



Will hybrid working kill the office?

The workplace is emerging from the most profound disruption since the dawn of the service sector, with Covid pandemic accelerating changes that were already underway.

Hybrid working is not just a trade-off between the office and home working. It hinges on the intersectionality of people, organisations, time and place.

The office sector faces clear challenges – the return to the office varies by market, size and type of business – as various surveys demonstrate (see overleaf). No longer about the number of people but measuring what is going on. Creating a place that is appealing and compelling for staff.

The office provides an environment for employees to collaborate, learn, socialise and achieve better work life balance. An environment which embodies the brand and culture of the firm and creates a sense of community.

In the war for talent, the office provides space for collaboration and access to other amenities is critical in the attraction and retention of talent.

Successful new spaces need to put the ability to collaborate, derive personal identity and expose workers to valuable experiences and connections at the core of their offer.

The need to be together in person remains as strong as ever. The power of community and human connection through place will be the cornerstone of the future workplace.

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Nigel has been with Cushman & Wakefield for fifteen years and has over two decades of experience in the private sector focused on UK, European and global markets, with a greater focus towards the office sector. He has provided advice to both investors and occupiers.

He holds a degree in Estate Management and a PhD in residential real estate valuation.