DESIGN LEVERAGED CONFIRMS LINK BETWEEN WORKPLACE DESIGN AND EMPLOYEE SATISFACTION

Chicago, IL — The International Interior Design Association (IIDA) and the Business and Institutional Furniture Manufacturers Association (BIFMA) have released Design Leveraged, Volume II, the second in a three-part series, which makes the case that good design makes a meaningful impact on employee satisfaction and has a positive effect on a company’s bottom line. The report highlights new survey findings that provide commercial interior designers with the hard data they need to demonstrate the ROI of an office redesign to C-level executives. More than 1,200 U.S.-based office workers participated in the survey, which was conducted by Brandware Research and showcases the stark differences between employees who are satisfied with their workplaces versus those who are not.

“The results of the research make clear that beyond wages, benefits, vacations, and promotions, workplace design is strongly linked with employee retention, engagement, and productivity,” said IIDA Executive Vice President and CEO Cheryl S. Durst, Hon. FIIDA, LEED AP. “Clients want to understand the value of investing in workplace design, and in Design Leveraged, we provide thought-provoking, statistically significant data and key case studies that will resonate with the C-suite, making this report a vital tool for design firms.”

“As the battle for talent increases, engagement may be the most significant factor for companies looking to keep their workforces satisfied with their jobs and company,” said Tom Reardon, BIFMA Executive Director. “Brandware’s research shows statically relevant data that validates the ideas that workspace, design, and materials affect employee engagement.”

According to the report, “Brandware found that employees who are more satisfied with their personal workplace are less likely to quit, are more engaged at work, have higher job satisfaction, make better coworkers, and show more support for corporate goals.” For example:

- Brandware asked survey respondents, “If I have my way, I will be working here a year from now.” Nearly half of the group that is highly satisfied with their workplace strongly agreed. Of the less-satisfied group, only 17% strongly agreed.
- “In general, I like working here.” Only 33% of the less-satisfied group agreed with this statement, while an astounding 80% of the highly satisfied group agreed.
- “My organization is innovative.” Of those highly satisfied, 61% agreed compared to only 21% of the less-satisfied group.

Designed Leveraged includes eight case studies illustrating how top companies have harnessed the power of design to recruit and retain top talent in a competitive market—from corporate giants such as IBM and AMC Entertainment to start-ups like Harry’s and Wistia to a growing community college and one of the most respected names in healthcare, Mayo Clinic. The report also features practical advice from BIFMA and IIDA, and reveals the top 10 complaints employees have about workplace design. A sample of the report is available on the IIDA website.

For more information about the findings and to learn about interview opportunities, please contact Vera Reinke, Senior Director of Marketing and Communications, at 312.379.5171 or mailto:vreinke@iida.org.
About the International Interior Design Association
The International Interior Design Association (IIDA) is the Commercial Interior Design Association with global reach. We support design professionals, industry affiliates, educators, students, firms and their clients through our network of 15,000+ members across 58 countries. We advocate for advancements in education, design excellence, legislation, leadership, accreditation, and community outreach to increase the value and understanding of Interior Design as a profession that enhances business value and positively impacts the health and well-being of people’s lives every day. www.iida.org

About the Business and Institutional Furniture Manufacturers Association
The Business and Institutional Furniture Manufacturers Association (BIFMA) sponsors the development and refining of standards, educates on their importance and application, and translates their necessary complexity into more easily understood and implemented formats. We promote sustainability throughout the life cycle of commercial furniture. We offer statistical and educational resources to our members and the public and reach out to regulators, consumers, and international partners to foster value and innovation. www.bifma.org