERIENCE ENHANCERS

Amenities like onsite convenience stores or food shops can help employees achieve better work-life balance. Workers can pick up necessities or a quick bite to eat.

Car maintenance and beauty salons / barbers also bring traditionally external consumer offerings into the workplace.

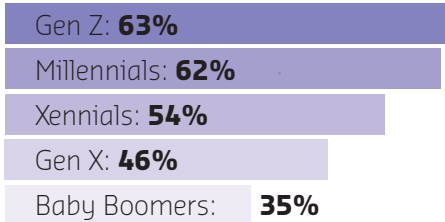
All of these provide greater ease of access to services that most people need, without having to disrupt their day by going offsite.

Convenience store / food shop



Essential or Important:
52%

By Generation:

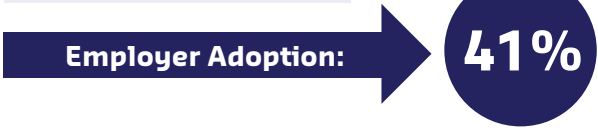
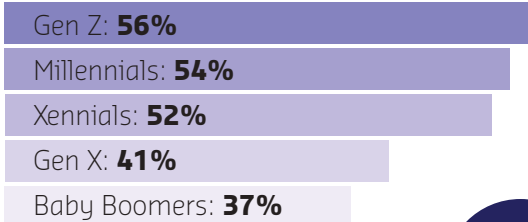


Car maintenance / services

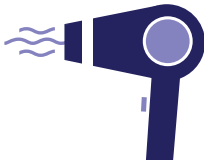


Essential or Important:
48%

By Generation:

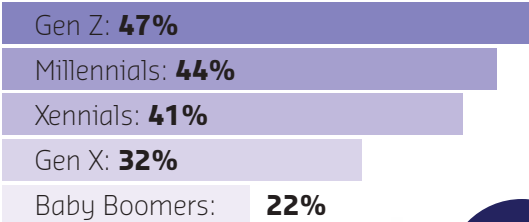


Beauty salon / barber



Essential or Important:
37%

By Generation:



% = employees who say service is 'essential' or 'important'

GENERATIONS AND BEYOND

Engaging the multi-generational workforce can feel like a paradox: there is a need to adapt the workplace experience to accommodate for the younger generations entering the world of work, but that change has to occur without alienating existing employees.

Some companies have responded by aspiring to the examples set by big tech and media organizations to create interactive, collaborative and 'fun' environments. But not every workplace—and certainly not every employee—fits this mold. Where a game room might make sense in a technology start-up, workers at a manufacturing site may prefer a comfortable communal food space or breakroom with healthy food and vending options.

The most important thing to remember in times of change is that we're all human. Failure often stems from a top-down or 'copy and paste' approach, where companies focus on the asset or try to replicate what others are doing in the market, instead of creating a tailored workplace experience that empowers the people in its workforce.

Organizations are far more likely to succeed, and attract the best talent, when they listen to the demands of the consumer and consider what their employees need to do their job well. Although Sodexo's research highlights generational distinctions around workplace preferences, in reality age is just one piece of a much larger puzzle.

It all boils down to fundamental and high-level human needs. Consumer segmentation is one tool some employers are using to uncover needs that could have otherwise gone unnoticed. It enables companies to avoid common mistakes, remove the guesswork and identify workplace services most likely to have the greatest impact on employee wellbeing and productivity.

"It's so important to understand people's fundamental human needs. Employees may think they need a service, but in fact what they really need is more time and efficiency. Or they may need to feel more comfortable or safe in their environment. Segmentation based on these needs is critical for us to be able to define the appropriate services, and it can help us to avoid mistakes as well."

Rachel Permuth, PhD,
Global Head of Insight
for Corporate Services, Sodexo

CREATING THE WORKPLACE OF TOMORROW



ORGANIZATIONS CAN INNOVATE BY TRANSFORMING SPACES AND SERVICES INTO UNIQUE OFFERINGS THAT CREATE TAILORED ENVIRONMENTS FOR EMPLOYEES.

In addition to the 22 Essentials and Enhancers explored in this report, Sodexo’s Study identified key design and experience solutions that can help redefine the corporate workplace. The majority of respondents said they would use the spaces described below, if they were available in their workplace.

INNOVATIVE SPACES

Multi-Purpose Spaces

Informal spaces that employees can access at any time of the working day and use however they want. A place to eat, socialize and relax.

Quiet Rooms

A space for mindfulness and focus. Encourages people to take some time out of their workday to escape the noise, even if for just a moment.

Curiosity Spaces

The home for services and facilities that open the mind, spark creativity and nurture intellectual curiosity. A place to think differently.

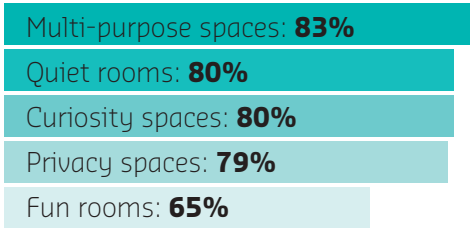
Privacy Spaces

Onsite safe spaces where employees can deal with personal matters such as private conversations and telephone calls.

Fun Rooms

Break out activity rooms created for recreation. These playgrounds of the workplace could include pop-up shops, board games and putting greens.

% of employees who would ‘probably’ or ‘definitely’ use each space:



INNOVATIVE SERVICES

Enhancing or disrupting traditional services with innovative solutions can add to a differentiated workplace experience that works for its people. Sodexo has partnered with some clients to offer unique services adapted to the specific needs of their workforce. The following real-world examples provide snapshot inspiration for how this is being achieved.

Experience Managers Anticipate Employee Needs

Experience Managers are the direct connection between the workplace and its people. They are creative problem solvers and provide first-hand support.

These personnel are trained to anticipate employee needs and take immediate action when it's needed. Whether it's troubleshooting technology, ensuring office supplies are stocked or partnering with the janitorial team to maintain clean and organized spaces, they are on-hand at all times of day to help reinforce a great workplace experience.

Experience Managers may also provide personal recommendations and facilities reservations for services such as transport and dining. All the while, remaining approachable and communicative, and building strong relationships with everyone they engage with.

Tailored Services Meet Unique Needs in Specialized Workplaces

Workplace services can be tailored to support specialized business functions or industries. In research & development (R&D) workplaces, a Lab Services Coordinator can offer a highly qualified extension to the lab team. The Coordinator is typically responsible for a broad range of activities, so that scientists have fewer distractions and more time to concentrate on science.

For example, the Lab Services Coordinator might take ownership of tasks such as ordering and receiving goods, lab coat management, and R&D systems support. They may also serve as a scientist's chief liaison to assist and communicate with departments across the site.

New Technologies Enhance Existing Workplace Services

New digital solutions provide employees with multi-channel access to workplace services and amenities, from work orders to the onsite cafe. They are designed to create a seamless experience that complements, rather than detracts from the working day.

Workplace platforms can make everyday life easier and more efficient for organizations and their employees. For companies, the data can be leveraged to support forward-planning and personalization of services. For employees, workplace platforms provide a consistent, centralized way to manage their working life. They reduce administration, freeing up time to focus on more important tasks.

The potential application of these platforms is extensive, and they can be adapted to meet the specific needs of each individual workplace.

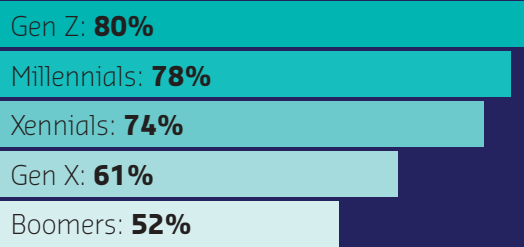
SOCIAL HUB: BRINGING TOGETHER INNOVATIVE SPACES AND SERVICES

The co-working trend has seen the rise of spaces geared toward freelancers, remote workers and prolific hot deskers. Many employees now want to see similar spaces in the workplace. According to LBMG Worklabs, social interaction is the main reason why employees want to come into the office. Workspaces play to this motivator, and host to specific solutions, can provide the catalyst for interaction, collaboration and innovation.

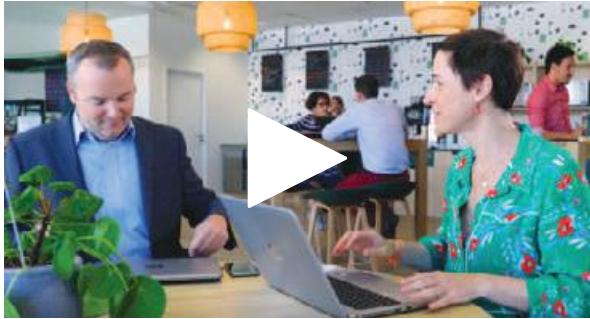
The Social Hub brings this modern dynamic into the workplace to create a unique environment, full of inspiring spaces that respond to new ways of working and contribute to an accelerated company transformation. Organized and animated by a dedicated Hub Officer, workspaces are separated into four areas: Co-working, Co-making, Counter, and Lounge. Each area is optimized to promote specific interactions that not only help individuals fulfill their social needs at work, but also spark creativity and drive group cohesion.

EMERGING EXPECTATION

The ideal workplace provides opportunities to have fun with colleagues



% who 'strongly agree' or 'agree'



Watch: The Social Hub - Using Office Spaces to Work Smarter

SUMMARY

REIMAGINING THE WORKPLACE EXPERIENCE

Understanding what motivates employees is an evolving challenge. As leaders take their organizations forward, they should be prepared to evaluate and adapt services to meet the shifting priorities of the workforce.

Younger generations are at the forefront of this change. However, age is just one factor in the workplace. For emerging best in class companies, the key is to steer away from stereotypes, towards a bottom-up approach that puts people at the heart of every decision.

A workplace that supports everyone from Gen Z to Baby Boomers is built on hard facts, rather than internal assumptions. Innovative organizations are using data to paint clear pictures of their people across the business, and framing their findings through highly-personalized service offerings that remain flexible, and open to feedback and revision.

Employee wellbeing and quality of life are absolutely central to this evolution. And as consumer-level expectations become a more constant and fundamental fixture in the workplace, leaders who adopt the right services, spaces and solutions can go beyond basic needs to enhance the human aspect of the workplace experience.

Ultimately, it's how you support your employees that will make the difference. This new workplace blueprint contributes to an all-inclusive experience that can have a powerful impact on employee performance, boost talent attraction and retention, and accelerate growth.

As the lines between employee and consumer continue to blur, organizations can grasp these valuable opportunities to break new ground in the market. This happens when workplace leaders learn to reimagine what's possible today, and begin to build for tomorrow.



**IMAGINE A WORKPLACE WHERE PEOPLE CAN INVENT, INSPIRE,
LEAD, AND LEARN—AND CREATE A BETTER TOMORROW.
A WORKPLACE THAT DELIVERS THE BEST QUALITY OF
LIFE FOR YOUR ORGANIZATION, YOUR EMPLOYEES,
AND YOUR COMMUNITIES.**

Work Reimagined was created for leaders passionate about creating a great workplace. The Work Reimagined content platform provides the latest research, ideas and insights to deliver a great workplace experience.

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