



## Three Ways to Think Critically About Your Space



Business owners often ask the question, “How can I get the most from my people?” Perhaps the more important question: “How can I make the most of my space?” After all, physical space has the potential to enhance both the experience and the results of the people working within it.

To get some answers, we looked to an expert on the subject of space—Kelsey Keith, Senior Editor at Dwell. Whether you’re moving into a new office, considering an update to your current one, or simply looking for ways to improve it, here are three ideas to consider.

### Understand Your Space and Your People

Like every employee, every space has something to offer. That’s why it’s important to understand your space, the people who work in it, and how the relationship between the two can be mutually beneficial.

“(At Dwell) we have various departments, but we do ultimately all work together,” Kelsey said. “I think it’s hugely important for a business to understand how their people work.”

Simply put, a space that addresses the needs of the people who work there will always be more effective than a state-of-the-art office that ignores the needs of its occupants.



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– Kelsey Keith

### **Storage Makes the Difference**

The number one rule for making the most out of the space you have? “Storage, plain and simple,” said Kelsey. “Smart uses of storage maximize space and is a much smaller investment than moving to a larger office.”

### **Know When to Move On**

Moving is hard, yet sometimes, necessary. So when do you know it's time? Kelsey cites a personal example. “Our New York City office went from a staff of six to a staff of 27. Because of our small space, we decided to move in order to foster a collaborative nature by offering room for everyone.”

It can also work the other way around. “Often times, large spaces go to waste,” she added. “If you're a company that feels quite separate, if your work is divided, moving into a smaller place might be the logical decision.”

When a company gives thought and consideration to its space and its people, it not only benefits business efficiency. It is, according to Kelsey, one of the highest compliments it can pay.

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