

# How to Build a Dynamic Office Space



Having a dynamic workplace is a phrase often thrown around in modern offices, but what does it actually mean?

It is a concept that suggests employees will have increased productivity, achieve more goals and take on higher levels of responsibility if their employers facilitate measures such as, implementing flexible hours, creating more movement within the office and enabling enhanced creativity.

Contrary to common belief 'curiosity did not kill the cat'. Allowing an employee the space to be creative and curious opens communication and allows ideas to flourish. In the end, this will benefit you, your company and your employees.

This is the ideal work environment for the modern businessman or woman; however, it is easier said than done, which is why we have put together these 5 steps on how to build a dynamic work environment.



1.

## Open Space

Internal walls within your office can create the image of a business hierarchy, rather than a company that works together for the common benefit of all. Employees may feel like they can't approach others if they need help or have ideas. Removing internal walls, and rearranging your office, could mean that your employees work closer together and create more innovative solutions.

Employees do however, need somewhere to work where they can't be interrupted. When you rearrange the office make sure you leave 'alone zones' that employees know they can choose to work in if needed.



2.

## Open Communication

Along with an open environment, you want to make sure that you are keeping communication lines open within the office too. Making sure managers are transparent with staff and vice versa means that ideas can flow more creatively and that stronger bonds can be formed.



3.

## Provide an Enjoyable Environment

Having an office culture where employees want to come to work every day is important, as it means managers can retain talent and the staff will be more constructive and forward-thinking.

It is important to understand that employees will always be feeling some form of pressure due to managerial deadlines and expectations, so providing them with a way to wind down can be beneficial. This might include, setting up a social club, offering a free gym membership or even making someone's birthday more festive.



4.

## Diversity

No two people are the same. Everyone that works for a company will have an ornate set of skills, talents and imagination. Knowing the strengths and weaknesses within your team, and playing to people's talents will allow your team to be more dynamic.

Offering a support system to challenge and develop people's skills could also be beneficial.



5.

## Job Rotation

When someone has been in a job role for a long time, they may become stagnant, bored and lose their creative flare. Moving around responsibilities and giving people new challenges and job titles can motivate them, give them the opportunity to learn new skills and reduce burnout.



Of course, there are more ways to build a dynamic office environment depending on the space in your office, your budget and your company's goals. More and more potential candidates are seeking employers who embrace a dynamic work environment and offer more flexibility. By achieving a dynamic workspace, you can reap the benefits of expanding your talent pool, creating higher levels of staff engagement and creativity, as well as making your existing employees more innovative.

At 123 Internet Group, we like to keep the office as dynamic as possible. We sport an open plan environment, while still keeping booths available for people to use as 'breakout zones' or for meetings. This paired with our daily 'team 5's' means that we have open communication lines throughout the office, employees and managers alike can share ideas and be creative. Outside of our daily responsibilities, we also participate in team social outings, this makes it even more enjoyable to come to work each day. Our office culture encourages people to develop, every employee is open to support additional roles and learn new skills to take on more responsibilities; the designers, social media managers and web development team have talents in every department.

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