The post-corona office

Design challenges in creating a functional, creative yet functional office space

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FEAR
A new normal?

Good! Most office work interactions will go back to old habits.

Good! A handful of the new habits will remain.

Bad! Some of the good changes will be lost.
Why will some of good changes be lost?

Old habits die hard. Research shows how difficult it is to induce new habits, even if they are better:

- New habits require an effort to adopt
- New habits require incentives or enforcement
- ...

How might we keep some of the good changes?
Rituals

- A **meaningful** experience
- A set of actions
- A **proven** way
- A correct performance
- A prescribed order of doing something
- A repetitive action **choreographed**
- The set of formal or informal **rules** in a choreography

Examples

- A wedding ceremony
- Christmas night with the family
- A board meeting in the company
- Satisfaction questionnaires after events
- Airline safety procedures choreography
Daily life rituals in your different “tribes”

- Work rituals
  - Washing hands frequently; doing online meetings…

- Social rituals

- Family rituals

- Personal rituals

- Brand rituals

You need to consciously select the best new norms that are good to keep and ritualize them:

- Create procedures and monitor them
- Practice/repetition are key
- Make adoption easier - identify obstacles are work to remove them
- Iterate frequently - revise and improve your new rituals in the coming months
**RITUAL JOURNEY MAP of Online meetings**

<table>
<thead>
<tr>
<th>Before</th>
<th>During</th>
<th>After</th>
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<tbody>
<tr>
<td>Write rituals that occur <em>before</em> your online meetings</td>
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Identify your pains before, during and after online meetings - all the nagging things - and opportunities too

IDEAS FOR NEW RITUALS (include "why this ritual" and also "stakeholders and roles")

- Do the opposite
- Exaggerate 10-fold
- make it a service
- Make it fun
- copy sports/religion
- Shorten it to 10 secs
- Only drawings
- Orchestrate it
Questions?
Just ask.

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