

Our Transformative Journey

THE ROAD TO BUILDING OUR
WORKPLACE INNOVATION HUB

RED THREAD

East Hartford Workplace Innovation Hub
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Workplace Innovation Hub (noun):

A welcoming and inspiring environment that promotes productivity and enhances connections with our people, customers, influencers, and the community.

The Hub encourages creativity, collaboration, and innovation by facilitating the exchange of ideas and embodying the organization's values and culture. With a design that ensures a seamless transition between different work modes, employees have the freedom to choose a space to support their best work.

The Hub is a living laboratory, with a flexible infrastructure that allows for easy adaptation and change as the needs of our team and work evolve over time.

Introduction

How to Use This Guide

Welcome to Our Transformative Journey - the Road to Building our Workplace Innovation Hub.

As organizations are embracing hybrid work, optimizing real estate, and incorporating new technology, we thought it might be helpful to share our own story.

In this Guide, you can jump to each section by clicking the tabs on the right side of the page.

We hope you find our journey inspiring and helpful!



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Why We Moved

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Why We Moved

Shift to Hybrid Work

The way we live and work has dramatically changed. In response to new organizational and individual needs combined with the end of our lease at 300 East River Drive, **we shifted to a new hybrid work model** at 55 Hartland Street.

This model **offers greater autonomy for our people's preferences for how and where they work.** Our focus is on creating a great work experience, whether at home or in the office, by providing the necessary technology, equipment, individual, and collaborative workspaces.

We believe that hybrid work is here to stay and will evolve as circumstances change. We're committed to refining our approach to provide our employees with the support and flexibility they need.



Steelcase research shows that people who like working from their workspace are 33% more engaged, 30% more connected with their culture, 9% more productive and 20% less likely to leave their company.

[New Era of Hybrid Work – Steelcase Research](#)

From Office...

☐ MANDATE

Tethered

Fixed Space

Typicals + Standards

Individual Open /
Collaborative Enclosed

Owned Spaces

To Hybrid...

☒ CHOICE

Autonomous

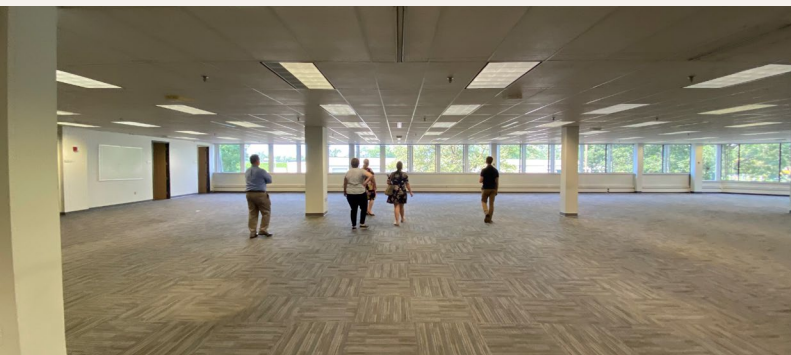
Flexible, Fluid,
Adaptable Space

Diversity of Spaces for
All Work Modes

Balance of I + We in
Both Open + Enclosed

Communal Spaces

Steelcase Work Better Design Guide



#1 Support a Hybrid Work Model

Collaboration, communication, and teamwork are critical to our business success, whether it's in-person or virtual. Our people were also looking for greater flexibility and autonomy in their work schedules and locations.

By supporting a hybrid work model, we can **offer our team the best of both worlds: the ability to work from home or in the office, and the opportunity to collaborate and innovate with colleagues** in a supportive and engaging environment.

#2 Compress Real Estate

Our existing space was not suitable for our new way of working, as it was too large and not conducive to the changing workplace.

We **needed a new environment that would function more efficiently** and support the evolving needs of our organization.

#3 Attract & Retain

To attract and retain top talent, **it was crucial to create a workplace that people are excited to be a part of**. We needed to **offer a superior work experience**, where our people could focus on their tasks, conduct private meetings, connect with colleagues over lunch in a social space, or reserve technology-enabled areas for distributed teams to collaborate. We wanted to **create an authentic environment that fosters productivity, creativity, and collaboration** to further enhance our company culture.

#4 Showcase Integrated Capabilities

Our new workplace showcases our integration capabilities, which include **audiovisual, architectural systems, technology services, floorcovering, furniture, and custom solutions**.

Designing for an integrated environment isn't just about implementing components into a space, it's understanding how these elements need to come together to create spaces that provide **functionality and aesthetics** along with ergonomics, site lines, acoustics, cable management, and more.

We believe it's important our space reflects our culture, shaped by the **voices of our people**. We engaged our team through **surveys, workshops, and collaborative sessions** to understand the types of work they were doing, and the challenges and tensions associated with working in a hybrid mode.

The Design/Build Team carefully considered the collective priorities of our organization in order to plan a **“home away from home”** workspace that is both inviting and inspiring, while also being resilient and adaptable to our changing needs. The team analyzed how our employees spend their time, where they do their best work, and how to create meaningful experiences for both our employees and clients.

Through this process we learned that it's **just as important to provide quiet places** for individuals to focus as it is to offer collaborative and social spaces. This provided us with a deeper understanding of how work modes shift throughout the day and the need **for different spaces, amenities, and tools**.

We asked employees to go on this ongoing journey with us, understanding that it is a **living laboratory for hybrid work** – not forcing people into new ways of doing everything, but supporting them in doing their best work.





Work Modes Assessment – collected qualitative and quantitative data to build a work experience strategy supporting work-life balance and guide implementation of special strategies in support of business and cultural objectives.

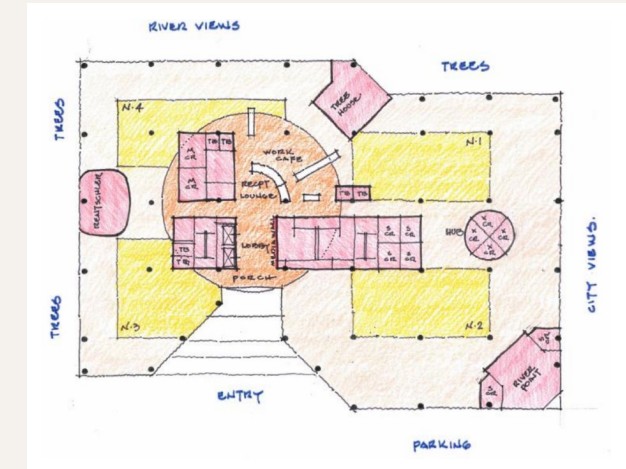
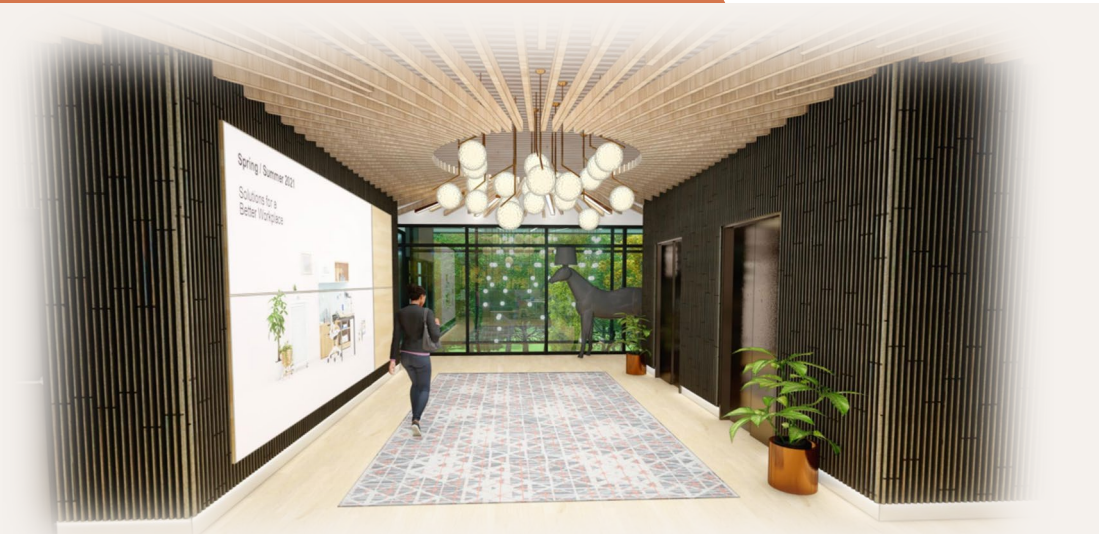
Protocols Workshop – small group sessions to gather input on employee expectations for how people engage with the new workspace and each other

Workplace Reflections Workshop – 6 months post occupancy, employees know how they use the space and can help identify what’s working and what isn’t. Spaces, protocols, and tools can be tweaked to maximize the effectiveness of the new workplace.



Implementation

Design & Installation



Our teams worked side-by-side with our project partners to create an intuitive design for our space that thoughtfully integrates furniture, technology, and architectural solutions. Together, we successfully **managed multiple facets of the project**, along with schedules and supply chain challenges during the pandemic.

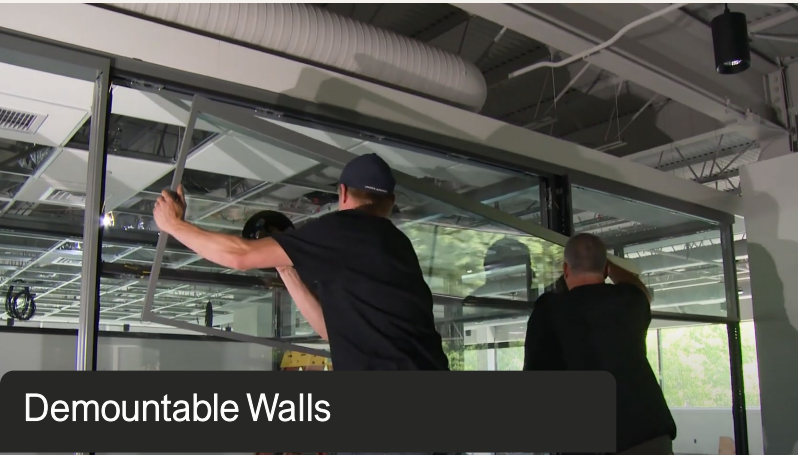
The space is divided into **four distinct neighborhoods**, designed to foster collaboration, support diverse work styles, and cultivate a sense of community, ultimately enhancing engagement and employee well-being.

Each neighborhood is an **ecosystem of spaces** including collaborative areas for group discussions, quiet zones for focused work, and social spaces for informal interactions and networking. Design elements such as color palette, textures, lighting, and furniture applications signal to people the intended use of each space.

Our **flexible infrastructure uses demountable wall systems** to create open and enclosed areas so we can modify our spaces as we continue to gain insights into how we work.

Implementation

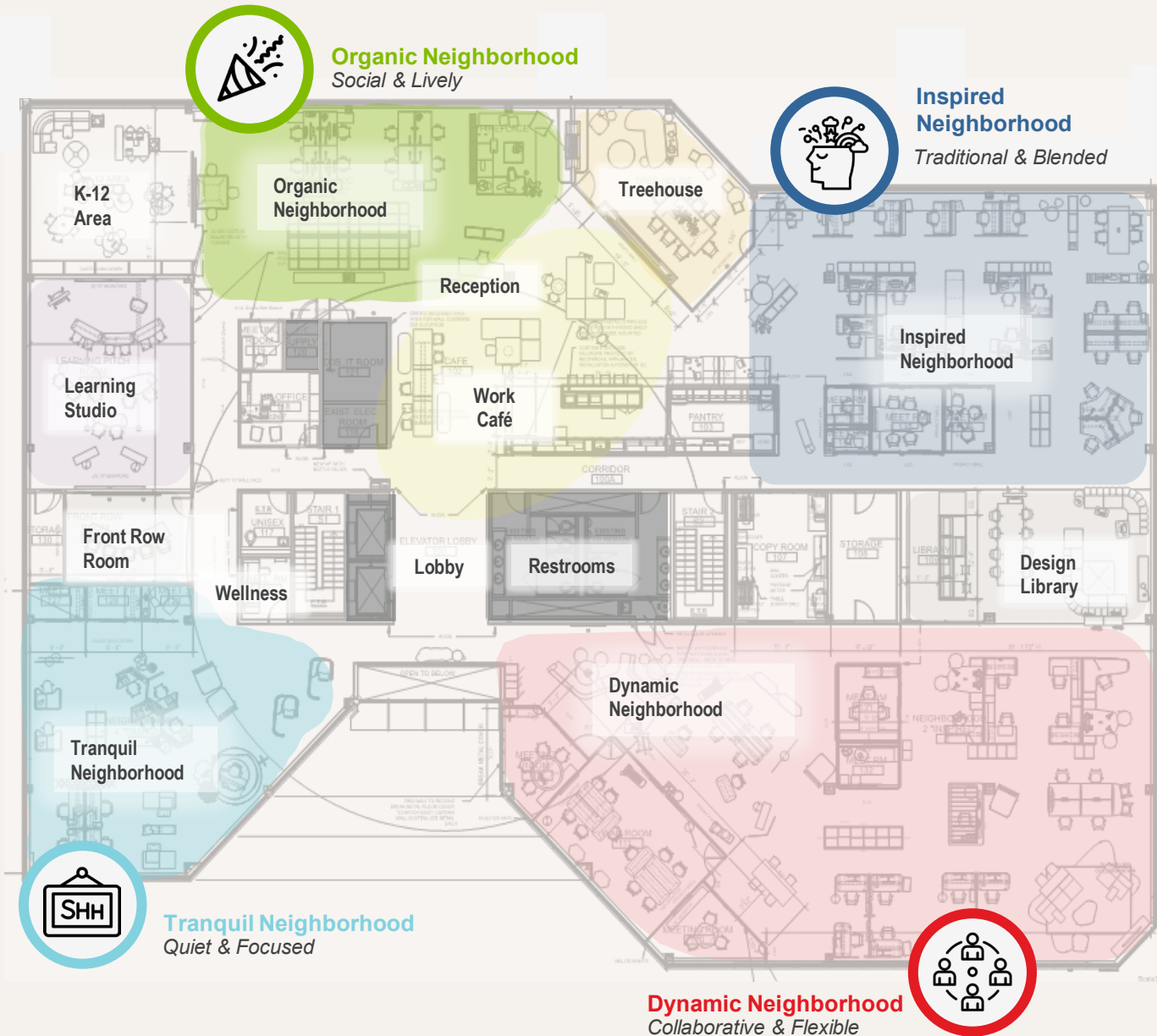
Design & Installation



Implementation

Design & Installation





Our Neighborhoods

There are four distinct neighborhoods, each with their own purpose, personality and vibe that support different types of work.

Each neighborhood acts as a micro-ecosystem of spaces – everything is in close proximity, from meeting rooms to individual spaces as well as tools and resources needed to do your best work.

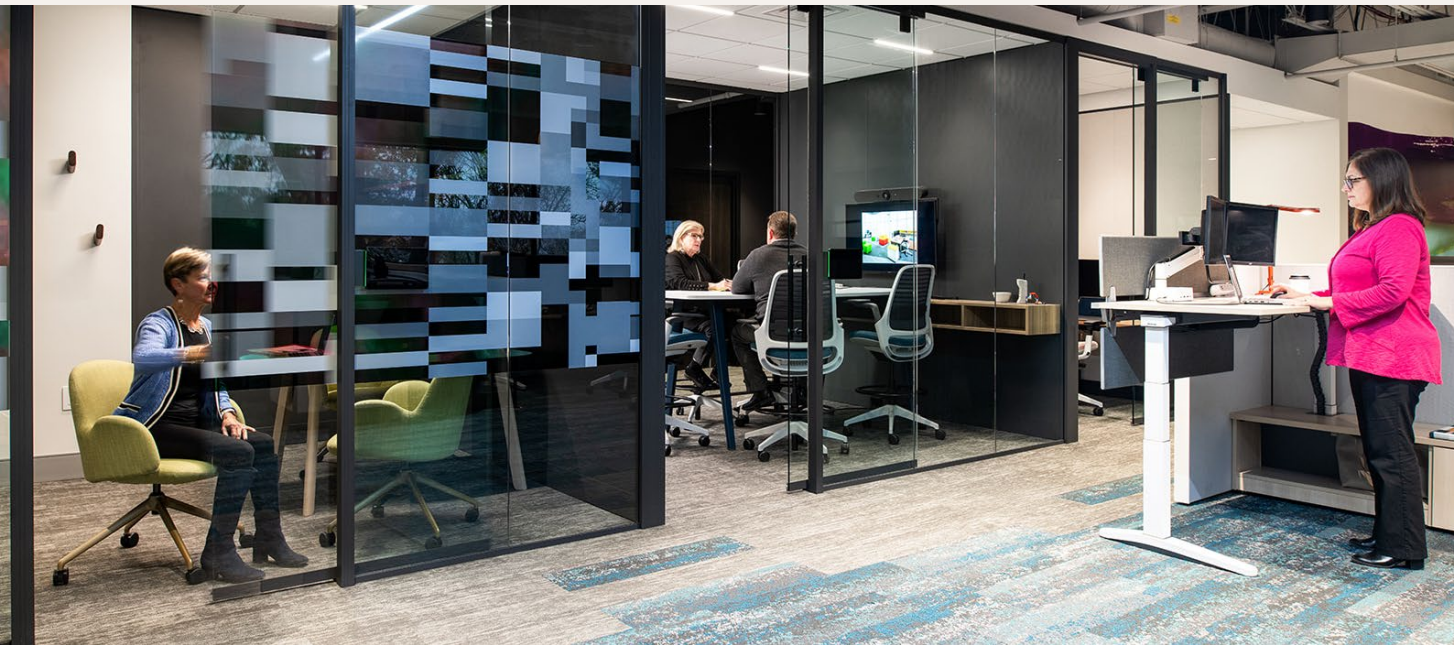


Organic Neighborhood (Social & Lively)

An organic extension of the work café, this open and social working environment is perfect for catching up with colleagues and casual collaboration. Connect with elements of nature and each other.

Nearby spaces:

- Work café that serves as social hub of the office
- Treehouse meeting room perfect for clients and groups of 4-12



Inspired Neighborhood (Traditional & Blended)

This engaging neighborhood supports individual work with impromptu conversations. Provides a great ergonomic environment with height adjustable desks and the right tools to support productivity. It includes open and enclosed spaces for individuals and small groups.

Enclosed Spaces:

- (2) Single occupancy enclaves
- (2) Team rooms for 3-5 people



Dynamic Neighborhood (Collaborative & Flexible)

This is a dynamic neighborhood for teamwork. Whether you're working on a bid or trying to solve a problem, group settings, flexible furniture and technology make collaborating easy.

Enclosed Spaces:

- (2) Phone booths
- (1) 1-person pod/office
- (1) 1-2 person lounge room
- (3) 3-5 person enclave
- Large war room



Tranquil Neighborhood (Quiet & Focused)

This is the perfect spot for quiet, undisturbed, focus work, as well as an escape for thinking, reflecting, and being creative.

Enclosed Spaces:

- (2) Phone booths
- (3) 1-person enclaves

Results

Space & Metrics

Our new office is a **welcoming place**—supporting the evolving needs of our organization and employees—fostering engagement through dynamic settings that offer people choice and control.

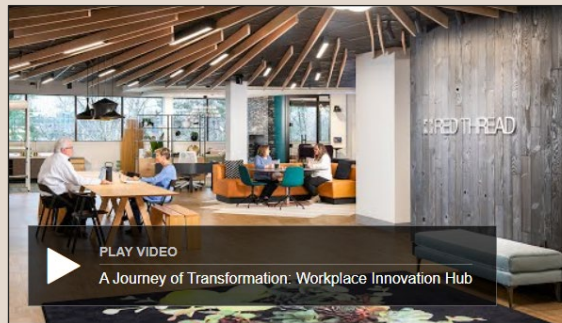
Visitors are inspired by our **New Workplace Design** through our thoughtful demonstration of architectural products, furniture and technology.

Our people **don't own individual workspaces** – they have ownership of the entire space. They can choose where they work for the task at hand and can sit next to colleagues they need to work with – enhancing cross-team collaboration.

Our space further enhances and reinforces our own culture in addition to our **commitment and connection to the greater Hartford Community**. It's not just a place you go to work for 8 hours, it's a place you go to live while you're working.

Overall Space Metrics:

- 80 Employees
- Free Address / Unassigned Seats
- 62 Individual Seats (1:1.5 seats to employee ratio)
- 8 Individual Enclaves
- 4 Phone Booths
- 5 Medium Enclosed Collaborative Rooms
- 3 Large Enclosed Collaborative Rooms
- 5 Open Collaborative Areas



[Watch the Video!](#)

