



## In Short

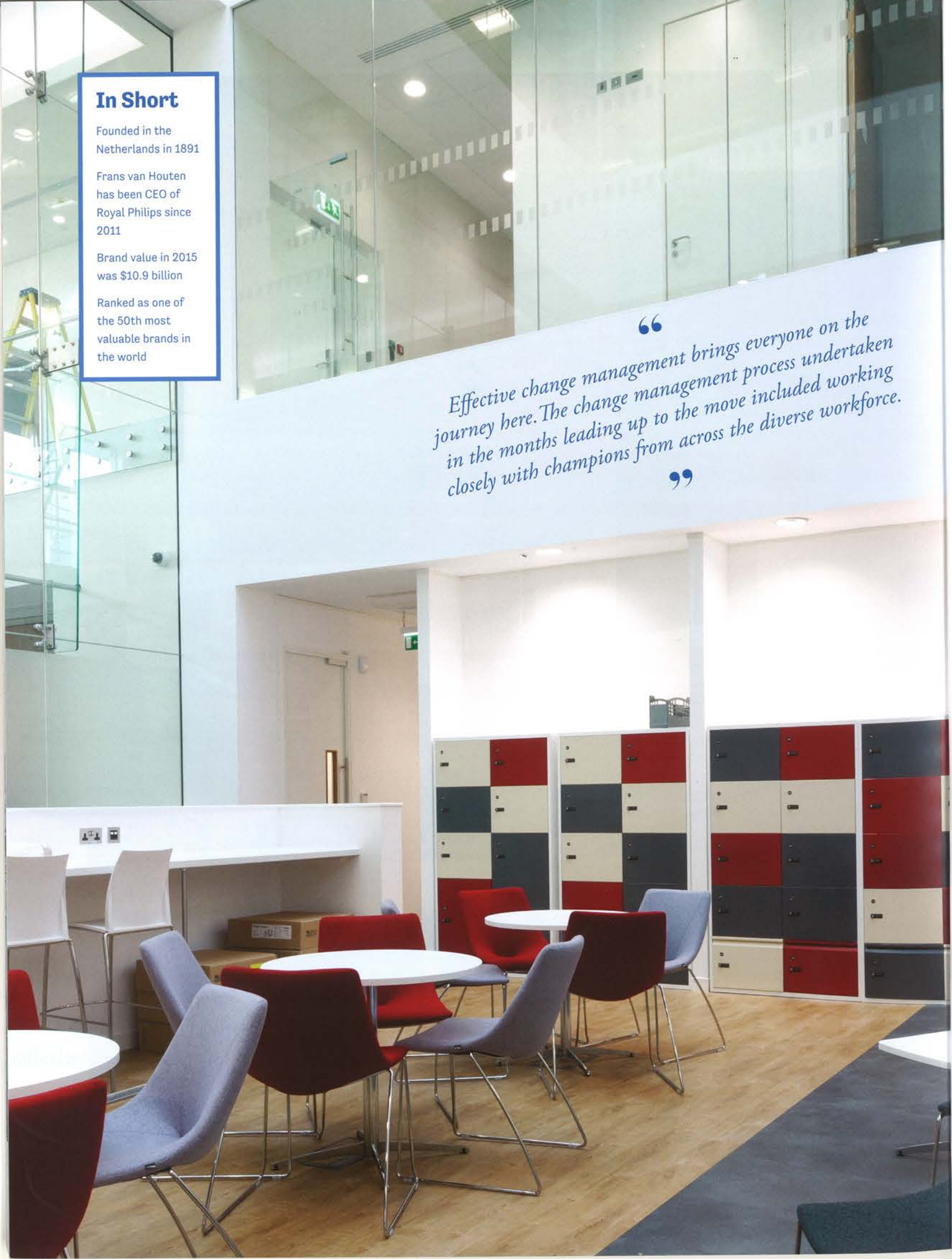
Founded in the Netherlands in 1891

Frans van Houten has been CEO of Royal Philips since 2011

Brand value in 2015 was \$10.9 billion

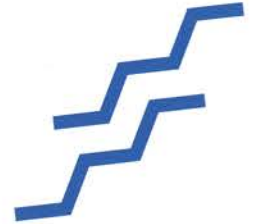
Ranked as one of the 50th most valuable brands in the world

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# ELECTRONIC

# BEATS



*From televisions and DVD players, through to lighting products, home and in-car audio and grooming, oral healthcare and personal health devices, the chances are that you have the Philips brand in your home, in your car or on your person. How many brands can you say that about? Not that many.*

The Dutch technology company is headquartered in Amsterdam with primary divisions focused in the areas of electronics, healthcare and lighting. **Philips** leverages advanced technology and deep clinical and consumer insights to deliver integrated solutions. The company is a leader in diagnostic imaging, image-guided therapy, patient monitoring and health informatics, as well as in consumer health and home care.

While the business is globally headquartered in the Netherlands, we've travelled to the leafy commuter town of **Guildford**, which boasts the new Philips UK head office, covering Healthcare, Lighting and Consumer Lifestyle.

Staff members at Philips' UK HQ have successfully transitioned to their new agile working environment, a culmination of many months of research and preparation. Located adjacent to the company's former offices, the new facilities achieve 30% greater density while offering a vastly improved environment for the flexible workforce. Spread over two floors, the offices feature open plan and sit/stand desking, meeting rooms, new dropdown collaborative areas, breakout spaces and focus rooms.

**KI** has helped Philips create the happier, healthier, high performing working environment with its range of UK designed and manufactured furniture products including UniteSE workstations, Work2 Sit/Stand workstations, Meet4 collaborative tables and 800 Series Storage lockers.

Prior to the relocation, extensive research was conducted around how the 530 staff utilise their space. The new environment was planned specifically to enhance the company's flexible working culture while simultaneously introducing agile working. With the exception of selected roles such as the order desk, which requires non-standard IT or telephone systems, the office is arranged into neighbourhoods of unassigned desks. Pedestals have made way for lockers and desk phones have been eliminated. A clean desk policy is in place, each position furnished such that anyone can sit anywhere at any time. The provision of approximately 10% sit-stand workstations throughout the office reflects the company's health and wellbeing brand.

Working within Philips' internal guidelines and learnings from the group's HQ's in other countries, the team at Guildford teamed up with designer Stuart Aitken of TDA Interiors

to bring the new headquarters to life. Warm red and cream shades are featured in the main office areas, complemented by neutral greys and white, while blues and greens distinguish 'away from the desk' spaces such as meeting and focus rooms.

The project's success can be greatly attributed to the early research and planning that was carried out. One example of where this directly improved the outcome can be seen in the provision of fewer traditional meeting rooms in the new office, replaced by focus rooms, and more casual collaboration and breakout areas. The 22 focus rooms allow quiet work and meeting space. Better suited to user needs and more space efficient than traditional meeting rooms, they are designed for no more than two people at a time, offering privacy and isolation when required.

'This was a huge project for Philips as they were relocating from 50,000 sq ft down to about 35,000 sq ft without any reduction in staff,' Stuart explains. 'This was achieved by working closely with Philips' Workplace Innovation (WPI) programme.'

The creation of neighbourhoods meant that working adjacencies could be maintained, together with the addition of focus rooms, ►



breakout spaces, and bookable meeting rooms. This ensured that staff are never too far away from finding a quiet working space if required.'

Effective change management brings everyone on the journey here. The change management process undertaken in the months leading up to the move included working closely with champions from across the diverse workforce. Feedback, consultation and tours of the new facilities during the construction phase were all part of a programme to ensure that all employees could hit the ground running from day one, confident and familiar with the new space and new workstyle. FAQs were posted on the company intranet, and pilot furniture layouts were set up in the old building. Information sessions were held to reassure those who were nervous that they might not be able to find somewhere appropriate to sit in an agile workspace. Post-occupancy surveys have revealed an overwhelmingly positive outcome. Some individuals have had the opportunity to meet colleagues they otherwise would never have interacted with, while others expressed that they were happier than expected.

One of the challenges here was to find the right furniture partner. With a clear idea of what furniture was required early on in the process, the team was able to focus on finding the right partner to help realise the vision.

'We worked closely with KI when assessing and selecting the new workstations,' Stuart continues. 'This was a key part to the project as we were reducing the footprint of the desks from the old 1,600mm corner cores, down to 1,200mm rectangular desks set within a bench format. KI set up sample desking at Philips' old office to facilitate detailed assessment by Occupational Health and IT, which passed with flying colours. We also incorporated a number of KI Work2 Sit/Stand desks into each working neighbourhood so as to give staff the flexibility and choice.'

Philips' Yvonne Hanson-Nortey agrees that the team made the right choice of furniture partner for the project. 'KI's furniture got the balance right for us – great quality and design, local manufacturing and excellent value for money. The end result speaks for itself. The products we have selected have a value that extends well beyond functionality. They come together to create an overall workspace that communicates a strong message to our team – that their working environment isn't an afterthought.' ●

## Essentials

### Client

Philips UK

### Design

TDA Interiors

### Project Manager

Royal HaskoningDHV

### Main Contractor

Maris Interiors

### Desking Systems/ Lockers

KI

