

LIGHTCORP

Three Market Needs Reshaping the Office Environment

And nine strategies for
implementing them





The New Work Experience

In these last four years following the COVID-19 pandemic, the workplace landscape has undergone a profound transformation. Alternative work arrangements and a heightened awareness of health and well-being have reshaped employees' expectations of the workplace.

This guide explores the three requirements that employees now expect from the workplace. These desires encompass not only the physical aspects of the office environment but also the broader considerations of well-being, autonomy, and social connection. Understanding and addressing these needs are paramount for organizations striving to create an environment where employees can thrive and contribute their best work.

In addition, we'll offer nine simple strategies for meeting them with small adjustments that can foster a workplace that promotes engagement, satisfaction, and #GoodEnergy in today's office.



Choice
and Control



MARKET NEED #1:

The Desire for Choice and Control

The remote work model instituted during the pandemic gave employees the ultimate say in when and where work happened, providing numerous benefits including optimal work-life balance. There's a strong desire to maintain this flexibility and autonomy, which allows individuals to manage personal and professional responsibilities better and leads to higher job satisfaction and overall well-being.

Another revelation was how much more productive employees were when they were able to customize their environment to facilitate deep work. By modifying their surroundings to be conducive to concentration and focus, workers can minimize distractions and enhance efficiency.

According to a 2019 *Future Workplace Wellness* study, over 1,601 respondents were asked to prioritize workplace wellness improvements:

42% of employees desired the option to adjust their personal workspace conditions.

29% of employees wished for a pet-friendly office.

28% of employees wanted an unlimited vacation policy.



Three strategies that afford choice & control:

Use lighting with dimming controls to create an ambiance that aligns with the mode of work (i.e. focus or respite).



Convenient access to power in touchdown or social spaces grant workers a choice of where to work within the office building.



Accessories multi-task to provide organization and control over the workspace aesthetic.



Connection and Belonging



MARKET NEED #2:

The Need for Connection and Belonging

The biggest lesson learned during the pandemic was the importance of human connection for mental health; it fosters a sense of support, empathy, and understanding, which are crucial for maintaining well-being in a professional environment. Establishing strong connections among team members enables effective collaboration, leading to innovative solutions, better outcomes, and a strong company culture where employees feel valued, respected, and included. When employees feel a sense of belonging, they are more likely to be engaged, motivated, and committed to their roles, leading to higher retention rates and organizational success.

Low battery = Low focus

The anxiety that creeps up when you see a low-battery warning on your phone is a real thing! *Nomophobia* is the scientific term coined to describe the anxiety felt when you don't have access to your phone. Fascinating research conducted by Wright University found a reverse correlation between the intensity of nomophobia experienced and employee engagement. The higher level of nomophobia, the lower the level of employee engagement.



Three approaches that encourage connection and belonging:

Provide charging access in workstations and meeting spaces to keep personal devices connected to life outside of the office.



Lighting on the warm end of the color spectrum helps set the mood for meaningful engagement and better participation.



Matching desk accessories to the company's brand color is a great way to support the corporate brand and unify the office design aesthetic.



**Wellness
and Balance**



MARKET NEED #3:

The Necessity of Wellness and Balance

The 'Well at Work' movement was underway well before COVID-19, but the pandemic brought our awareness to honor our health front and center. While remote work arrangements allowed us more time to focus on our well-being, the implications weren't all positive. For many, having more agency over when we could work blurred personal boundaries, leading to widely experienced feelings of burnout.

Today, employers recognize that supporting wellness and balance leads to enhanced productivity, creativity, and retention. Additionally, the influence of Millennials and Gen Z, who prioritize work-life balance and well-being more than previous generations, is reshaping workplace norms by putting a greater emphasis on wellness initiatives.

When it comes to breaks, quantity > quality

Research supports that there's a science behind getting the most from the coffee break. Switching focus from tasks for just a few minutes, but several times a day, is enough to enhance performance and prevent daily burnout. When you take your break should also dictate its length. Afternoon breaks are the best time to linger a bit longer, since we're typically more fatigued the closer we get to the end of the work day.



Three tips to promote wellness and balance:

Encourage staff to take restorative mini-breaks throughout the day to recharge or to catch up on life admin tasks.



Furnish workstations with proper, ergonomic lighting that thwarts headaches and supports long-term eye health and performance.



Incorporate live foliage around the office for its calming benefits and air-purification qualities.

LIGHTCORP

LightCorp is the premier supplier of essential work tools tailored to help people thrive in the places they show up to work. Whether it's innovative lighting solutions, visual power products, or functional office accessories, our deep understanding of market needs ensures that our products are crafted to enhance productivity and comfort.

Our made-to-order products are manufactured with pride and unparalleled quality in our Grand Haven, Michigan factory and feature a standard lead time of just 10 days.

Contact us at (800) 544.4899 Monday-Friday from 7:30 AM to 5:00 PM EST or email insidesales@lightcorp.com.

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