



Cox Oddo Commercial | Austin, Texas

The New World of Work

Collaborative office space was originally conceived by Steve Jobs for his new Pixar headquarters in Emeryville, California. He believed employees who work independently are less creative than those who work together. So he designed Pixar to provide chance encounters, giving employees the opportunity to connect, collaborate, and create.

As more tech companies adopted this approach, they observed and experienced the extensive benefits of collaborative office space:

- **Reduced Footprint.** Traditional office spaces are based on 250 – 350 square feet per person. Employees in collaborative space sit at benches and managers use workstations, thus reducing space needs by up to 40 percent.
- **Google Space.** Google took collaborative space to the next level. Perks such as gourmet food, massages, and fitness facilities are bait to attract and retain top talent. This minimizes the need for and cost of staffing companies.
- **Work/Life Balance.** Google Space has become so attractive to employees that they don't want to leave the office. They eat gourmet food and have their dogs at their side, enabling them to work late into the evening.
- **Fewer Sick Days.** Wellness has become a major component of the new office environment. Healthy foods and exercise areas promote wellness, reducing time away from work.
- **Innovation.** Collaborative space fosters creativity. Since all companies thrive on innovation, collaborative office space has become a major contributor to their success.
- **Brand Promotion.** While collaborative space is good for the employees, the design of today's office space has become a showroom for the company's brand, which helps to sell the company's products to potential clients.

The benefits of collaborative office space are too numerous and influential to ignore. That's why so many of the world's top companies are retrofitting their offices accordingly. Please contact Cox Oddo Commercial at 512.478.1711 if you would like help reinventing your office experience.

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