WORK DESIGN
Workplace Priorities

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Survey Results

Westgrove Group

Westgrove Group — Workplace Priorities Survey

Generated November 20, 2026

Survey period: Sep 8 – Sep 21, 2026

180	14	29	16
Responses	Design Categories	Outcomes Tracked	Factors Identified

This report contains aggregated, anonymized survey data. Individual responses are not attributed. Data is used solely to inform workplace design decisions for the organization named above.

Strategic Design Brief

AI-GENERATED CONTENT

This brief was created using AI analysis of survey data. It should be reviewed and validated by a workplace design professional before use in strategic decision-making.

Executive Summary

Westgrove Group's 180 respondents want a workplace that earns the commute rather than requires it. Four categories sit close together at the top: Work Style & Productivity, Technology & AI, Collaboration & Social, and Flexibility & Choice. The pattern behind them is consistent. People come in to be together, but they need protected focus time, technology that works, and hybrid meetings that include everyone.

Just under half of the change people describe is physical (43%). The other 57% is operational or cultural, so the office alone will not deliver this. Policy and leadership behavior carry equal weight.

What the Data Tells Us

Focus is the unmet need inside the building. Work Style & Productivity scored highest overall, led by Deep focus, Uninterrupted, and Heads-down concentration. Acoustic & sensory environment is the second most-cited contributing factor, and noise and interruptions recur throughout the open responses. Current office satisfaction averages 3.3 out of 5.

Technology is the most common first choice. Technology & AI was ranked first by 24 people. Fast reliable WiFi, Smart room booking, Hybrid conferencing equity, and Frictionless video conferencing lead its deep dive, and nearly half of its descriptors were classified as operational: people want the systems to work, not more gadgets.

People come in to connect, and hybrid meetings let them down. Collaboration (68) and Team meetings (61) are the top reasons people come to the office. Enclosed team rooms, Hybrid-inclusive, and Spontaneous interaction lead the Collaboration & Social deep dive, split between physical and cultural change.

Flexibility is about control, not absence. Flexibility & Choice moves to first place among the 60 remote staff. Its descriptors (Hybrid-ready, Remote-inclusive, Assigned home base, Schedule autonomy) are mostly classified as operational. Eighty-six respondents currently work three or more office days a week; 68 would choose to.

The team is split on where they sit. Workplace Persona flags Space Relationship as DIVERGENT: headquarters staff lean strongly toward a fixed home base, while remote staff lean mobile. A single seating model will frustrate one group or the other.

Strategic Design Priorities

- Protect focus by design and by agreement. Provide enclosed focus rooms that cannot be booked for meetings, acoustic zoning of the open studio, and phone booths. Pair them with protected no-meeting mornings so the space is actually used for focus.
- Make the technology invisible. Fix connectivity and room booking first, then standardize one-touch video join and cameras that frame everyone at the table. Treat reliability as an operational service level, not a one-time install.
- Design for the reasons people come in. Prioritize enclosed team rooms, project rooms with pin-up walls, and social space over rows of individual desks. Culturally, treat in-office days as collaboration days, organized by team.
- Offer a home base and a neighborhood. Keep a small pool of assigned desks for people in four or more days, and give each team an unassigned neighborhood with bookable settings for everyone else.
- Make leadership and growth visible. Leadership & Culture and People & HR Experience descriptors (Transparent, Trust-based, Visibility beyond my team, Mentorship culture) are overwhelmingly cultural. Regular principal open hours and a structured mentorship program that includes remote staff will do more here than any design move.

Considerations & Trade-offs

Focus versus collaboration: Work Style & Productivity and Collaboration & Social rank almost level, often for the same people. Resolve this with clearly zoned floors, running from loud to quiet, rather than by compromising every space.

Assigned versus shared seating: the Space Relationship split means a hybrid model is necessary. Size assigned seating from actual attendance data, not headcount.

Mandate versus choice: the preferred-attendance gap and the strength of Schedule autonomy suggest a company-wide day count will keep generating friction. Team-set anchor days would honor the collaboration drivers without losing trust.

Regional and remote equity: Regional Office staff give Leadership & Culture far more weight than the organization overall, and remote staff over-index on People & HR Experience. Rotating regional and remote staff through headquarters for project kick-offs addresses the visibility gap they describe.

Space Recommendations

Recommended space types, target allocations, and key design qualities based on survey priorities.

SPACE TYPE	APPROXIMATE ALLOCATION*	KEY QUALITIES
Team Neighborhoods (unassigned)	25%	• Grouped by team for anchor days • Mix of desks and soft seating • Lockers and personal storage • Adjacent to team rooms
Enclosed Team & Project Rooms	18%	• Pin-up and whiteboard walls • Leave-in-place work for multi-week projects • Hybrid-equal camera and display • Acoustic separation
Focus Rooms & Phone Booths	16%	• Non-bookable for meetings • High acoustic isolation • Daylight where possible • Ergonomic seating
Hybrid Meeting Rooms	14%	• One-touch video join • Cameras that frame the whole table • Room booking that reflects real occupancy • Glare-free lighting
Assigned Home-Base Desks	10%	• For staff in 4+ days per week • Sit-stand desks • Dual monitors • Quiet-zone placement
Café & Social Hub	9%	• Larger shared kitchen • Seating that draws people away from desks • Town-hall capable • Natural light
Workshop & Materials Library	8%	• Model-making and prototyping • Material sample storage • Durable finishes • Adjacent to design studio

* Percentages reflect how strongly survey responses favor each space type, scaled to total about 100% — a recommended starting point, not an exact figure.

Work Profile Overview

Aggregated respondent profile — attendance patterns, work activities, space preferences, and other work locations.

Individual Days/Week

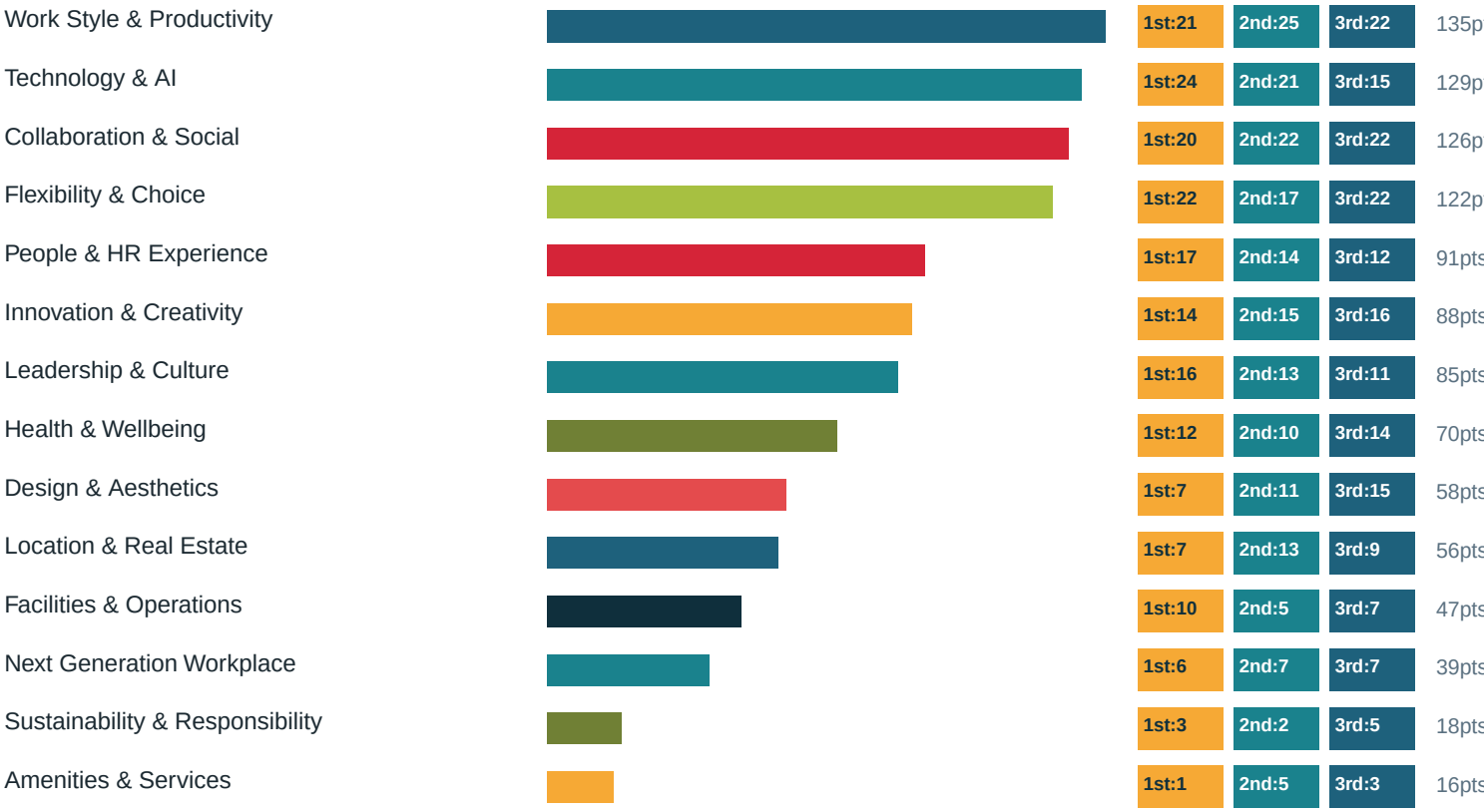


Departments Represented

- Design & Architecture (44)
- Strategy & Advisory (33)
- Project Management (28)
- Finance & Operations (28)
- Human Resources (17)
- Business Development (16)
- Technology (14)

Category Priority Rankings

Categories ranked by priority across all respondents. Score = 1st×3 + 2nd×2 + 3rd×1.



Top Outcomes by Priority Category

Work Style & Productivity: Deep focus & concentration time · Decision-making effectiveness · Individual productivity & output · Project delivery speed & quality

Technology & AI: Technology adoption & effectiveness · Meeting efficiency · Individual productivity & output · Project delivery speed & quality

Collaboration & Social: Team cohesion & belonging · Quality of collaboration · Employee engagement & satisfaction · Meeting efficiency

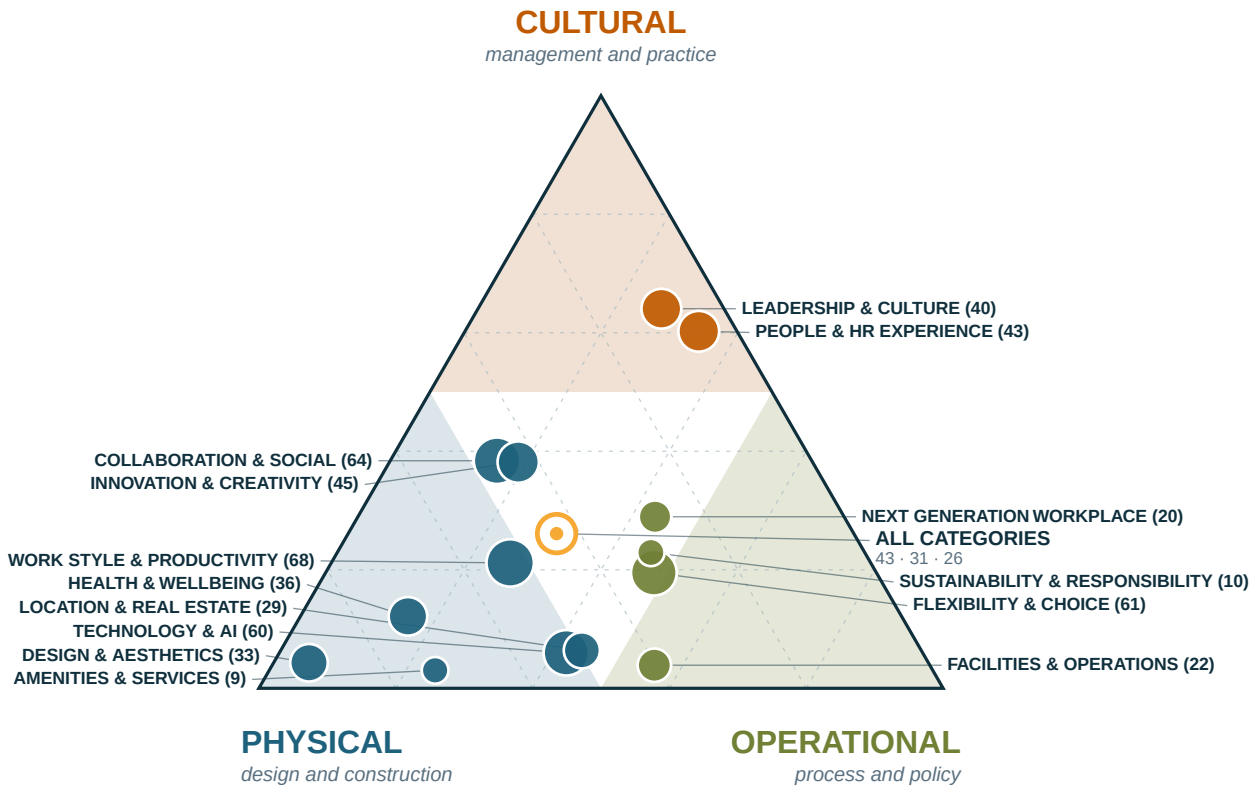
Flexibility & Choice: Employee engagement & satisfaction · Work-life balance · Individual productivity & output · Employee retention & reduced turnover

People & HR Experience: Employee retention & reduced turnover · Attracting top talent · Diversity, equity & inclusion · Employee engagement & satisfaction

Innovation & Creativity: Problem-solving capability · Innovation rate & new ideas · Quality of collaboration · Decision-making effectiveness

Physical · Operational · Cultural

For each priority category, respondents classified its qualities as physical (design and construction), operational (process and policy) or cultural (management and practice). Each dot sits at that balance: the closer to a corner, the more that kind of change it calls for; shaded corners mean more than half. Dot size shows how many people answered; the number is in brackets.



Dot size = respondents: 9 40 68 All categories (physical · operational · cultural %)

DESIGN & AESTHETICS · 91% PHYSICAL

Mostly a design response.

LEADERSHIP & CULTURE · 64% CULTURAL

Mostly a management response.

Other Considerations

Write-in words and phrases added by respondents during their deep dive — qualitative only, not scored.

Health & Wellbeing

Additional Qualities:

Operable windows (Physical)

Additional Outcomes:

Fewer afternoon headaches from glare

People & HR Experience

Additional Outcomes:

A clearer path to associate principal

Technology & AI

Additional Qualities:

One-touch room join (Physical / Operational)

Additional Outcomes:

Meetings that start on time instead of five minutes of AV setup

Innovation & Creativity

Additional Qualities:

Material sample library (Physical)

Work Style & Productivity

Additional Qualities:

Large-format review tables (Physical) · Phone-free focus hours (Operational / Cultural)

Additional Outcomes:

Fewer late nights to make up for lost daytime focus · Less rework from interrupted drawing sessions

Flexibility & Choice

Additional Qualities:

Team anchor days (Operational)

Additional Outcomes:

Fewer "why weren't you in?" conversations · Being trusted to manage my own week

Collaboration & Social

Additional Qualities:

Pin-up walls for design reviews (Physical) · Remote-first meeting etiquette (Cultural)

Additional Outcomes:

Remote staff feeling like equal participants · Junior staff learning by overhearing senior conversations

Organizational Workplace Persona

How people placed themselves across five workplace dimensions. Each dimension counts only the people who answered it. The dominant persona is the quadrant most people chose; "Split" means the team is divided and the design should serve both groups.

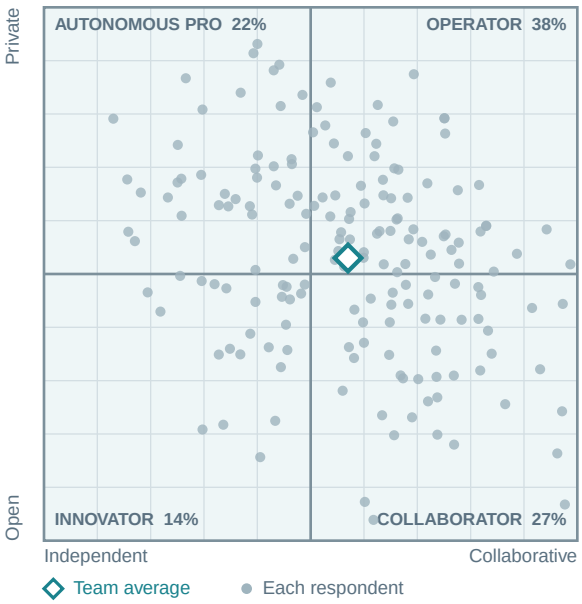
Organizational Persona Summary

Interaction style	**The Operator**	176 respondents
Work rhythm	**The Free Agent**	176 respondents
Space relationship	**The Homesteader** SPLIT	176 respondents
Technology posture	**The Digital Native**	176 respondents
Meeting culture	**Stand-Up Culture**	176 respondents

Recommended workspaces

- Formal conference rooms
- Enclosed team suites
- Hierarchy-reflecting layout
- Remote-capable workpoints
- No assigned seating
- Amenities that support flexible hours
- Personalized workpoint
- Casual finishes
- Neighborhood zones
- Comfort furniture
- Café-style seating
- Lounge zones
- No reservation required
- Informal nooks
- Multi-monitor setups
- Full AV in all rooms
- Smart room booking
- USB-C everywhere
- Abundant huddle spaces
- Open stand-up areas
- Whiteboards throughout
- Casual collision zones

Interaction style



DOMINANT PERSONA

The Operator

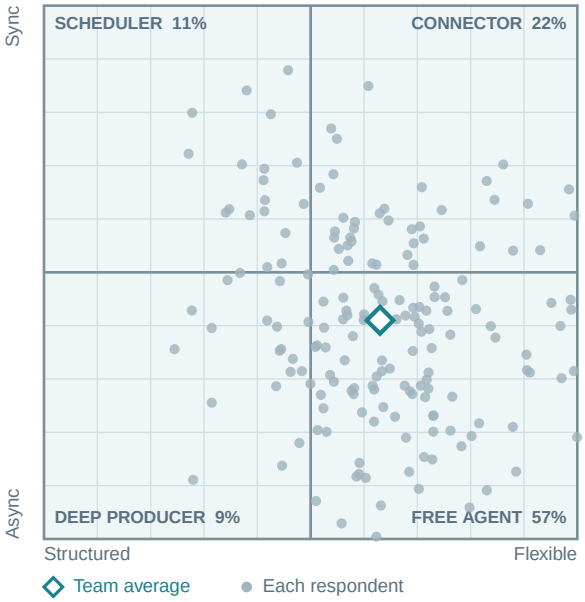
You work through people, and you like structure around it. Meetings have a purpose, teams have a home, and conversations stay contained.

SUGGESTED WORKSPACES

- Formal conference rooms
- Enclosed team suites
- Hierarchy-reflecting layout

Spread x: ±19 · y: ±18 pts · 176 respondents answered this dimension

Work rhythm



DOMINANT PERSONA

The Free Agent

You set your own hours and your own pace. What matters is the result, not when or where it happened.

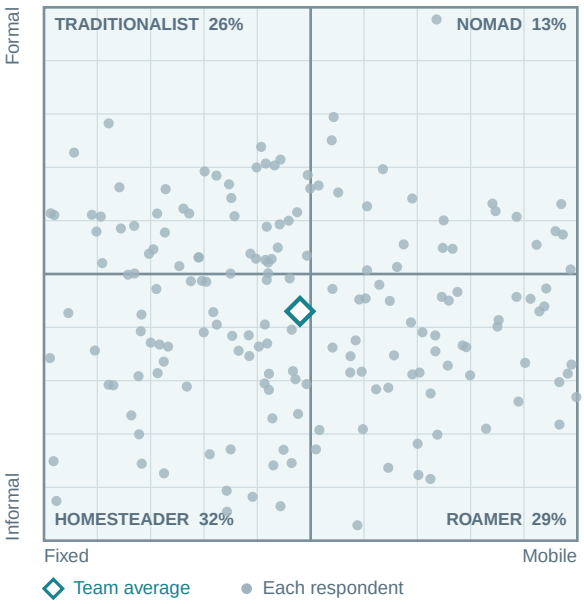
SUGGESTED WORKSPACES

- Remote-capable workpoints
- No assigned seating
- Amenities that support flexible hours

Spread x: ±17 · y: ±18 pts · 176 respondents answered this dimension

Space relationship

DIVERGENT



DOMINANT PERSONA

The Homesteader

You like a home base you can make your own: personal touches, comfortable furniture, familiar neighbors.

SUGGESTED WORKSPACES

Your team is split between The Homesteader (32%) and The Roamer (29%). Plan for both:

The Homesteader

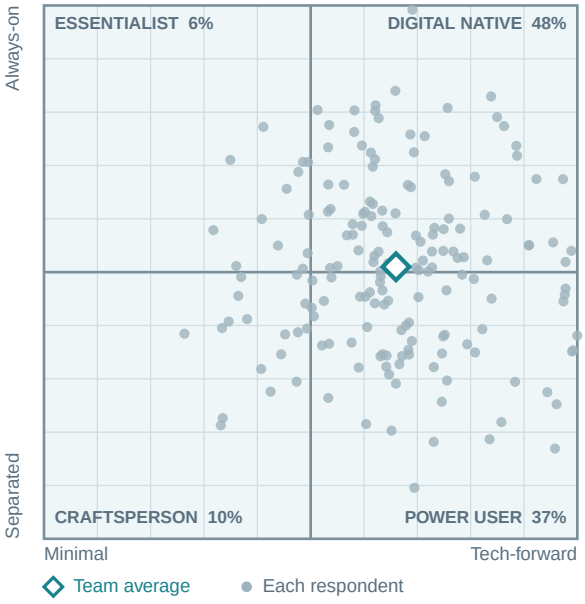
- Personalized workpoint
- Casual finishes
- Neighborhood zones
- Comfort furniture

The Roamer

- Café-style seating
- Lounge zones
- No reservation required
- Informal nooks

Spread x: ±26 · y: ±18 pts — team is split · 176 respondents answered this dimension

Technology posture



DOMINANT PERSONA

The Digital Native

You thrive in a fully connected setup. More screens, smarter rooms and seamless video make you faster.

SUGGESTED WORKSPACES

- Multi-monitor setups
- Full AV in all rooms
- Smart room booking
- USB-C everywhere

Spread x: ±16 · y: ±16 pts · 176 respondents answered this dimension

Meeting culture



DOMINANT PERSONA

Stand-Up Culture

You check in often and keep it quick: a huddle, a whiteboard, five minutes on your feet.

SUGGESTED WORKSPACES

- Abundant huddle spaces
- Open stand-up areas
- Whiteboards throughout
- Casual collision zones

Spread x: ±17 · y: ±17 pts · 176 respondents answered this dimension

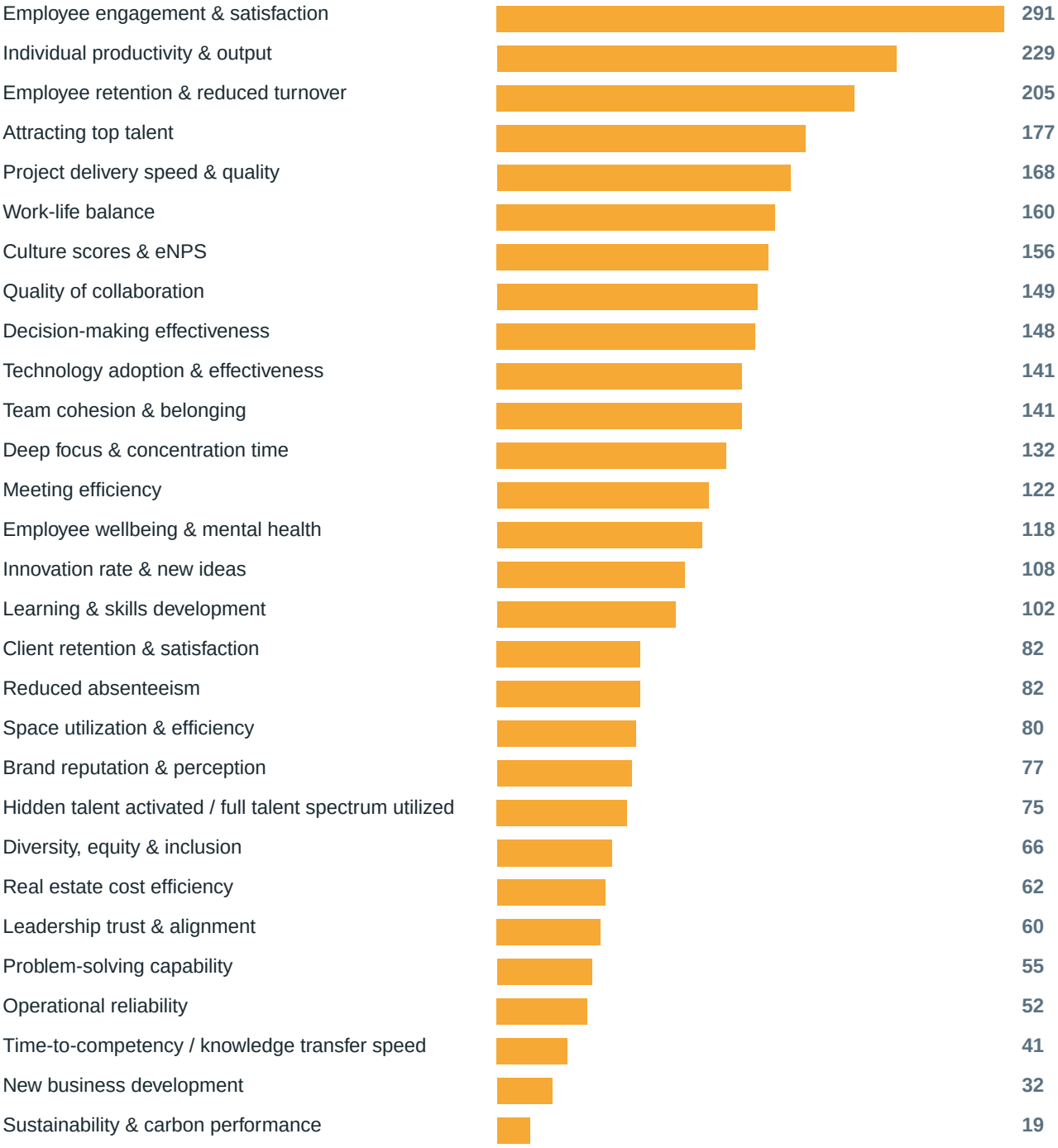
Design Narrative

Westgrove leans collaborative and flexible. Work Rhythm lands on The Free Agent and Meeting Culture on Stand-Up Culture, favoring frequent, informal touchpoints over formal conference-room meetings. Technology Posture sits in The Digital Native quadrant: people expect full AV and smart booking that simply work.

Space Relationship is divergent. Headquarters staff want a fixed, personal home base while remote staff want to roam. Plan for both: a small assigned zone alongside unassigned team neighborhoods.

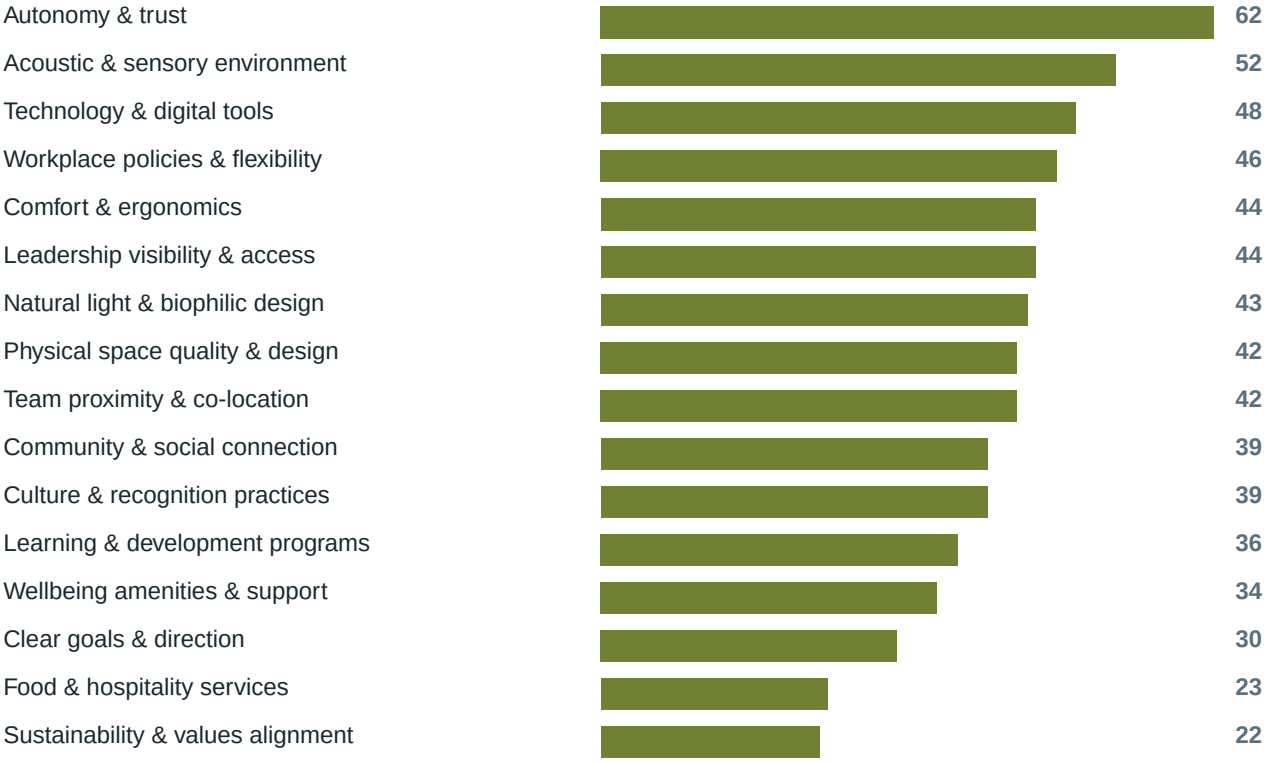
Performance Outcomes

Outcomes selected as the primary measures of success for this workplace investment, ranked by priority score (a 1st choice scores 6 points, a 6th choice 1).



Contributing Factors

Workplace factors identified as most critical to achieving the selected outcomes.



Voices from the Survey

Open-ended responses from participants (anonymized).

What currently gets in the way of best performance?

"The kitchen is too small, so people eat at their desks and never talk."

"There is no structured mentorship; you learn only if you happen to sit near the right person."

"Regional office staff miss out on the learning that happens at HQ."

"Commuting in on days when nobody from my team is there."

"Room booking shows rooms as free when people are sitting in them."

"Not knowing which days my colleagues will be in, so I cannot plan in-person work."

"Honestly, the office is fine. It is the meeting load that gets in the way."

"The open studio is great for energy but impossible for detailed drawing work. I end up doing my real work at home."

"Design reviews are hard to run when there is no wall space to pin up work."

"The VPN is slow enough that large model files take forever to open remotely."

"Too many status meetings eat the hours I need for actual production."

"I rarely see people from other studios unless we are on the same project."

"Glare on screens along the west windows every afternoon."

"Not enough places to take a call that are not a full conference room."

"Storage for models and material samples has been squeezed out."

"Constant tap-on-the-shoulder interruptions. There is nowhere to signal that I need an hour of focus."

"I have to book a conference room just to take a quiet call, and there are never any free."

"Leadership is rarely on the floor, so it is hard to know what the priorities are."

"Noise from the pantry carries across the whole floor, especially mid-morning."

"Conference room AV fails at least once a week and we lose the first ten minutes of every call."

"As a remote employee I feel invisible when promotion time comes around."

"Decisions about the office get announced, not discussed."

"Rigid core hours that do not match client time zones."

"The three-day mandate feels arbitrary when half my team is in a different city anyway."

"Temperature swings through the day. Mornings are freezing and afternoons are stuffy."

"Our team is split across two floors, so casual conversations just do not happen."

"Hybrid meetings where half the room forgets the people on screen."

"Parking downtown is expensive and transit connections from the north suburbs are poor."

What single change would most improve your work?

"Faster remote access to our model servers."

"Fix the temperature control."

"Protected no-meeting mornings, at least twice a week."

"More phone booths."

"Keep a small set of assigned desks for people who are in four or more days."

"A project room where teams can leave work pinned up for weeks."

"One-touch video join in every room."

"A handful of enclosed focus rooms that cannot be booked for meetings."

"Quiet zone etiquette that everyone actually follows."

"Let teams set their own in-office days instead of a company-wide rule."

"A real café space that pulls people together at lunch."

"Regular open office hours with principals."

"A formal mentorship program that includes remote staff."

"Better daylight. Move the meeting rooms off the window wall."

"A proper materials library and model-making space."

"Acoustic treatment in the open studio."

> "Rotate regional staff through HQ for project kick-offs."

> "Involve staff before making decisions about the workplace."

> "Team anchor days so the people I work with are in on the same days."

> "Bike storage and showers so cycling in is realistic."

> "Reliable AV. That alone would change my week."

> "Proper hybrid meeting rooms with cameras that show everyone at the table."

> "Add sit-stand desks throughout."

> "Trust us to manage our own schedules based on project needs."