



WORK DESIGN

Methodology & Definitions

Administrator reference

How the survey works — components, scoring, segmentation, and the analytical layers — plus a glossary of the defined terms used across the Reference Guide.

Methodology & Definitions

Built for workplace strategy

Workplace Priorities is a decision-support instrument for the discipline of aligning an organization's physical work environment with its business objectives, culture, and the way its people actually work.

WHAT WORKPLACE STRATEGY IS

Workplace strategy sits upstream of design — before space planning or interior architecture — translating business goals, workforce needs, and behavioral data into a set of principles that guide how, where, and why space is used. Where interior design answers “what should this space look like,” workplace strategy answers “what should this space do, for whom, and why.” Real estate is typically an organization's second-largest expense after payroll, yet space is often specified by convention (headcount × square footage) rather than evidence.

HOW THIS TOOL SUPPORTS THE STRATEGIST

Workplace Priorities replaces assumption with data at exactly the point where strategy is defined. It gives strategists, HR leaders, and design professionals a structured, evidence-based read on what people value, how their needs differ by role and function, and which investments they believe will most improve performance. For clients, it de-risks major capital decisions: a lease commitment or fit-out can be validated against how people will genuinely use the space, not a generic template. It gives leadership a defensible rationale for investment, and gives the design team a clear brief rather than a moving target — converting the workplace from a cost center into a strategic tool for performance.

WHERE IT FITS IN THE PROCESS

Workplace strategy generally moves through five phases. This tool concentrates its value in the second and third — turning gathered evidence into a defensible strategy definition.

- 1 Discovery & visioning — clarifying business drivers, growth plans, cultural aspirations, and leadership intent. This defines what success looks like before any measurement begins.
- 2 Data gathering & analysis — combining quantitative and qualitative inputs: utilization studies, employee surveys, focus groups, leadership interviews, and analysis of work patterns. Workplace Priorities is the survey-and-analysis engine for this phase.
- 3 Synthesis & strategy definition — translating findings into workplace principles, target ratios, and policy recommendations. The tool's rankings, outcomes, personas, and alignment views feed directly into this synthesis.
- 4 Concept & briefing — producing the design brief: program requirements, adjacencies, and performance criteria that hand off cleanly to architecture and interior design.
- 5 Implementation & measurement — supporting change management and communications, then measuring outcomes post-occupancy to validate and refine.

WHAT MAKES THIS DIFFERENT

There is no shortage of workplace and employee-experience surveys. Most measure sentiment — how satisfied or engaged people feel — and hand back a score. Workplace Priorities is built for a different job: turning what an entire organization values into a defensible strategy and a design brief. The contrast is where the value lives.

Dimension	Typical workplace surveys	Workplace Priorities
What it measures	Engagement, satisfaction, or sentiment — a snapshot of how people feel, distilled to a single number.	The full spectrum of workplace experience: 14 design categories, desired outcomes, contributing factors, behavioral personas, and attendance — what people value and why.
Data & depth	Rating scales that tell you what scored high, but not what to build.	Forced trade-offs, ranked priorities, and descriptor-level detail classified as physical, operational, or cultural — a design brief, not just a score.
Preference → strategy	Interpretation is left to you; results rarely connect to business outcomes or space decisions.	Every priority is correlated to the performance outcomes it is expected to drive and the factors that enable it — linking preference directly to strategy and ROI.
Whose voice counts	Often commissioned by one team — HR, facilities, or leadership — framing the questions around that team’s assumptions.	Captures every role and department on equal footing, and the alignment layer surfaces where teams misjudge one another — removing any single group’s bias.
Process integration	A standalone pulse that sits apart from the design and real-estate process.	Purpose-built for the strategy workflow — the analysis engine for the data-gathering and synthesis phases that hands a clean brief to architecture and design.
Effort to run	Heavy setup or shallow templates, with analysis done by hand afterward.	One easy-to-use platform, guided for respondents and administrators, with segmentation, filtering, and correlation built in.

The result is a single, comprehensive platform that captures the whole organization rather than the loudest part of it — converting the workplace survey from a satisfaction check into the evidence base for strategy, free of the bias any one team or department might otherwise impose.

A well-executed strategy delivers a right-sized, higher-performing portfolio; space that flexes as the organization changes; stronger employee experience and engagement; and reduced risk on capital decisions. The sections that follow explain each survey component — what it collects, the benefit it provides, and the outcomes it enables — so administrators can turn responses into exactly this kind of strategy.

Overview

The Workplace Priorities tool is a structured survey instrument designed to surface what employees actually value about their workplace — not just in aggregate, but across roles, departments, and attendance patterns. It is built for workplace strategists, HR leaders, and design professionals who need more than raw preference data; it is built for insight.

The survey moves through a deliberate sequence: it first establishes who the respondent is (Work Profile), surfaces their deepest workplace values (Design Categories), asks them to prioritize and rank those values (Category Rankings), explores specific qualities and outcomes within their top choices (Deep Dive), identifies the performance

outcomes they most want to drive (Desired Performance Outcomes), surfaces the factors they believe most enable those outcomes (Contributing Factors), maps their working style and space preferences (Workplace Persona), and closes with open-ended qualitative reflection (Open Responses).

Together, these components build a multi-dimensional picture of organizational preference — one that becomes strategically powerful when filtered by role, department, and days in the office.

How to use this document: Each section below describes a survey component, what it collects, the benefit it provides, and the outcomes it enables. The final section explains how the components work together and how filters unlock the most actionable insights.

1. Work Profile

WHAT IT IS

The Work Profile is the opening section of the survey. Before asking a single preference question, the tool establishes who the respondent is. It captures role type, department, current attendance pattern (days per week in office), preferred attendance, tenure, team size, office location, satisfaction with the current workplace, and — for v2 surveys — a brief Workplace Persona mapping (see Section 7).

INTENDED BENEFIT

Without demographic context, preference data is almost meaningless. Knowing that 60% of respondents want better collaboration spaces tells you very little. Knowing that it is driven almost entirely by mid-level Individual Contributors in Product & Engineering — while Executives are satisfied — is a finding that can directly shape a strategy. The Work Profile is the lens through which every other data point is interpreted.

WHAT IT PRODUCES

Work Profile data populates the segmentation filters available to administrators in the Results dashboard. Every metric — category rankings, outcome priorities, persona distribution, open responses — can be sliced by:

- Role (Executive, Manager, Individual Contributor, HR, Facilities, Finance, IT, Design, Other)
- Department (any departments configured by the administrator, or free-text entry)
- Days in office (the respondent's current attendance pattern: 0–1 days through 5 days per week)

Satisfaction with the current workplace is captured as a 1–5 rating and appears in the aggregate results, providing a simple baseline health metric alongside the richer preference data.

2. Design Categories & Desired Priorities

WHAT THEY ARE

The Design Categories are the core vocabulary of the survey. They represent the fourteen domains of workplace experience that research and practice have identified as the most meaningful to employees and organizations.

Respondents first browse all fourteen categories and select the ones that matter most to them. In the v2 survey, they then rank their top choices and complete a deep-dive exploration within their top three ranked categories.

INTENDED BENEFIT

Rather than asking respondents to rate long lists of attributes on a scale, the category selection model asks them to make trade-offs — to identify what is genuinely most important to them, not just what sounds good. This produces a much cleaner signal about true organizational priorities. The distribution of selections across the fourteen categories, and the relative rankings of those selections, forms the foundation of the strategic analysis.

THE FOURTEEN CATEGORIES

- **Leadership & Culture** How leadership communicates, decides, and shapes the culture of work. Captures values around transparency, accountability, psychological safety, and the degree to which leadership style is enabling or constraining.
- **Work Style & Productivity** The nature of individual work and what people need to perform their best. Distinguishes between deep focus needs, collaborative demands, fast-paced versus methodical styles, and mobile versus place-based work.
- **Collaboration & Social** How teams connect, interact, and build relationships — including the balance between planned and spontaneous interaction, formal and informal gathering, and in-person versus hybrid-inclusive connection.
- **Innovation & Creativity** The environments and behaviors that spark new ideas. Covers experimentation culture, physical space for ideation and prototyping, and the organizational posture toward risk and exploration.
- **Health & Wellbeing** Physical, mental, and sensory conditions that support healthy, sustainable work. Includes acoustic comfort, natural light, biophilic design, ergonomics, and spaces for rest and recovery.
- **Flexibility & Choice** The degree of control individuals have over where, when, and how they work. Covers activity-based working, hybrid readiness, unassigned seating, bookable settings, and autonomy over schedule.
- **Design & Aesthetics** The look, feel, materiality, light, and spatial quality of the environment. Captures preferences around palette, materials, scale, lighting character, and overall design identity.
- **Facilities & Operations** The reliability, maintenance, and operational excellence of the building. Covers cleanliness, maintenance responsiveness, building systems reliability, safety, and accessibility.
- **Amenities & Services** The services and lifestyle amenities available in the workplace — from food and fitness to concierge, childcare, and hospitality-grade experiences.
- **Technology & AI** The digital infrastructure, tools, and intelligent systems that enable work. Includes WiFi reliability, room booking, AV quality, hybrid conferencing equity, occupancy sensing, and AI-assisted tools.
- **Sustainability & Responsibility** Environmental, social, and governance commitments expressed through the workplace — from net-zero and renewable energy to healthy materials, community benefit, and social equity.
- **Location & Real Estate** Where the workplace is, what surrounds it, and how space resources are allocated. Covers commute access, neighborhood quality, right-sizing, lease flexibility, and portfolio strategy.
- **People & HR Experience** How the workplace supports talent, culture, learning, and career experience — onboarding, development, inclusion, recognition, mentorship, and employee voice.
- **Next Generation Workplace** A forward-looking category asking what respondents hope and expect their future workplace to include — AI companions, outcome-based performance, climate-adaptive design, neurodiversity by design, and more. Includes a free-text write-in option.

Strategic use: The distribution of category selections across your organization — particularly when filtered by role or department — reveals where consensus exists and where divergence is sharpest. High divergence between, say,

Executive and Individual Contributor selections is often the most important finding in a workplace strategy engagement.

3. Category Rankings

WHAT THEY ARE

After selecting the categories that matter most, v2 respondents rank their top three choices in order of priority — first, second, and third. This transforms a simple selection into a weighted preference signal.

INTENDED BENEFIT

Selection tells you what people care about. Ranking tells you what they care about most. A category selected by 70% of respondents but rarely ranked first has a very different strategic weight than one selected by 50% that is consistently ranked number one. The ranking adds the dimension of intensity to the breadth of preference.

WHAT IT PRODUCES

The Results dashboard displays a weighted ranking score for each category, calculated as: 3 points for a first-place rank, 2 for second, 1 for third. This produces a clear priority order that can be sorted and filtered by role, department, and attendance. The administrator can see not just which categories are most important overall, but which categories are most important to specific segments — and whether those segments agree or conflict.

Example insight: Health & Wellbeing ranks #1 overall, but when filtered to 5-days-in-office respondents, Technology & AI moves to the top. This reveals that those spending the most time in the office are experiencing friction with the digital infrastructure — a finding invisible in the aggregate.

4. Deep Dive — Descriptors, Outcomes & Write-Ins

WHAT IT IS

For each of their top three ranked categories, respondents complete a deep-dive exploration. This has two parts: selecting descriptive qualities (words or short phrases that define what they want from that category), and selecting the performance outcomes they most want that category to drive.

DESCRIPTOR QUALITIES

Each category carries a curated list of 20–37 descriptive words and phrases. For each quality that matters to them, respondents choose the type of change that would make the biggest difference — classifying it as Physical, Operational, or Cultural. The step is optional and quality-by-quality: respondents classify the descriptors they care about and skip the rest. This three-way classification, called POC attribution, is what tells you not just what people want but how to deliver it:

Physical — relates to the built environment: space, light, materials, furniture, the tangible setting. A physical framing signals a need best met through **design and construction**: a capital or fit-out response.

Operational — relates to how things work or are managed: policies, services, booking, maintenance, and process. An operational framing signals a need best met by **changing how the workplace runs**: a process or service response.

Cultural — relates to behaviors, norms, and values: leadership, trust, recognition, and how people work together. A cultural framing signals a need best met through **culture and change management**: a behavioral response.

The same descriptor can fall into different classifications depending on how a respondent frames it — and that framing is the insight. A preference for “community building” in the Collaboration category means something very different as a cultural aspiration than as an operational expectation: the first calls for norms and leadership, the second for programming and services. Aggregated across responses, the POC split gives a fast read on whether a priority requires investment in the physical environment, in operational process, or in cultural practice — often the difference between a construction budget and a management decision.

WRITE-IN OPTIONS

Each deep-dive screen includes two optional write-in fields: one for an additional descriptor quality not found in the list, and one for an additional outcome. Write-ins are stored with the response and appear in the Results dashboard under an “Other Considerations” tab for each category. When a write-in word or phrase appears six or more times across responses, it surfaces in the Owner Curation Queue for review — where an AI-assisted semantic grouping step can identify near-duplicates before an administrator decides whether to approve the term for the official descriptor library.

INTENDED BENEFIT

The deep dive is where the survey moves from broad preference to specific design direction. Knowing an organization prioritizes Health & Wellbeing is a strategic finding. Knowing that the most-selected descriptors within that category are “Natural daylight,” “Acoustic comfort,” and “Quiet retreat spaces” — and that they are overwhelmingly framed as physical priorities — is a design brief. The POC classification also enables a fast read on whether change requires investment in the physical environment, in operational process, or in cultural practice.

5. Desired Performance Outcomes

WHAT THEY ARE

The Desired Performance Outcomes component asks respondents to identify which organizational performance results they most want their workplace to enable. Rather than asking about preferences in the abstract, this connects workplace experience directly to business and people outcomes. Respondents select from a curated library of 30 outcomes organized across six domains: Business Performance, Talent & People, Productivity & Output, Innovation & Learning, Culture & Wellbeing, and Operational & Environmental.

THE SIX DOMAINS

- **Business Performance** Revenue growth, client retention, new business development, and brand reputation.
- **Talent & People** Employee retention, talent attraction, engagement, DEI, and reduced absenteeism.

- Productivity & Output Individual output, project delivery, decision-making effectiveness, meeting efficiency, and deep focus time.
- Innovation & Learning Innovation rate, learning velocity, problem-solving capability, quality of collaboration, and time-to-competency.
- Culture & Wellbeing Culture scores, leadership trust, team cohesion, wellbeing, work-life balance, and activation of hidden talent.
- Operational & Environmental Space utilization, real estate cost efficiency, sustainability performance, operational reliability, and technology adoption.

INTENDED BENEFIT

In a v2 survey, outcome selection is scoped to the category each respondent ranked — so the outcomes presented for Collaboration are different from those presented for Flexibility. This means the data captures not just "what outcomes matter to this organization" but "what outcomes does this organization expect each design priority to drive." That connection — between category priority and outcome expectation — is the foundation of a meaningful ROI conversation with leadership.

When filtered by role, outcome priorities reveal differences in what leaders, managers, and individual contributors are each trying to achieve. Executives may be prioritizing Brand Reputation and Real Estate Cost Efficiency while individual contributors are prioritizing Deep Focus Time and Wellbeing — and both sets of priorities need to be legible in the strategy.

6. Contributing Factors

WHAT THEY ARE

Contributing Factors asks respondents to identify which workplace elements they believe are most responsible for enabling the performance outcomes they care about. The factor list spans sixteen dimensions: Physical Space Quality & Design, Technology & Digital Tools, Leadership Visibility & Access, Team Proximity & Co-location, Workplace Policies & Flexibility, Learning & Development Programs, Wellbeing Amenities & Support, Culture & Recognition Practices, Clear Goals & Direction, Autonomy & Trust, Comfort & Ergonomics, Sustainability & Values Alignment, Acoustic & Sensory Environment, Natural Light & Biophilic Design, Food & Hospitality Services, and Community & Social Connection.

INTENDED BENEFIT

Contributing Factors is a prioritization and attribution tool. It asks: among everything the workplace could invest in or improve, what do your people believe will actually move the needle? This is particularly valuable when the answer differs from what leadership assumes. An organization that believes technology investment is the primary enabler of performance may discover that its people identify "Autonomy & Trust" and "Acoustic & Sensory Environment" as the top factors — redirecting the strategy from a capital expense toward a policy and spatial acoustics conversation.

When filtered by department, Contributing Factors often reveals the sharpest operational divergence in a dataset. A Technology team may rank "Clear Goals & Direction" as their primary factor while a client-facing Sales team prioritizes "Team Proximity & Co-location." These differences are not contradictions — they are design requirements for a differentiated workplace strategy.

7. Workplace Personas

WHAT THEY ARE

The Workplace Persona section maps each respondent across five behavioral dimensions using a simple slider-based instrument. Each dimension presents two contrasting orientations, and respondents place themselves on a spectrum between them. The five dimensions are:

- **Interaction Style From Autonomous** Professional (independent, self-directed) to The Collaborator (energized by others, team-oriented). Also captures The Operator (structured collaboration) and The Innovator (creative independence).
- **Work Rhythm From The Scheduler** (planned, time-blocked) to The Free Agent (fluid, responsive). Also captures Responsive Connector and The Deep Producer.
- **Space Relationship From The Traditionalist** (stable home base, consistent setting) to The Roamer (variety-seeking, context-switching). Also captures Professional Nomad and The Homesteader.
- **Technology Posture From The Essentialist** (minimal, intentional tool use) to The Power User (tech-forward, automation-driven). Also captures The Digital Native and Analog Craftsperson.
- **Meeting Culture From Deep Work Culture** (async-first, meetings minimized) to Stand-Up Culture (high-frequency, lightweight check-ins). Also captures Conference Room Culture and Async-First Culture.

INTENDED BENEFIT

Personas transform demographic segmentation into behavioral segmentation. Two employees in the same department with the same attendance pattern may have fundamentally different needs if one is a Deep Producer who requires extended uninterrupted focus and the other is a Responsive Connector who thrives on social interaction and ambient energy. Understanding the distribution of persona types across the organization — and within specific teams — enables space programming that serves the actual behavioral needs of the workforce, not just the assumed ones.

In the aggregate results, persona data is displayed as a distribution across each dimension's four quadrants, with an average position and a spread measure. A wide spread on any dimension indicates high behavioral diversity within the organization — a signal that any single workplace design approach will leave a significant segment underserved.

Design application: An organization where 60% of respondents are Deep Producers and Schedulers has a fundamentally different acoustic and spatial brief than one where 60% are Collaborators and Responsive Connectors — even if both organizations express similar category priorities at the surface level.

8. Attendance Alignment

WHAT IT IS

The Attendance Alignment view — available in the Results dashboard for v2 surveys — compares respondents' current attendance pattern against their preferred attendance pattern. This produces a visible gap analysis: for each attendance tier (0–1 days, 2 days, 3 days, 4 days, 5 days), the tool shows how many people are currently at that level versus how many want to be there.

INTENDED BENEFIT

Attendance preference data is among the most strategically sensitive data the survey collects, and among the most frequently misunderstood. The Alignment view makes the gap between current reality and desired preference visible — without attributing cause. A large cluster of respondents currently attending 5 days who prefer 3 days is a workforce experience issue. A cluster currently attending 1–2 days who prefer 4–5 days may indicate that the workplace itself is not compelling enough to draw people in. Both findings lead to very different strategic responses.

When filtered by role or department, alignment data reveals whether attendance gaps are organization-wide or concentrated in specific groups — enabling targeted interventions rather than blanket policies.

9. Cross-Department Alignment Layer

WHAT IT IS

The alignment layer is the cross-department component of the tool. Alongside reporting what each department actually prioritizes — drawn from its own members’ self-reports in the earlier steps — it captures what each department thinks its collaborators prioritize. Mechanically it is lightweight: each respondent names the one to three departments they actually work with, then predicts only the top three categories for those departments — no descriptor deep-dive on other people’s areas. Every prediction includes an “I don’t know enough to say” skip.

The tool then crosses actual priorities against perceived priorities to produce a 2×2 that a design committee can act on. The two off-diagonal cells are the payoff: neither is visible from self-reports alone, and both appear only when actual and perceived data are paired.

ACTUAL PRIORITIES × PERCEIVED PRIORITIES

Consensus

Actually aligned · perceived aligned — design shared space with confidence.

False conflict

Actually aligned · perceived misaligned — dispel the myth; design shared.

Hidden conflict

Actually misaligned · perceived aligned — highest risk; surface it.

Legitimate difference

Actually misaligned · perceived misaligned — design for it explicitly.

The off-diagonal cells — False conflict and Hidden conflict — are only detectable when actual and perceived priorities are compared.

INTENDED BENEFIT

The layer turns a single-respondent survey into an organizational diagnostic. It reveals false conflict (teams that assume they want different things but don’t — wasted political energy) and hidden conflict (teams that assume they’re aligned but aren’t — the dangerous, unnoticed divergence). It reframes committee conversations around evidence rather than assumption, and the prediction skip rate itself becomes a siloing metric — a read on how well departments actually know each other. Respondents who skip every prediction still contribute the “actual” half, so the baseline stays robust.

WHAT IT PRODUCES

The tool outputs the 2×2 alignment view per department pairing, surfaced in both the exported report and the dashboard, filterable by department and role. Design teams get direction on where to build shared space (consensus and false conflict) versus where to design for explicit difference (known misalignment), and which relationships carry hidden risk worth surfacing before design decisions lock in.

Two guardrails shape the outcomes: alignment findings are suppressed or flagged below roughly five respondents per department, to avoid acting on one-person “truths”; and cross-department data is reported only in aggregate and anonymously, to prevent stereotyping. The layer is a Growth-tier-and-above feature.

10. Open Responses

WHAT THEY ARE

The survey closes with three open-ended qualitative questions. These are intentionally placed at the end of the survey, after respondents have spent time reflecting on their priorities through the structured components. The questions invite them to articulate what their ideal workplace would make possible, what is currently getting in the way, and anything else they want the organization to know.

INTENDED BENEFIT

Quantitative data tells you what. Open responses tell you why — and they frequently surface the texture of experience that structured questions cannot capture. A respondent may rank Health & Wellbeing as their top priority and select "Acoustic comfort" and "Quiet retreat spaces" as their top descriptors. Their open response may then explain that their team's current open-plan environment causes them to leave the office specifically to do focus work — turning a preference finding into a behavioral insight with a clear operational cause.

In the aggregate results, open responses are displayed as a searchable feed that can be filtered by role, department, and attendance pattern. Administrators can use these to identify recurring themes, specific language used by employees, and concerns that do not surface clearly in the structured data.

Note for administrators: Open responses are the most humanizing data in the survey. When presenting findings to leadership, strategic use of direct quotes — appropriately anonymized — often makes the data land in a way that charts and percentages alone cannot.

11. How the Components Work Together

THE DATA ARCHITECTURE

Each component of the survey is designed to be meaningful on its own and more meaningful in combination. The Work Profile provides the segmentation layer. The Design Categories provide the strategic priorities. The Rankings weight those priorities. The Deep Dive translates priorities into design direction. The Outcomes connect priorities to business value. The Contributing Factors identify the levers most worth pulling. The Personas describe the behavioral diversity the design must serve. The Alignment data reveals the gap between policy and preference. And the Open Responses provide the human context that makes everything else interpretable.

READING THE DATA AS A SYSTEM

A complete analysis moves through these layers in sequence. Begin with the headline category rankings to understand what the organization collectively values most. Then apply role and department filters to understand where consensus exists and where divergence is sharpest. Cross-reference the top-ranked categories with the outcomes those categories are expected to drive — this is the data that frames the business case. Bring in Contributing Factors to understand which interventions will have the most perceived impact. Use Persona distribution to stress-test whether the proposed design direction will serve the full behavioral range of the workforce. Validate everything against the open responses, and use the Alignment view to understand whether current policy is aligned with what people actually want.

SELECTIVE USE BY STRATEGIC GOAL

Not every engagement requires the full dataset. For a space utilization study, the Alignment data and Role/Attendance filter on category priorities are the primary analytical tools. For a culture and change management engagement, Leadership & Culture category data, Contributing Factors, and Personas are most relevant. For a portfolio consolidation or location strategy, Real Estate & Location category data and Outcome priorities around Cost Efficiency and Talent Attraction are the focus. Understanding which components are most material to a given strategic question allows the administrator to surface the right data without overwhelming stakeholders with the full picture.

12. Understanding the Segmentation Filters

The three primary segmentation filters — Role, Department, and Days in Office — transform the survey from an organizational snapshot into a diagnostic instrument. Each filter exposes a different dimension of preference heterogeneity.

ROLE

Role filtering reveals the difference in workplace priorities between people at different levels of the organization. In most engagements, this is where the most significant and strategically consequential gaps appear. Executives and Individual Contributors frequently hold very different priorities — not because one is right and the other wrong, but because their working lives are genuinely different. A workplace strategy that addresses both requires explicit acknowledgment of this difference. The survey data makes that acknowledgment concrete and evidence-based.

DEPARTMENT

Department filtering reveals the operational specificity of workplace needs. Different functions have different working patterns, collaboration models, technology dependencies, and sensory needs. A Legal team and a Design & Creative team may both rank Flexibility & Choice highly — but for very different reasons, expressed through very different descriptor selections in the deep dive. Department-level analysis enables the design of a differentiated workplace that serves the distinct needs of different functions within a single organization.

DAYS IN OFFICE

Attendance filtering is particularly valuable because it allows the data to be read through the lens of how much people are actually using the space. Those who attend 4–5 days per week have the highest stake in the physical environment and tend to have the most specific and acute feedback about it. Those attending 1–2 days may prioritize the social and collaborative experience above all else — because that is primarily what brings them in. Filtering by attendance

reveals these different relationships with the space and enables programming that serves each attendance pattern rather than defaulting to a single assumed norm.

COMBINED FILTERING

The most powerful analyses typically combine two filters — for example, Individual Contributors in Product & Engineering who attend 3 days per week. This level of specificity often surfaces the sharpest, most actionable findings: the segment of the workforce whose experience is most out of alignment with the overall design direction, or whose priorities are most underrepresented in the aggregate data.

13. Other Considerations (Write-In Aggregation)

WHAT IT IS

When respondents enter write-in words or phrases in the deep dive — either as a descriptor quality or as an additional outcome — those entries are captured, stored, and aggregated across all responses. In the Results dashboard, write-ins appear under an "Other Considerations" section for each category, giving administrators visibility into language and concepts that were not anticipated by the curated option lists.

CURATION THRESHOLD AND AI GROUPING

When a write-in word or phrase appears six or more times across the response dataset, it surfaces in the Owner Curation Queue — a review interface available to Work Design administrators. Before review, an AI-assisted semantic grouping step identifies near-duplicate entries (e.g., "community feel" and "sense of community") so that related variants can be evaluated together. The administrator then decides whether to approve a term for the official descriptor library, where it will appear as a selectable option in future surveys.

INTENDED BENEFIT

The write-in mechanism ensures that the survey vocabulary evolves with the organizations and workforces it serves. No curated list can anticipate every meaningful concept, and write-ins consistently surface emerging language — particularly in the Next Generation Workplace category — that reflects how organizations are beginning to think about work in ways that did not exist when the original lists were written.

For administrators, the Other Considerations data is most valuable as a triangulation tool: write-ins that appear frequently within a specific department or role segment often point to a shared experience or need that the structured categories have not fully captured.

14. Professional Partner Program

The Professional Partner Program extends the tool to the professionals who lead workplace change — and, through shared benchmarking, makes every assessment more valuable over time. It is the bridge between running a single survey and building an industry-wide evidence base.

WHO CAN PARTICIPATE

The program is open to workplace specialists who actively use the platform. At application, partners self-identify with one or more roles:

- **Workplace Strategist**

- **HR** Professional
- **Workplace** Designer
- **Facility** Manager
- Other workplace professional (described at application)

Internal HR departments and facility managers who purchase and run the program themselves are welcome alongside external consultants and design firms. There are no volume minimums to join or to maintain partner status.

WHY PARTNER

Partners use the tool to lead with evidence rather than assumption. Concretely, it helps them win new assignments, diagnose the priorities behind a client brief, establish a baseline before a workplace project begins, demonstrate results afterward with a follow-up assessment, and open follow-on consulting from the findings. Organizations can run the tool on their own, but a strategist is what turns results into design decisions, workshops, and a plan — so partnering is strongly recommended, and partners may build their own analysis and services around the results.

WHAT PARTNERS RECEIVE

- One free assessment — for the partner’s own organization or any client.
- 20% off pricing — unlocked by contributing anonymized benchmark data.
- 10% off a follow-up assessment — on any follow-up purchased within 18 months of a completed assessment.
- The annual Work Design Benchmark Report — compiled from contributed data, for partners who contribute.
- A listing in the professional directory — helping organizations find them.
- Participation in professional roundtables — a community of practice.

The benchmark is the core of the program. Partners who opt in to contribute anonymized data unlock the best of the program — 20% off pricing and the annual Work Design Benchmark Report — while helping build shared workplace intelligence. No organization names or individual responses are ever shared; only aggregated, de-identified benchmarks against other companies, industries, and workplace types. Benchmarking is what turns each engagement from a standalone snapshot into a position measured against peers — the single most valuable asset the program creates.

PROFESSIONAL RESPONSIBILITIES

Partnership carries an obligation to evaluate the data with professional care. The tool is AI-assisted decision support, not a substitute for professional judgment, and partners are expected to treat it that way:

- **Review** AI-generated findings critically and interpret them in light of each client’s actual conditions before relying on them.
- Apply qualified human judgment to material conclusions, and never present outputs as independently validated professional, legal, HR, or design advice.
- Provide participants the required notices, and honor anonymity, reporting thresholds, and the small-sample guardrails that protect individuals.
- Disclose the partner relationship when recommending the platform — for example, “Our firm is a professional partner of Workplace Priorities and may receive a benefit if you purchase the assessment.”
- Maintain client confidentiality and never expose another organization’s data or results.

THE PROFESSIONAL DIRECTORY

Approved partners appear in a public directory that helps organizations find a qualified workplace strategist in their area. Each listing shows only firm-level, non-sensitive information — the firm name, a short description, the geographic area served, years of experience, and a website link — and only for approved firms. No client data or private contact details are ever shown. A listing activates once a partner has completed at least one assessment (the free assessment counts). Partners may opt out of the public directory at application and remain fully registered with every benefit; their listing simply does not appear publicly.

GETTING STARTED

Joining is a short, four-step path: complete the online partner application; receive a promotional code and the Partner Agreement; download the promotional kit; then begin recommending the assessment and appear in the directory.

Appendix: Quick Reference

Survey Components at a Glance

Work Profile Who the respondent is — role, department, attendance, preferences, satisfaction.

Design Categories 14 domains of workplace experience; respondents select and rank their top priorities.

Category Rankings Top 3 selections ranked 1st / 2nd / 3rd; weighted scoring surfaces true priority order.

Deep Dive — Descriptors Each quality classified by the type of change that matters most — Physical, Operational, or Cultural (POC) — within each top-ranked category.

Deep Dive — Outcomes Performance outcomes most expected from each top-ranked category (curated per category).

Write-Ins Open descriptor and outcome fields; aggregate in "Other Considerations"; surface in curation queue at ≥6 occurrences.

Desired Performance Outcomes 30 outcomes across 6 domains; what the organization wants its workplace to enable.

Contributing Factors 16 enablers; what respondents believe will most drive their desired outcomes.

Workplace Personas 5-dimension behavioral map; reveals working style and space preference typology.

Alignment Current vs. preferred attendance gap analysis; filtered by role and department.

Open Responses 3 qualitative questions; searchable, filterable by role, department, attendance.

Primary Segmentation Filters

Role Executive, Manager, Individual Contributor, HR, Facilities, Finance, IT, Design, Other

Department Administrator-configured or free-text; typically 8–15 functional groups

Days in Office Current attendance pattern: 0–1, 2, 3, 4, or 5 days per week

Glossary of Defined Terms

These definitions are drawn from Section 1 of the Business Terms of Service and apply across all documents.

“Account Data”

“Account Data” means information relating to Customer’s account, authorized users, billing contacts, transaction records, authentication information, and use of the Service.

“Aggregated Data”

“Aggregated Data” means information derived from multiple customers or participants that has been combined and processed so that it does not identify, and cannot reasonably be used to identify, Customer, an individual participant, or another natural person.

“AI Components”

“AI Components” means machine-learning models, generative artificial-intelligence models, algorithms, automated classification systems, natural-language-processing systems, statistical systems, prompts, retrieval systems, rules engines, and related technology used in connection with the Service.

“Authorized User”

“Authorized User” means an employee, contractor, consultant, or professional adviser whom Customer authorizes to access the Service on Customer’s behalf.

“Customer Content”

“Customer Content” means information, documents, survey questions, participant lists, responses, comments, instructions, configurations, logos, and other content submitted to the Service by or for Customer or its participants. Customer Content does not include Provider Materials, Usage Data, Aggregated Data, or information that has been properly de-identified.

“Customer Report”

“Customer Report” means an organization-specific report, scorecard, dashboard, summary, presentation, recommendation, analysis, or other output generated through Customer’s authorized use of the Service.

“Documentation”

“Documentation” means user instructions, product descriptions, technical materials, support materials, and other documentation that Provider makes available regarding the Service.

“Order Form”

“Order Form” means an online checkout page, order confirmation, proposal, statement of work, pricing page, or other ordering document identifying the Service purchased by Customer.

“Participant”

“Participant” means an employee, worker, contractor, manager, stakeholder, or other person invited to complete a survey or provide information through the Service.

“Personal Data”

“Personal Data” means information defined as personal data, personal information, personally identifiable information, or a similar term under applicable privacy or data-protection law.

“Provider Materials”

“Provider Materials” means the Service and all related software, source code, object code, technology, workflows, scoring methods, question libraries, taxonomies, prompts, models, algorithms, templates, report formats, visualizations, methodologies, benchmarks, designs, text, graphics, documentation, know-how, trademarks, and other intellectual property owned, licensed, or developed by Provider.

“Service”

“Service” means the Workplace Priorities App and associated websites, applications, surveys, AI analysis, reports, dashboards, support, and related services identified in an Order Form.

“Sensitive Data”

“Sensitive Data” includes special-category data under the GDPR or UK GDPR and any similar legally protected information, including information concerning racial or ethnic origin, religious or philosophical beliefs, political opinions, trade-union membership, genetic information, biometric identifiers, health or disability information, sexual orientation, sex life, precise geolocation, government identification numbers, financial-account credentials, and criminal convictions or allegations.

“Usage Data”

“Usage Data” means technical and operational information concerning the configuration, performance, security, and use of the Service, excluding identifiable Customer Content except where temporarily necessary to provide security, support, or troubleshooting.