



Reinforcing an Engaged and Energetic Corporate Culture at Self Esteem Brands/ Anytime Fitness Corporate HQ

Findings from a pre- and post-occupancy study for the rapidly expanding global fitness franchise.

Overview

For their new corporate headquarters, Anytime Fitness (Self Esteem Brands) had a vision to create a work environment that would enhance their already thriving culture. With a goal of achieving a Level 5 Culture — characterized by the desire to empower employees to become not just better workers, but better people — employees become engaged and give their heart, soul, time, and expertise. Anytime Fitness aims to offer work/life balance by providing attractive amenities and flexibility for individual preferences.

Using wellness to enhance corporate culture, the building design promotes a holistic workplace experience that encourages employee wellness through movement, flexibility, and promoting positive collaboration and co-worker relationships. The overall design is flexible, open, and transparent, with collaborative space in the center of each floor. These collaboration areas along with the glass-walled offices and conference rooms foster employee engagement. A variety of work settings offer choice to employees which is important to individual performance. Movement is encouraged through open day-lit staircases, an outdoor patio, and biking/walking trails through preserved wetlands that surround the building site.

Methodology

The new corporate headquarters offered a unique opportunity to study the impact of design on organizational goals: *In what ways would the building and spaces support a collaborative, engaged, positive, and energetic culture?* Staff surveys, behavioral observations, and focus groups were conducted in early in the project design phases to inform workplace strategies and collect baseline measurements. These methods were again conducted after occupancy to collect changes to staff perceptions, satisfaction with the environment and behaviors in response to the new facility. Data was analyzed for statistical differences in impact categories as well as providing qualitative feedback.

AT A GLANCE

Project Type
**Corporate
Headquarters**

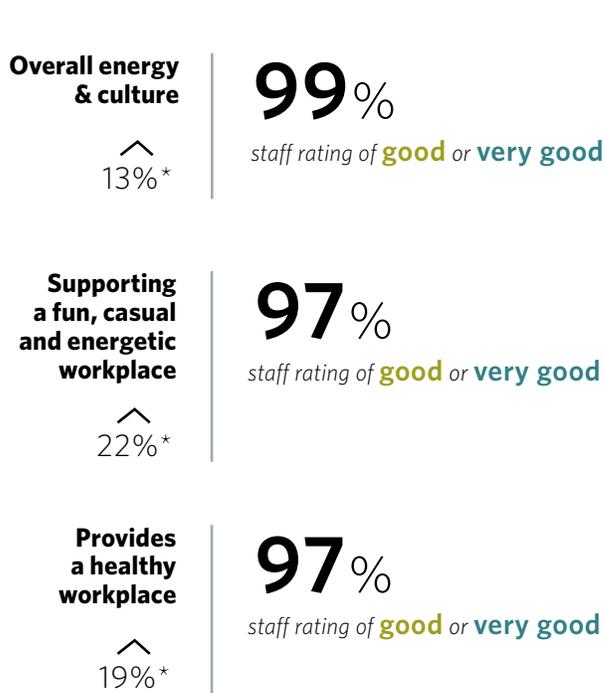
Location
**Woodbury,
MN**

80,000
Square Feet

Completion
2016

Findings

From the staff perspective, improvement was found in all impact categories. Employees take pride in where they work and the work they do together. The unique organizational culture has been enhanced by the new environment, which better supports collaboration, wellbeing, and social interaction. Improvement in the impact categories were confirmed through the findings from staff focus groups and the behavioral observations. Comparison of pre- and post-occupancy data reveals an overall increase in employee satisfaction and engagement.



*compared to responses gathered prior to occupancy.

Impact and Insight

The greatest impact of a workplace is realized when it has a positive influence on key indicators for worker performance, satisfaction, and engagement. An aesthetically pleasing environment alone or the conditions of a specific work space characteristic will not drive worker satisfaction and engagement (Olson, 2015). A physical work environment that strategically supports a desired culture and engagement has a greater potential impact to worker performance and satisfaction. Anytime Fitness' Corporate Headquarters reflects a work environment strategy with positive outcomes. At a time when organizational leadership is becoming more acutely aware of the negative outcomes stemming from an unengaged employee population, the physical work space is an underutilized tool to use in overall strategy to increase engagement, satisfaction, and performance. Research and case studies (such as Anytime Fitness Corporate HQ) continue to inform best practices for workplace design in aligning and enhancing organizational culture.

Reference

Olson, B. (2015). Does workplace matter? Perceived satisfaction with physical workspace as a driver of worker performance. *International Journal of Facility Management*. Conference Paper.

Recognition

Top Projects of 2016

Finance & Commerce,
Minnesota

2016 Exceptional New Building

International Facilities Management
Association - Minneapolis/Saint Paul
Chapter

2016 Heart | Mind | Muscle | Soul Award

Self Esteem Brands
"For helping us inspire others"

2016 Rebecca L. Foss Environmental Stewardship Award

Construction Specifications Institute

BWBR supports research across all areas of our practice to inform design decisions and build knowledge about occupant and building performance.