

Allsteel®

**01****FROM WORKSPACE
TO CULTUREPLACE**

Today's workforce desires a connection to an organization's purpose, mission and values. The workspace can facilitate that connection by providing the right gathering spaces, social hubs and opportunities for serendipitous interactions for people with shared goals.

At NELSON, our teams are made up of a diverse group of experts in not only workplace, but also retail, brand, hospitality and culture to create those powerful, authentic experiences that are rooted in connections and purpose-driven insights.

**02****BEYOND
WELLNESS**

Having the opportunity to work remotely has provided workers with the ability to fine-tune their own spaces, creating environments that support their effort to perform at their best. Translating this tunability into the workplace means that there is no longer a one-size-fits all space.

Giving people control to support their desired behavior presents a message that everyone's uniqueness and individuality are not only okay, but welcome and encouraged.

**03****ALWAYS
IN BETA**

Our work lives exist in a fully blended physical-digital space, and workspaces are evolving in real time as a response.

In the most successful examples of this process, employees are driving the creation of solutions, encouraging a sense of ownership and a grass-roots / bottom up-series of workpoints.

PURPOSE OF THE OFFICE



TYPES OF ENGAGEMENT

