

HOW TO PLAN FOR FUTURE GROWTH

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Scaling Design + Culture



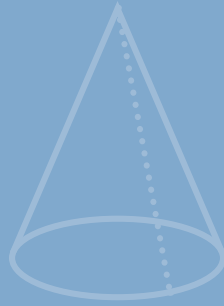
Whether you're starting up or scaling fast, it can be hard to look beyond the immediate need of getting butts-in-seats so everyone can get to work. Space planning and furniture ordering is overwhelming—especially in an open office, where it seems like there are a million possibilities.

Do “future you” a favor by considering what the needs of your team will be six months from now, or in a year. Getting ahead of your growth can help preserve your company culture and even avoid a costly redo of your office when your team outgrows your design.

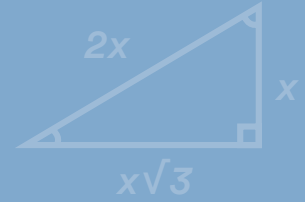
$$\prod (u + u_k)G_0(u)$$

$$p(x) = -G(-x^2)$$

Wait a sec.



$$ax^2 + bx + c = 0$$



$$+ c = 0$$



What is culture?

$$\int \sin x dx$$



$$\int \sin x dx = -\cos x + dx$$

$$\sum_{n=0}^{\infty}$$



$$y = ax^2(bx(c))$$

$$y = ax^2(bx(c))$$

$$\prod (u + u_k)G_0(u)$$

$$\sum_{n=0}^{\infty}$$



We hear—and use!—this buzzword a lot, so let's break it down.

Culture is simply collaboration. How does your team communicate? How do they work together? While some might say culture's about free beer and hoodies, the truth is much simpler than that. Companies with great culture create opportunities for the kind of frequent, casual collaboration that fosters connection.

As your business grows, it can be easy to lose sight of the way your scrappy team worked together. By designing an office that continues to encourage spontaneous “collisions” across departments, you can lay the groundwork for cross-company connections that are crucial to your team's continued growth.

In your current office, where does most of the organic collaboration happen?

How can you encourage and build on those connections?

MEET OUR EXPERTS

Baily Hancock



As a Collaboration Consultant, Baily offers insight about how to scale your culture along with your office design.

David Branham



Poppin's Sr. Director of Merchandising helps companies plan for their future growth.



Floor plan ahead.

FLOOR PLAN AHEAD.

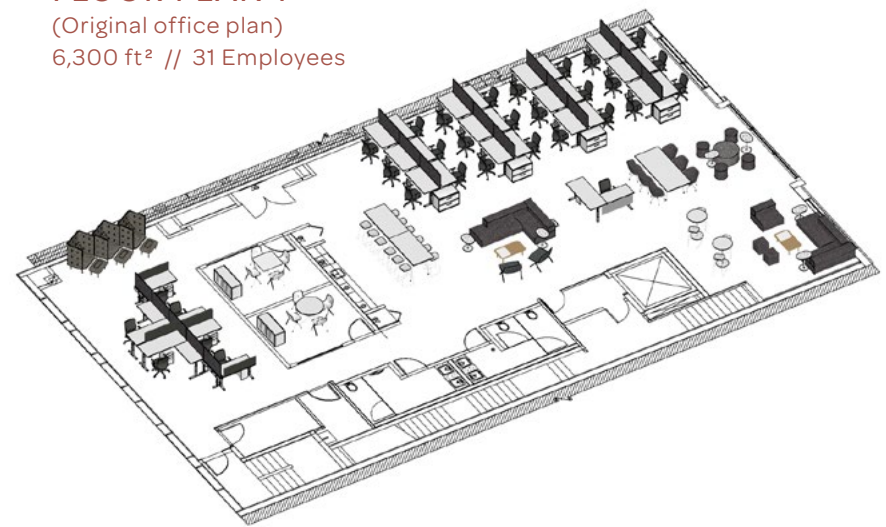
“Don’t fall into the trap of designing a giant open space,” says David Branham, Poppin’s Sr. Director of Merchandising. “Recognize that you’ll need a variety of spaces. Even if you’re not ready to do that today, you can still plan ahead for that variety.”

When designing your office, request floor plans that account for both your current team as well as the maximum number of employees that will fit in the space.

Choose a system of modular benching with a small footprint that’s designed to grow with your team. By having a plan in place for future growth, you can avoid last-minute scrambles while onboarding new hires.

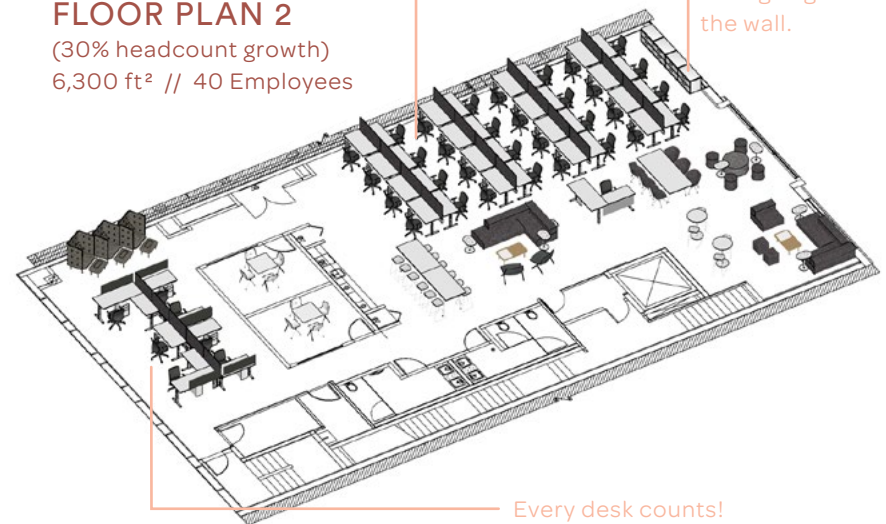
FLOOR PLAN 1

(Original office plan)
6,300 ft² // 31 Employees



FLOOR PLAN 2

(30% headcount growth)
6,300 ft² // 40 Employees



How many personal workstations do you currently need?

How many workstations do you anticipate needing in 6 months? A year?

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Don't forget who you were when you were a team of 10, but create systems early on that will support a team of 100 so you're not implementing new structures while also expanding rapidly.

Baily Hancock



Invest in your team.

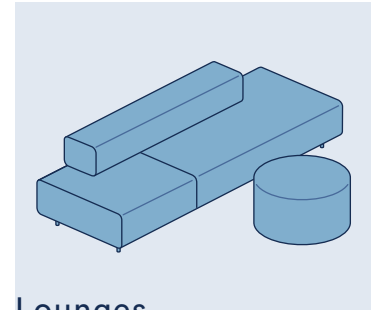
INVEST IN YOUR TEAM.



While personal workstations tend to take top priority, dedicated collaboration spaces are equally important. Budgeting for anything beyond desks and chairs may seem like a luxury, but designing collaboration spaces is a key investment in both culture and productivity.

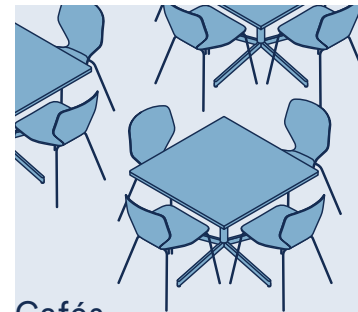
Avoid limiting your teams to desk pods that don't provide space to share a meal or engage in cross-company communication.

Top 5 Collaboration Solutions



Lounges

Comfortable sofas and chairs provide a place for your team to kick up their heels.



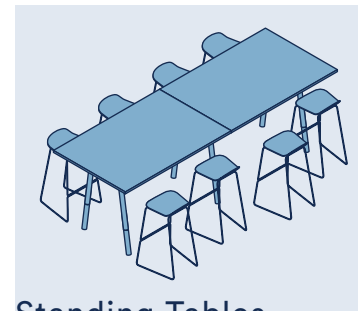
Cafés

Pull up a chair to have a working lunch or share a cup of coffee.



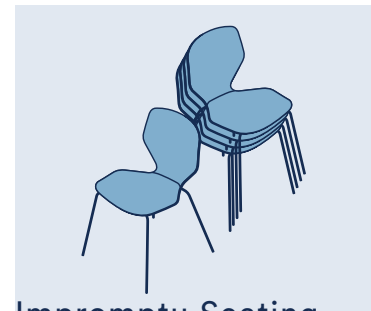
Community Tables

Provide space for smaller teams to brainstorm and communicate freely.



Standing Tables

The ideal place for 10-minute catch-ups or a place to stretch your legs.



Impromptu Seating

Stacking chairs or rolling seats allow for quick chats without leaving your desk.

“

One of the most common mistakes companies make in high-growth periods is putting people in silos and not allowing employees to collaborate across departments.

Baily Hancock

What types of collaboration solutions would make the most impact in your space?

Where in your floor plan could they be implemented?



Meet your future needs.

MEET YOUR FUTURE NEEDS.

The bad news: Meetings are a fact of life. The good news? As you go through a high-growth period, you can make a conscious choice about your company's meeting culture.

If you don't have the budget to create dedicated conference rooms, there are plenty of ways to designate meeting space. Booths provide sound-dampening for phone calls and one-on-ones, while standing tables are proven to encourage more efficient meetings.



“

As your team gets bigger, your need for meeting spaces will grow exponentially. Plan ahead in order to keep your team productive through the growing pains.

David Branham

On average, how much time does your team spend in meetings a day?

What is the largest meeting space you'll need for your team?



Create private spaces.

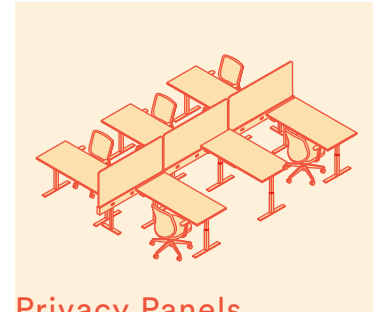
CREATE PRIVATE SPACES.



When your company's in high-growth mode, the challenges of the open office often come into focus. How do you get quiet work done with all this conversation? And how do you provide privacy for the members of your team who handle sensitive information?

Consider privacy solutions that dampen sound, reduce visibility, and/or create a sense of "ownership" over personal space.

Top 5 Collaboration Solutions



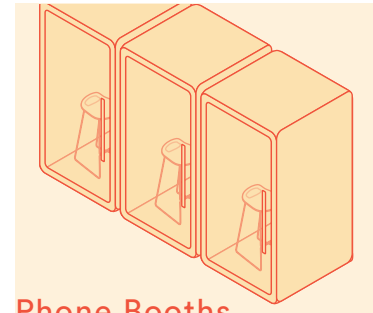
Privacy Panels

Upholstered panels lessen sound and offer visual privacy at every workstation.



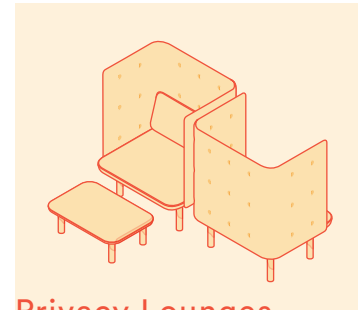
L-Shaped Desks

Ideal for those who handle sensitive information on their computer screens.



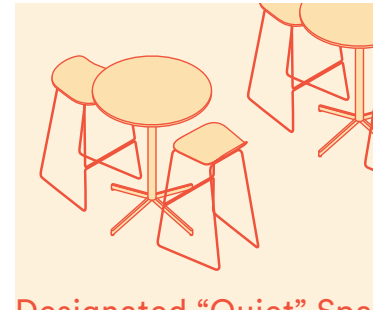
Phone Booths

An affordable, turn-key alternative to expensive architectural changes.



Privacy Lounges

Choose chairs or sofas with high surrounds for heads-down work or one-on-ones.



Designated "Quiet" Spaces

Non-bookable standing tables in a quiet corner of the office offer a private refuge.

What types of privacy solutions would make the most impact in your space?

Where in your floor plan could they be implemented?

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As you grow, your office is going to get louder, it's going to get busier, and you're going to need more privacy and enclosed spaces. People need space to get away to work solo or gather in small groups.

David Branham

Explore the easiest way to outfit your office.

Still need some help scaling your design and culture? We've helped hundreds of companies through their high-growth phases.

From free space planning to furniture installation, we'll be with you every step of the way—now and in the future.

Contact Us

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