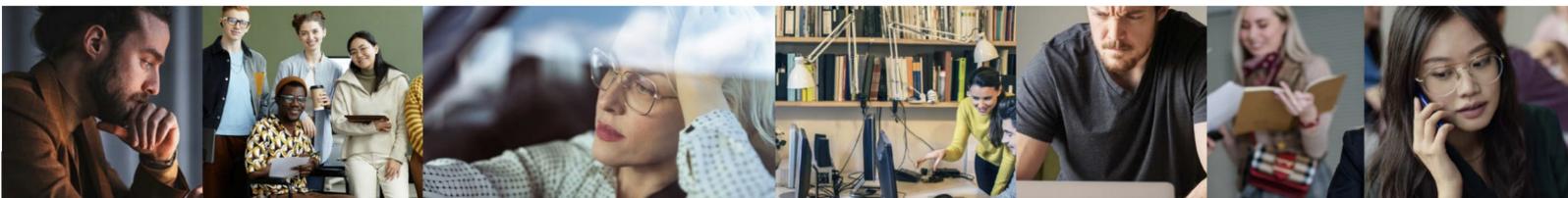


Understanding the Importance of Regional Testing and Evidencing of Regional Differences

SOLUTION STUDY

**How workplace science can produce
impactful strategies to transform
office environment and workplace culture.**



Understanding the Importance of Regional Testing and the Evidencing of Regional Differences

“ We needed to compare how different regional sites in our portfolio were supporting employee wellbeing and overall productivity. ”

PROBLEM

Our client wanted to better understand how different sites across their portfolio were supporting employee wellbeing and performance. Without this data, the

client was unable to make targeted changes and support underperforming demographics and locations, ultimately impacting overall workplace experience and retention.

Current and **potential risks**:

- Possibility of applying a “**one size fits all approach**” without any insight into cultural or geographical differences, **hindering effective workplace strategy**.
- Existing **biases** that may **negatively impact employee experience** across different **regions**, affecting workplace culture and **performance**.
- Working communities feeling a **lack of support** for their locations, leading to further **employee disconnect** and disengagement, **impacting** the ability to attract **employees**.

METHODOLOGY

In order to address this question, we consolidated employee experience, wellbeing, and performance data that had been collected from a range of our projects with this client to date, utilizing workplace science and

technology. These data came from over 800 employees based in offices across the following geographies; Asia-Pacific (APAC), Europe, the Middle East & Africa (EMEA), Latin America (LATAM), and North America.

We worked with the client to create an internal dashboard that allowed teams to easily compare different sites across their portfolio. This people-centric solution enabled decision-makers to see how well different demographic groups were

performing and which areas of wellbeing and performance required greater support, ensuring an evidence-based approach to transformation.

FINDINGS

- There are **significant differences** in activity levels across different **geographical locations**. Physical activity was significantly lower in certain APAC regions compared to the client average and ART recommendation levels, highlighting the **need for innovative workplace design** solutions.
- **Employee preference** to work from the office **differs greatly** between locations, with the desire to return to the office much lower in North American offices, emphasizing the importance of **hybrid workplace** strategies.
- What employees reported as **“loud”** noise levels **impacted performance** differently. Generally, APAC offices (from this client’s portfolio) are more densely occupied and therefore accustomed to higher routine noise levels compared to other regions, which are more likely to negatively respond to unwanted noise.

“ From our findings we noted that a noisy working environment led to a noticeable 8% reduction in performance. ”

ACTIONS

- Work with the client's tech team to build a bespoke dashboard to benchmark different sites, allowing for effective comparison and contrast of wellbeing and performance across their portfolio, aiding corporate real estate decisions.
- Highlight and apply targeted support for at-risk groups or specific interventions, ensuring a tailored approach to improving workplace culture and performance.

VALUE

- **Improved employee support** in regard to performance and wellbeing through a **targeted** approach, **enhancing** overall **workplace** experience and **retention**.
- Provides a simple tool for wider teams to access **data** and work between departments in a collaborative way, fostering **innovation** and **effective communication**.

KEY TAKEAWAYS

The data and actions delivered through this project allowed the client to implement a more targeted

approach in employee support and office design across the portfolio.

“ This approach taken in this case-study underscores the importance of evidence-based workplace consultancy in delivering innovative solutions that drive performance and wellbeing. By leveraging technology and workplace science, the client can now better support their diverse workforce, improving retention, workplace culture, and overall workplace experience. ”

Explore our solutions series and discover how our **unique experience** across **elite sport, academic research** and the **corporate landscape**, combined with our scientific and data-driven approach, puts us in a unique position to identify opportunities that can **drive increased productivity**, performance and **positively impact workplace wellbeing**.



How integrating workplace science and a people-centric approach, provides effective, impactful solutions that transform hybrid working.



How workplace science can produce impactful strategies to transform office environment and workplace culture.



How integrating workplace science and a data-driven approach, provides effective, impactful solutions that enhance employee experience & organisational performance.



Strategies and Tools to effectively measure the impact of workplace design and workplace experience, leading to higher-performing workspaces.



How evidence-based practices can create positive impacts on workplace culture that attract employees and enhance overall productivity.



Integrating technology and strategies, to develop efficient hybrid workspaces that promote high performance and employee wellbeing.



Integrating technology and strategies, to develop workspaces that attract employees and enhance productivity.



How workplace science can produce impactful strategies to transform office environment and workplace culture.

<http://www.arthealthsolutions.com>



ART Health Solutions
3 Air View Park,
Woolsington,
Newcastle upon Tyne,
NE13 8BR

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E-Mail: info@arthaltsolutions.com
Web: www.arthaltsolutions.com

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