



designthinkersgroup

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

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

Family rituals

Personal rituals

Brand rituals

Using MURAL:

Illustrative and parcial example (1/3 of the total exercise)

RITUAL JOURNEY MAP of Online meetings

Before

During

After

Write rituals that occur **before** your online meetings

Write rituals that occur **during** your online meetings

Write rituals that occur **after** your online meetings

Identify your pains before, during and after online meetings - all the nagging things - and opportunities too

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

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

Shared
online
canvas

A proposed
new work
ritual



Questions? Just ask.

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