

WORK BETTER DAY™ 2017

EXPLORING WHAT IT MEANS
TO WORK BETTER.



Powered by
OPX

WHY WORK BETTER?

The American employee spends 102 days working and 14 days on vacation per year. This results in approximately 2,450 hours of work, or about 28% of our year¹. Yet of these American employees, only **13% of them actually enjoy the work they do**². This alarming realization – along with our experience with employees engagement and working environments – motivated us to reverse this trend.

As a culture, we are always looking for the next best thing - searching for better. Take the **iPhone**. This year, Apple released its *twelfth* version – marketed as being significantly better than the last, just as its predecessors had claimed to be better than the version prior. Inventors, entrepreneurs, and businesses thrive on making products and services better, giving constituents something they need or want.

So, if we spend nearly a third of our year working, yet 87% of the population does not actually enjoy working, why aren't we focusing on giving people what they need and want in their work environment? Why aren't we exploring what it means to work better?

We started the conversation.

On Wednesday, September 20th, **OPX** partnered with **DCA Live** to host the inaugural **Work Better Day™**. Held at **1776** in Crystal City, VA, this experience-driven event fostered engagement and hands-on learning through two inspiring speakers – **Andrew Sherman** and **Tim Ogilvie** – along with conversations and exercises allowing attendees to voice their ideas, inspire one another with their stories, and begin the conversation around working better.

- The WBD Team

WHAT'S INSIDE

What is Working Better... and What Isn't?

Led by Steve Polo, OPX

The Crisis of Disengagement

Presented by Andrew Sherman, Seyfarth Shaw LLP

Using Design Thinking Sprints to Work Better

Facilitated by Tim Ogilvie, Peer Insight

We Heard You

Thank You to Our Sponsors

What's Next?

¹ Gallup. (2014) *The "40-Hour" Workweek Is Actually Longer--by Seven Hours* [Article]. Retrieved from <http://news.gallup.com/poll/175286/hour-workweek-actually-longer-seven-hours.aspx>

² Gallup. (2013) *State of the American Workplace* [Employee Engagement Survey]. Retrieved from <http://news.gallup.com>



WHAT IS WORKING BETTER? ...AND WHAT ISN'T?

led by
Steve Polo

WHY?

On a bright morning in Crystal City, VA, guests were buzzing about coworking space **1776**, curious as to what the first **Work Better Day™** would bring.

Doug Anderson of **DCA Live** teed up the morning, welcoming participants as they took their seats. DCA Live's focus on the industries, companies and people driving growth and creating value in the DC business community proved a natural fit for **OPX**, a design consultancy focusing on making good companies work better.

Steve Polo, managing partner of OPX, kicked off Work Better Day™ with two questions: What IS working? and What

ISNT working? The exercise prompted participants to identify two assets (things that are working) and two obstacles (things that are not working) in their work environment.

From these assets and obstacles, the Work Better Day team organized responses into the three tenants of OPX's **Integrated Operating Environment (IOE)** process: People, Tools and Place - three elements vital to every organization. Historically, OPX found that organizations going through a change in real estate benefited from analyzing People, Tools and Place through IOE.

As the process evolved, its impact was felt across all areas of a company - particularly when organizations went through a change in leadership or scale (rapid growth or decline), or when a business model is disrupted.

Work Better Day™ participants were able to compare responses and relate to one another over what was working along with areas of for improvement in their respective organizations. See the next page for an infographic of participants' assets and obstacles!

The study of **People, Tools and Place** is essential to every organization. OPX goes beyond traditional architectural and interior design improvements, examining an organization's people, culture, operations, technologies and space - uncovering opportunities to overcome business challenges.

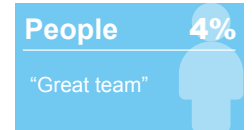
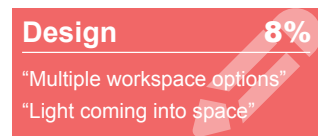
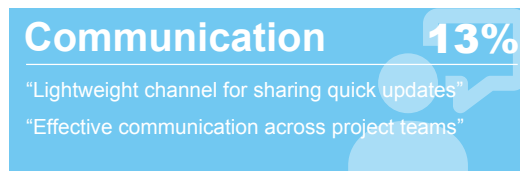
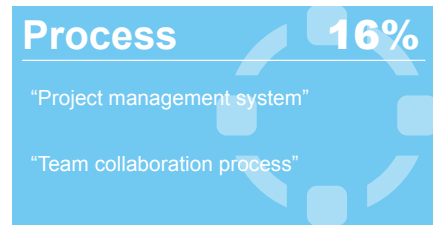
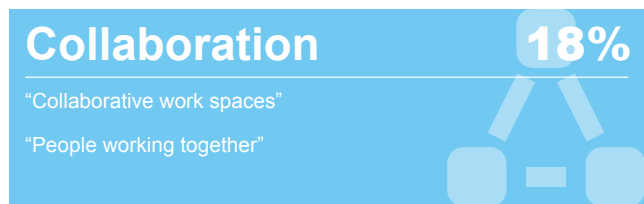
OPX's methodology is hailed as a highly valuable decision-making tool. The IOE analysis supports vision, strengthens branding, and yields positive business results while building buy-in, participation and communication across the organization - all of which are critical to the success of any project.

Category **xx%***
 % of comments related to this keyword

Comments from exercise

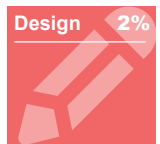
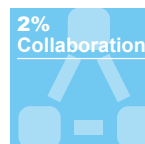
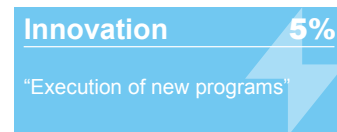
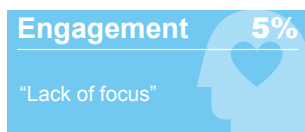
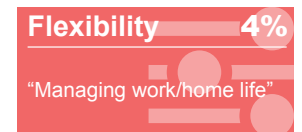
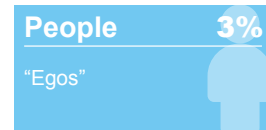
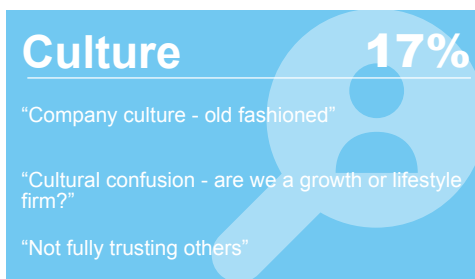
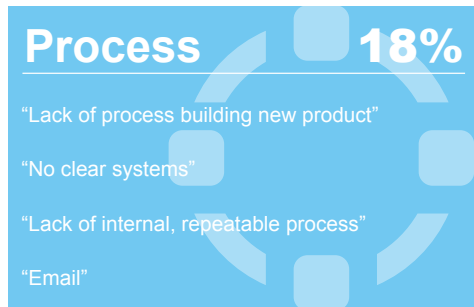
*Comments can be categorized with multiple keywords

People Tools Place



ASSETS

OBSTACLES



ASSETS
 OUT OF
 113 COMMENTS

80%
 of comments were related to
PEOPLE

48%
 of comments were related to
TOOLS

43%
 of comments were related to
PLACE

*comments could relate to more than 1 category

OBSTACLES
 OUT OF
 111 COMMENTS

76%
 of comments were related to
PEOPLE

59%
 of comments were related to
TOOLS

27%
 of comments were related to
PLACE

1776

1776

1776



65%

of the American Workforce is actively looking for a new job

70%

of workers describe themselves as disengaged or actively disengaged

THE CRISIS OF DISENGAGEMENT

presented by Andrew Sherman

Andrew Sherman provided a wake-up call and a call to action for **Work Better Day™** participants.

This lawyer/author/professor captivated the audience from the onset, seamlessly weaving hard data with a smattering of cultural references to illustrate his thesis (and name of his book), **The Crisis of Disengagement**. While this notion paints a bleak picture we are facing as a culture, Andrew's candid commentary and wit made for a mix of shock, laughter and motivation.

Referencing the **ADP Spring Report** for 2017, Andrew informed us that a staggering 65% of the American workforce is either actively looking for a new job or are "very open to an overture". Furthering this point, he citing a **2016 Gallup report** which explained that over 70% of the workforce describes

themselves as either disengaged or actively disengaged. Simply put, most employees don't want to be doing what they're doing, and if employers don't react, the outcome is ruinous both economically and socially.

And while disengagement can be partially attributed to overarching national issues (generational tension, political divisions, the rise of the gig economy, to name a few) the bigger driver of disengagement, Andrew explained, is employers' resistance to investing in their employees. If employers leverage employees' potential value in terms of the success of the employee and intellectual assets, the benefits are endless. These intellectual assets could include anything from trademarks, databases, business models, systems, processes and employee expertise. This **Harvesting of Intangible Assets** (another of Andrew's

books) is one way to re-think this Crisis of Disengagement that has descended upon the American workforce.

Andrew concluded by addressing workplace disengagement as it relates to contemporary culture. It comes as no surprise that Americans are disengaged when the "suck" of the workplace has manifested itself into many American films and television shows (**Office Space**, **The Office**, and **Silicon Valley** for example). As these pop culture references exhibit, when 5pm hits, the majority of us leave the workplaces we hate - and head home only to be entertained by portrayals of how much the workplace sucks. It only exacerbates the crisis.

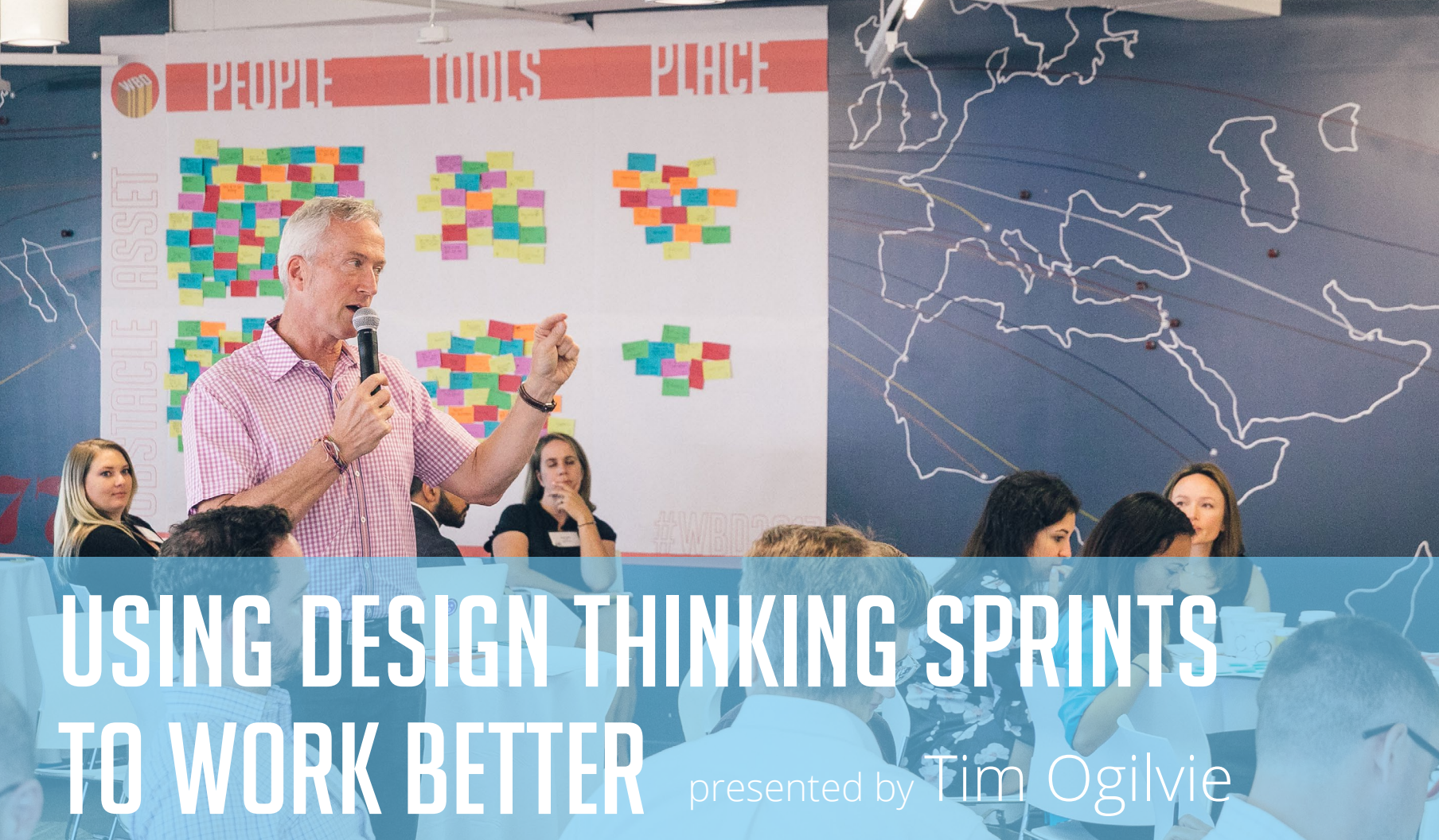
Andrew certainly opened our eyes to the crisis of disengagement. Now it's on us to stay awake.

Andrew Sherman is a Partner and Chair of the Corporate Department in the Washington, D.C. office of **Seyfarth Shaw, LLP**. He is the author of 26 books on business growth, capital formation and the leveraging of intellectual property. In 2006, **Inc. Magazine** named him one of the all-time champions of entrepreneurship and business growth.

To see Andrew's full WBD presentation [click here](#).

To watch Andrew's TED talk, [click here](#).





Empathize, Visualize, Co-Create, Iterate...

USING DESIGN THINKING SPRINTS TO WORK BETTER

presented by Tim Ogilvie

Every problem warrants solutions - at least a strategy for developing solutions. After learning of the employee engagement crisis, **Work Better Day™** participants were primed to hear **Tim Ogilvie's** strategy for workplace solutions.

Tim began with a demonstration about how **Peer Insight** - his DC-based innovation consultancy - has enabled organizations to use visual and test methods that are easily implemented, affordable, and provide valuable feedback quickly. He termed this exercise **Design Thinking Sprints**. Design Thinking is a step-by-step, iterative process which starts by empathizing with users and collectively visualizing problems. The process involves working through numerous solutions until a viable one is realized. What

makes Tim's process a "sprint" is that it is **1) done at a rapid pace** (a few minutes per step) and **2) it requires a finish line**, i.e., the team needs to decide something.

After demonstrating how Peer Insight has implemented this process through tangible and relatable examples, Tim put participants to work completing their own Design Thinking Sprint.

Participants were not without a road map, however. Tim and his team at Peer Insight developed a handout documenting their process. This worksheet guided participants through the exercise - and provided them with a tool to bring back to their organizations.

Teams of four people worked together to identify solve an issue. One of the group members described a real-life situation involving a low-performing team at their organization. The other members were tasked with interviewing this person while journey mapping the highs and lows of the person's experience. Once the stories unfolded, the group worked to identify specific opportunities for improving the low performing team.

While Tim facilitated the activity, he also paused after each step to gather feedback from the audience on their progress. By involving the group at large, participants learned from one another's experience, along with their own team members.

At **Peer Insight**, Tim has helped pioneer the emerging methods of design thinking, including co-authoring two best-selling books on the subject. Click below to check them out:

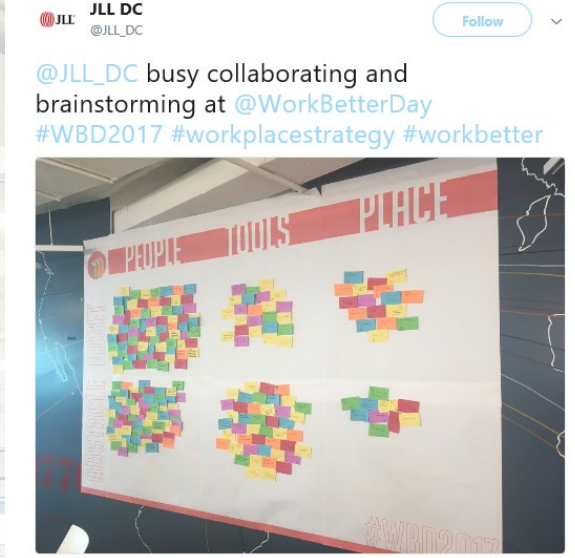
Designing for Growth

The Designing for Growth Field Book.

And click **here** for Tim's WBD Presentation.

WE HEARD YOU...

Here's how people are feeling about #WBD2017 from a survey distributed following the event and on WBD social media:



“GREAT CONCEPT AND EXCITING TOPICS.”



“INTERACTION, NOT JUST TALKING HEADS.”



“IT'S A BOLD INITIATIVE.”

“REALLY ENJOYED THE OPPORTUNITY TO LEARN AND WORKSHOP IDEAS.”



WHAT'S NEXT?

Continue the conversation! We're launching a panel series dedicated to our 3 main WBD attributes: **People, Tools, and Place.**



WORK BETTER DAY™ EXPLORE SERIES 2018

THANK YOU, WBD SPONSORS.

January

PEOPLE

Culture
Diversity
Engagement
Leadership
Transparency

April

TOOLS

Collaboration
Flexibility
Innovation
Technology
Work-Life Balance

June

PLACE

Shared Office
Health/Wellness
Remote Work
Amenities
Scalability

We truly could not have done this without **all of you**, and we are beyond grateful for your contributions and commitment toward helping us all **#workbetter**.



If you'd like to be a part of the Explore Series 2018, know an influencer, or are interested in joining the movement, email us at:
workbetterday@opxglobal.com!

For continued updates on the Explore Series and everything WBD related check us out at **WorkBetterDay.com**

And follow us @workbetterday!





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