

Studies have shown, that the work environment immensely affects productivity. A question that resonated in a significant number of professional individuals' minds for years

“My office design, does it matter?”

- A question that not only was not answered promptly, but inflicted a sense of guilt on certain employees who accused themselves of being idle, spoiled or perhaps slothful for developing the need for a **proper encouraging** work space.
- In 2016, **Google** answered that question. And the answer was Yes, office design is paramount.
- Nothing kills innovation, pulls the breaks on creativity and significantly decreases productivity more than a **cubicle**; hence, the progressive evolution of the work space design.
- Regardless of the size of your business, from a world renowned company's CEO to a Startup's founder or an entrepreneur, your best asset is your **people**.
- Their morale and productivity amongst other aspects, is key to **your** success.
- As Egypt evolves in a number of different directions, we encourage **business owners** to hop on that progressive-evolution train.
- By creating and securing working spaces that triggers minds, un-inhibits capabilities and challenges one's self, you are not just guaranteed results, but rather: unique results, results that make a difference and isn't that what we all strive for? Making the **difference**.

The current detrimental situation in some offices can be laid out as the employee's day actually plays out as follows



Clock-In



Desk



Partition



Restlessness



Clock-Out

Needless to say, we generally have less than satisfactory inputs and results which is the very manifestation of the work environment itself that our valued employees are using, translated into numbers and figures and perhaps drawings.

You do not have to install a slide in the office per say, as much as it is an approach that tickles the mind; yet, the key to its success is

Which company?

What does this company do?

Is it doing right?

What works for a company, does not necessarily mean that it would ultimately work for the other

- Find your rhythm
- Enhance it and defies its tendency to plateau
- Come to terms with what meets the service you provide
- Inject an individual identity into the market

This will help you arrive to the optimum work environment that nourishes your business and certainly flourish into excellence

“Well begun is half done”





that being said; we, at Coldwell Banker urge businesses to

Determine their own organizational culture.

Study the general psychology of their potential staff along with the business objectives, with the aid of a professional sociologist.

Brief designers to create workspaces that support and encourage your findings and business culture.

Next to introducing natural lighting, proper ventilation, office hygiene and comfortable furniture we need to cater for the human body and mind as a complex creation, requires multilayered care.

	Color	<ul style="list-style-type: none"> • High wavelength colors are an energy booster due to the increase in heartrate • Medium wavelength colors induce happiness and increases Serotonin levels • Low wavelength colors promote focus
	Casual Collision	<ul style="list-style-type: none"> • Provide fully equipped/smart spaces for express meetings by placing high tables for quick “idea swapping” in high foot traffic areas
	Provide Private paces	<ul style="list-style-type: none"> • Not all employees operate best under the same circumstances, some require music to focus and unleash creativity, others require complete and utter silence
	Breakout Spaces	<ul style="list-style-type: none"> • A 20 minute quiet private time could be crucial in an employee’s day to enhance productivity

Applying those methods will assist you as you strive for an optimum environment that increases a team’s efficiency, raises their spirits and challenges their minds with zero negative impact by arriving to the best out of the box office space fit.

Coldwell Banker Commercial Advantage (CBC Advantage)

A full service commercial real estate company in Egypt, offering various investment services:

-  Market Research & Asset Valuation
-  Development Management
-  Investment Analysis
-  Capital Services
-  Acquisition & Disposition Services
-  Corporate Services
-  Distressed Assets
-  Landlord Representation
-  Tenant Representation
-  Property Management
-  Start-up and Small Businesses

We are always welcoming to answer your questions and receive your valuable insights, comments or inquires at any time.
www.coldwellbanker-eg.com

For more details, please contact | Sherif Hassan, Development Director