

 **multiburo**  
offices, coworking, meetings & services

# THE ULTIMATE GUIDE TO MOVING TO FLEXIBLE WORKSPACES

WHITE PAPER

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**PART 1**

**BACK TO THE OFFICE:  
A NEW WORLD,  
NEW EXPECTATIONS**



# THE OFFICE OF THE FUTURE WILL BE HYBRID... BUT HOW?

Since 2020, the revolution in work organisations has undoubtedly been accelerated by the health crisis. Despite the uncertain economic context, the advent of a new «post-crisis» world of work is already a reality!

After several months of regular confinement and forced teleworking, the expectations of employees have changed dramatically. Advantages and limitations of telework have been revealed and with them the needs that the offices meet.

On the company's side, the rise of teleworking is also a major strategic issue. By leaving millions of square metres empty for almost a year, the crisis has revealed the financial burden and lack of flexibility of their real estate.

In short, they must answer a key question: what role will the office play in the life and performance of the company?



## FLEXIBLE REAL ESTATE VS. FLEX OFFICE: WHAT EXACTLY ARE WE TALKING ABOUT?

### Flexible office real estate

is a solution proposed by operators that differs from a classic 3-6-9 lease by offering companies an extremely flexible commitment period within the framework of a contract for the provision of services on a subscription basis or à la carte, including equipment, in all-inclusive packages.

VS

### Flex office,

refers to a new way of organising work within the company, in a broader sense, which departs from the traditional model of 1 person = 1 workstation. In the flex office model, there are 0.6 to 0.8 workstations per employee and no individual workstations are allocated. First come, first served.



# ON THE WAY TO MORE FLEXIBLE WORKING ORGANISATIONS

To better understand these developments, Multiburo conducted a study in June 2021 entitled «Towards new work organisations». This study confirms the gradual spread of a hybrid organisation of work, as well as the important consequences that this change has for companies.

Real estate choices, space distribution, balance between office and teleworking, changes in management methods, issues related to quality of life at work and employee commitment are all subjects on which companies will have to position themselves quickly in order to determine the model that suits them and meets the expectations of their current and future employees.

In this context, flexible workspaces (private serviced offices and coworking), as a solution for finding a balance between office and telework, offer an ideal response. However, it is not always easy to implement the changes involved and to find one's way through the multitude of existing solutions.



Ways of working are changing, especially in an uncertain economic environment. Companies need to rethink their work organisation for more flexibility and agility, and to meet a growing demand from their employees for teleworking and autonomy. There is no longer a need to come to the office every day, we are moving towards a mix of office and teleworking. So, what to do with unoccupied office space and workstations? How to finance the alternation between face-to-face and telework? One solution: coworking spaces and flexible offices.

**Stéphanie Auxenfans**  
Managing Director at Multiburo

**Because Multiburo has been accompanying the evolution of work organisations for more than 35 years, and welcomes more than 6,500 companies each year in its workspaces in the heart of the major cities of France, Belgium and Switzerland, we wanted to give you all the keys that will allow you to make these choices in an enlightened way and to commit yourself, in turn, to the revolution in work.**



**87 %**

of the professionals interviewed would like to adopt a hybrid rhythm combining working from the office and working from home.



**33 %**

prefer the mix of 2 days teleworking/ 3 days in the office, the ideal organisation according to them.



**69 %**

consider the office to be indispensable for a good relationship with colleagues and for maintaining social links.

**HERE IS THE ULTIMATE GUIDE FOR FLEXIBLE WORKSPACES**



# NEW WORK ORGANISATIONS: HOW DO YOU FIND YOUR WAY AROUND?



This unprecedented crisis has shown us how essential the physical office is for maintaining social links, working comfortably, and making more effective progress on projects. Mixed with teleworking, we are moving towards a new use of the office: a real place of life and exchange, where people can come to work in optimal comfort, incomparably better than at home. It is essential to rethink the spaces for more conviviality, and to guarantee the fundamentals of the office: good equipment, natural light, good connection, comfort and to meet all the needs during a working day.

**Stéphanie Auxenfans**  
Managing Director at Multiburo



## 100% teleworking

In a «full remote» work organisation, the office no longer exists. For companies, it allows them to eliminate their real estate budget and expand their geographical recruitment perimeter. However, it is not very popular with employees who fear isolation and the loss of links with the company and their colleagues.

### A tip?

*If you opt for «full remote», it is essential to provide physical spaces that allow your employees to get together when they need to or to take advantage of an alternative to the home office: coworking, meeting and creative spaces, private offices for the day, etc. In parallel, rethink your communication and your rituals to maintain the link!*



## 100% in the office

Although this scenario has been strongly challenged by the health crisis, it remains reassuring for some managers. Employees work face-to-face every day. However, this organisation offers little flexibility to employees and requires them to have an often-long commute and a fixed place of work every day.

### A tip?

*Develop your workspaces to give a central place to the well-being of your employees, with areas for conviviality, breaks, relaxation, concentration, meetings, creativity... And rethink your service offer within the company to facilitate the daily life of your employees.*



## Office and telework mix

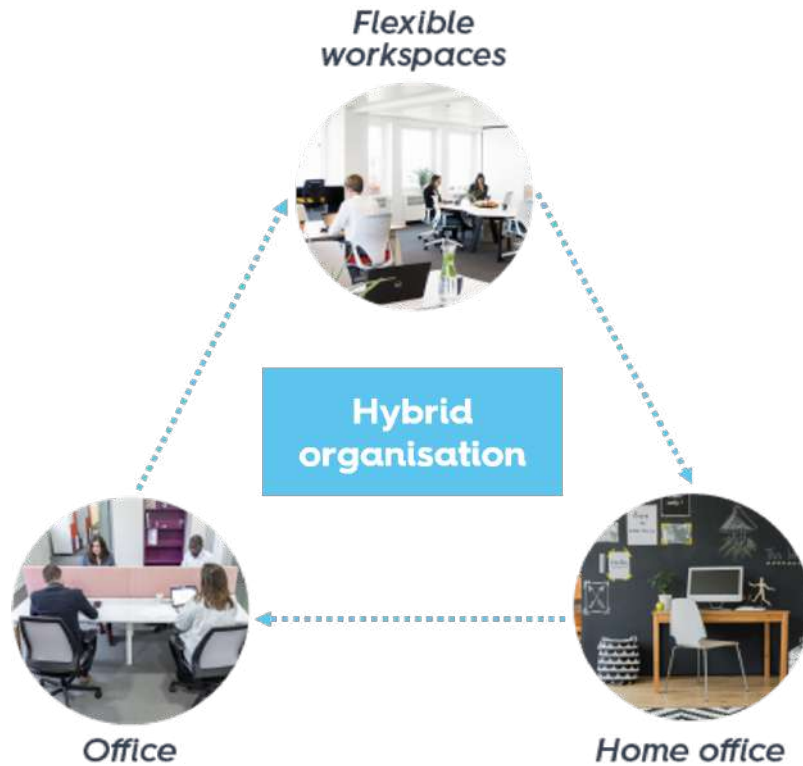
The mix is favoured by the majority of employees and allows them to alternate between face-to-face and teleworking with a rhythm of 1 to 3 days remotely, to respond to the growing demand for autonomy and flexibility and to reduce the time spent in transport. The ideal mix: 2 days remote / 3 days in the office.

### A tip?

*Ask and involve your employees to build the organisation best suited to your needs. Identify the different profiles, specific needs, and expectations, in order to propose solutions corresponding to each profile. Finally, focus on the collective (processes, tools, rituals, leadership) and the quality of life in the office to find the right balance.*

# NEW WORK ORGANISATIONS: HOW DO YOU FIND YOUR WAY AROUND?

Today, people work in a variety of locations: office, home, third places, flexible workspaces, transport. Many solutions are available to companies to enable their employees to work where they want, when they need.





## PART 2

# **FLEXIBLE WORKSPACES: 5 BENEFITS THAT MAKE ALL THE DIFFERENCE**



# THE 5 MAIN ADVANTAGES OF FLEXIBLE OFFICE REAL ESTATE (VS. A TRADITIONAL LEASE)



Take advantage of real estate flexibility in space and time



Achieve substantial savings on several levels each month



Boost your employee's satisfaction and engagement



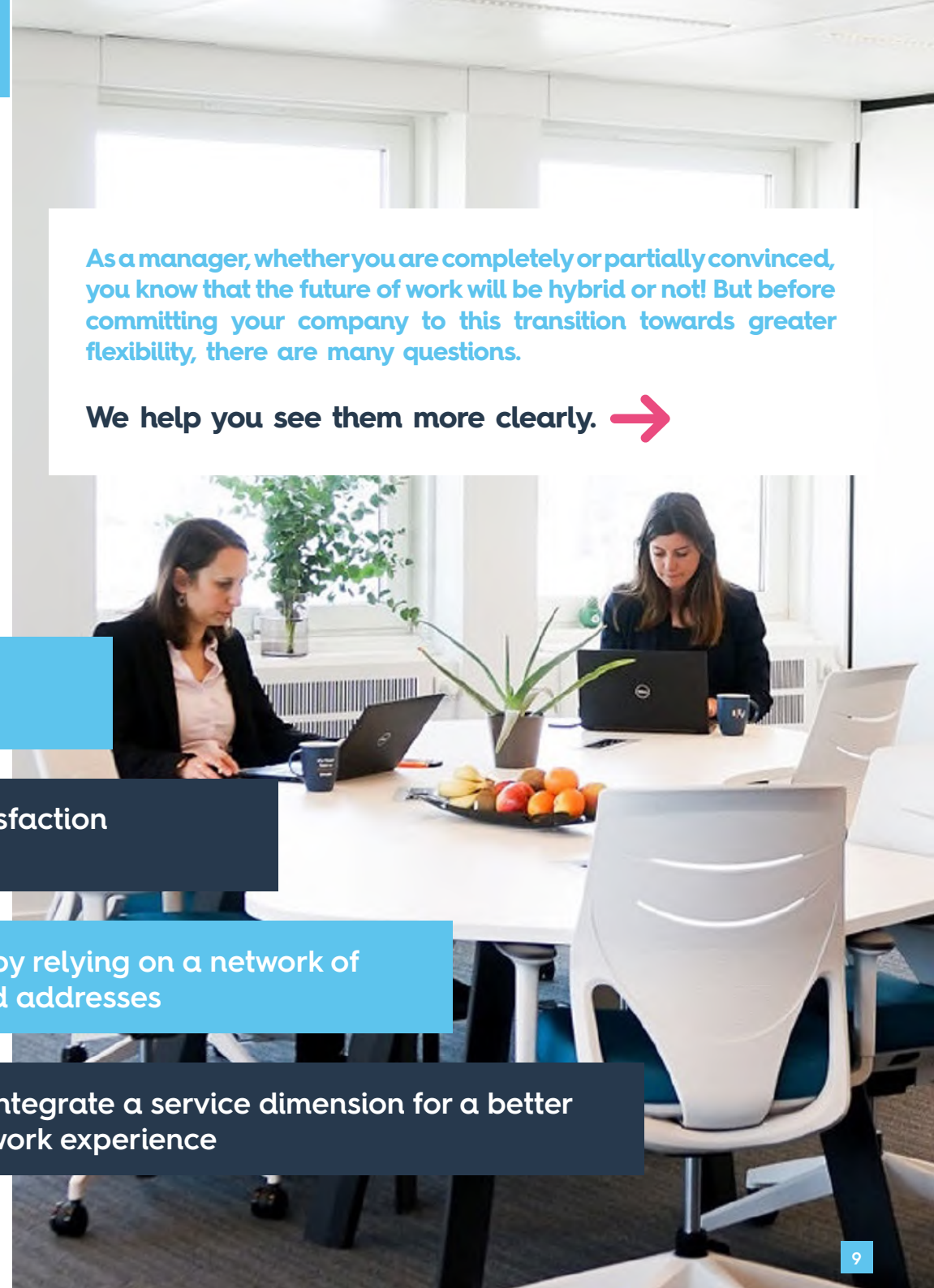
Gain mobility by relying on a network of ideally located addresses



Integrate a service dimension for a better work experience

As a manager, whether you are completely or partially convinced, you know that the future of work will be hybrid or not! But before committing your company to this transition towards greater flexibility, there are many questions.

We help you see them more clearly. →



# BENEFIT N°1: ENJOY FLEXIBILITY IN SPACE AND TIME


Private offices, open spaces, coworking, meeting rooms, conviviality, and creativity areas... flexible real estate offers many opportunities to modulate workspaces according to the evolution of the company's activity.





Offering companies spaces that adapt to their activity, their way of working and their uses (offices, coworking spaces, meeting rooms, etc.), over a freely chosen period, with the possibility of revising upwards or downwards according to their needs, is a real advantage in an uncertain economic context.


Cristelle Herzog  
Area Manager at Multiburo Geneva Bel-Air





 **Full modularity**  
Freely mix private offices, coworking and meeting rooms according to the specific needs of your company and your employees

 **Workspace scalability**  
Adjust your real estate and workstations up or down according to the evolution of your activity and your recruitments.

 **Customisation and layout**  
Equipped with removable partitions, the workspaces are modular to fit out your offices according to your needs.

 **Minimum term of commitment**  
A la carte, with no time commitment, a fixed term, no more long-term commitments; it's your choice.

 **Workspaces diversity**  
Spaces for concentration, confidentiality, meetings, conviviality... everything is combined to meet all the needs of a working day.

 **Quick set up**  
Your workspaces and workstations are operational within 24 hours. Everything is equipped and ready to use, so you can move in with peace of mind.




By delegating the entire property management to a coworking and flexible office operator, the company saves significant financial and human resources and can concentrate full-time on its business!


Sun Lim  
Multiburo flexible property expert




## BENEFIT N°2: ACHIEVE SUBSTANTIAL SAVINGS AT SEVERAL LEVELS


With flexible workspace, the company can make significant savings in time and resources, without having to bear the property management and risks. A single point of contact can help you optimise all your space. And you are relieved of the administrative tasks involved in managing your corporate real estate.


 **Optimisation of square metres**  
No more unused space and workstations, **you can rationalise your workspace** according to the needs of your organisation.

 **Outsourcing of property management**  
Charges, insurance, maintenance, equipment... **everything is taken care of** by the flexible workspace operator.

 **All-inclusive package**  
A single detailed invoice including rent, furniture, internet, water, electricity, maintenance, reception... **it's transparent and without surprises!**

 **Limited investment limité**  
**Everything is operational when you arrive**, no need to make a large investment and carry out work or fitting out.

 **Costs control**  
You optimise your expenses with rationalised spaces and **stabilise your cash flow** with a fixed amount, known in advance.

 **Pay as you go**  
**You only pay for what you use** (offices, coworking and meeting rooms, additional services), nothing more!



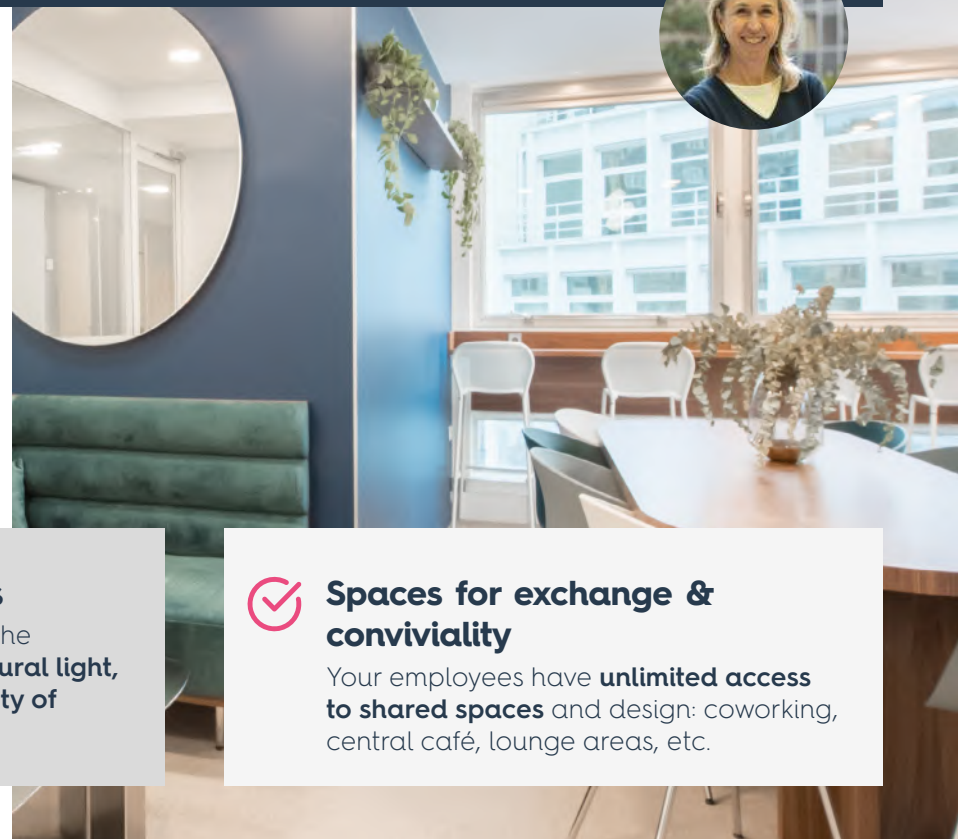
# BENEFIT N°3: BOOST YOUR EMPLOYEES' SATISFACTION & ENGAGEMENT


Flexible workspace offers a tailor-made response through the quality of the spaces, which are welcoming and comfortable, the diversity of the spaces available (convivial spaces, work and concentration areas, meeting, and exchange spaces, etc.) and the possibility of working close to home or elsewhere, when travelling. With flexible working, you show your employees that their needs are central to your organisation.





Telework has become a part of our daily work life and is now a real lever for HR attractiveness. Responding to employees' expectations by allowing them to alternate between office and telework and to telework in several locations is now a must to guarantee their satisfaction, to retain them and to attract new talent.


Stéphanie Auxenfans  
Managing Director at Multiburo





 **Simplified office/telework mix**  
for example, you can take an office 3 days a week and telework 2 days or opt for a coworking subscription.

 **Comfortable workplaces**  
Designed for working comfort, the spaces ensure **ergonomics, natural light, air quality and acoustics, quality of connection.**

 **Spaces for exchange & conviviality**  
Your employees have **unlimited access to shared spaces** and design: coworking, central café, lounge areas, etc.

 **Multiplicity of working locations**  
Offer them the freedom to work where they want, when they need (unlimited coworking, à la carte office, meeting rooms...)

 **Stimulated collaborative spirit**  
You enjoy meeting and creative spaces to **bring your teams together regularly** and maintain social links.

 **Strengthened employer brand**  
By offering flexibility to your employees, you improve your attractiveness on the recruitment market.



## BENEFIT N°4: GAIN MOBILITY BY RELYING ON A NETWORK OF ADDRESSES

Through a network of addresses located in the heart of cities or in railway stations, flexible workspaces and coworking spaces allow you to accompany the travels of your employees who can now work closer to their homes, their customers, their partners or why not, work for a few hours before taking their train.

Location and accessibility are essential criteria in the choice of future offices: whether it is to be close to public transport, to work close to home, to facilitate business travel or to be closer to clients... These elements are decisive in obtaining the support of its teams and attracting new talent.

Isabelle Durandière

Area Manager at Multiburo Paris Gare Saint-Lazare



### Mobility made easy

Unlimited access to coworking spaces in several cities to offer more flexibility to your employees.



### Hyper accessibility

Take advantage of easily accessible and conveniently located addresses to **reduce public transport or car travel time.**



### High quality addresses

**Strategic, prestigious, central...** the advantage of a network is that you choose the address that will best promote your brand.



### Convenience of a network

Do you have an appointment, an interview, or a training course in another city? **Organise your meetings at the address of your choice throughout the network.**



### Ease of development

Take advantage of the network of addresses **to open a commercial branch** in another city, region, or country with a uniform quality of space.



### Simplified gatherings

Enjoy workspaces **in TGV stations** to bring your teams together **in a central and accessible location**, without the need for transport.

# BENEFIT N°5: INTEGRATE A SERVICE DIMENSION FOR A BETTER WORKING EXPERIENCE

Concierge services, mail management, parcel reception, personalised call taking, IT, reservation management... the range of services offered in companies is a significant advantage of flexible working. This is Hospitality Management, the hotel quality that comes to your company and can make all the difference.

## ✔ On-site teams

In the service of your employees' well-being **to facilitate their daily life** and accompany them in their use of the spaces.

## ✔ Professional reception

Your employees and visitors are taken **care of** and oriented by the teams as soon as they arrive in the premises.

## ✔ Tailored services

The teams offer on-site **concierge, secretarial and support services** so that you can concentrate on your business.

## ✔ Animation and well-being

your employees and you have access to the **events, conferences and activities** organised regularly in the flexible spaces.

## ✔ Networking & business meetings

You gain access to a **community of professionals** using flexible workspaces and develop your business.

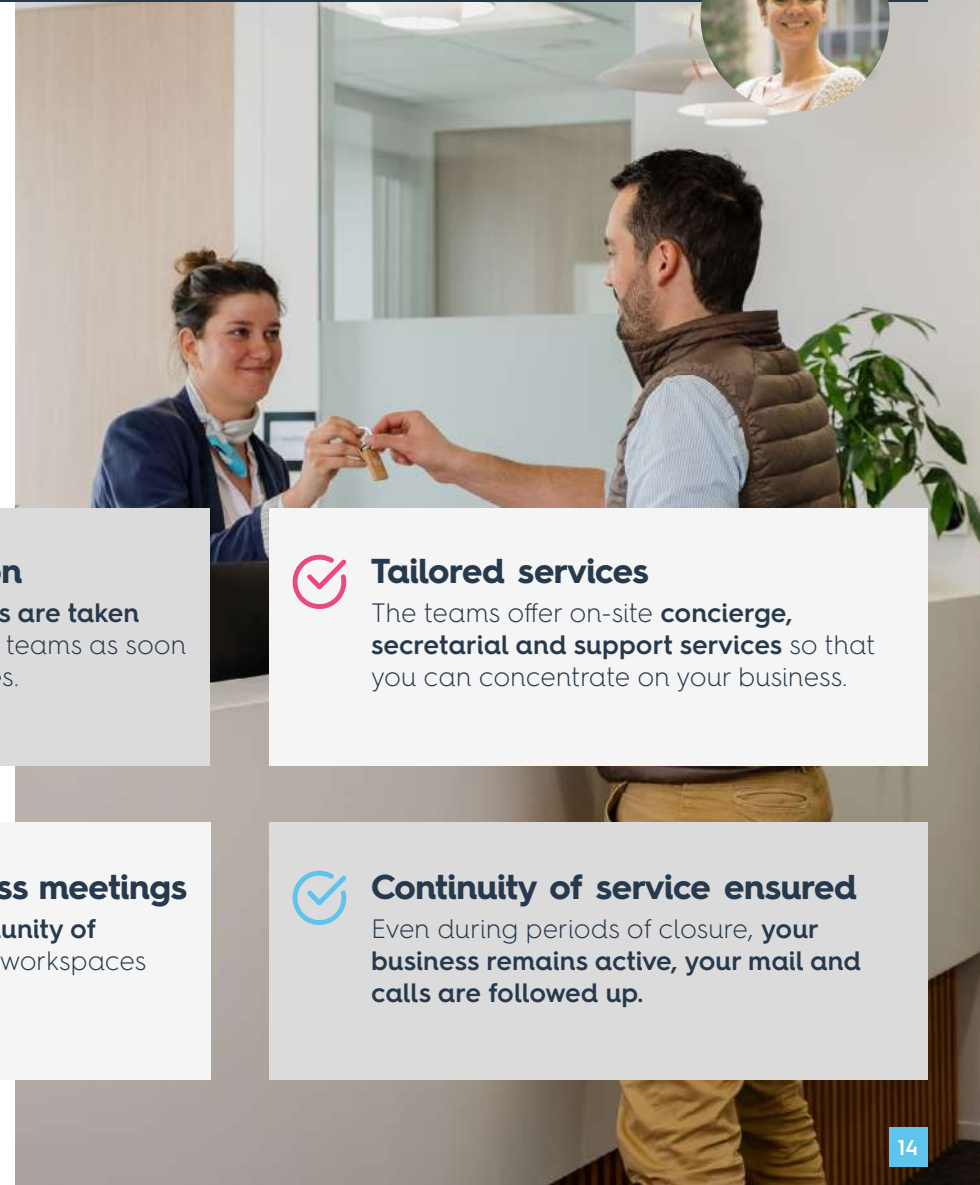
## ✔ Continuity of service ensured

Even during periods of closure, **your business remains active, your mail and calls are followed up.**



Offering professional premises in which users only have to settle down to work is a huge advantage of flexible workspaces: everything is easy, you just set up, connect and you're up and running! But the service can go much further: it is a question of making available to professionals a wide range of services to cover both professional and everyday needs .

Siska Lannoo  
Regional Director Belgium



**PART 3**

**BUSINESS CASES :  
WORKSPACES ADAPTED  
TO EVERY COMPANY PROFILE**



# ARE YOU A BUSINESS CREATOR/ ENTREPRENEUR?

You have low visibility on the development of your business, which can grow rapidly or remain stable. On your own, you need to meet people, develop your network and work in a professional and pleasant environment.

## 3 POSSIBLE USES OF FLEXIBLE WORKSPACES

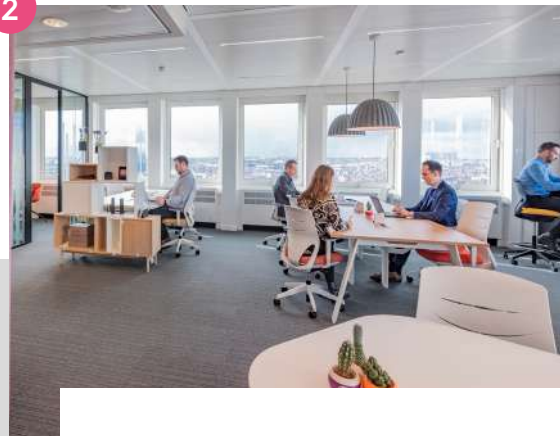


1



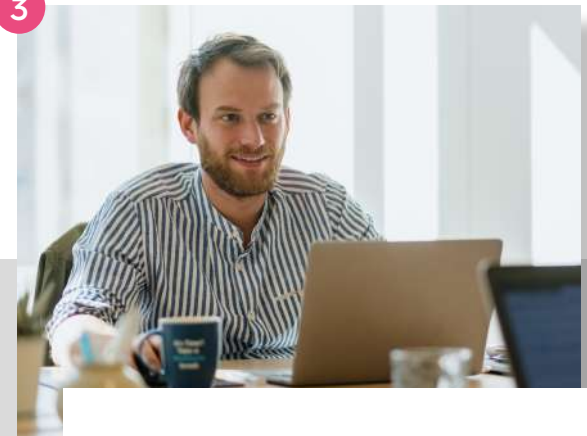
Give your company a **beautiful, strategic, or prestigious address**, benefit from the services of a virtual office and an occasional physical office for your customer appointments, meetings, etc.

2



Break with isolation and meet other professionals by opting for a **coworking subscription and enjoy an optimal working environment.**

3



Settle down in a **private office, without any commitment of time**, and re-evaluate your needs when you want according to the evolution of your activity



# ARE YOU A START-UP?

## 4 POSSIBLE USES OF FLEXIBLE WORKSPACES



Your business is up and running and your staff and space requirements are likely to grow very quickly. Focused on developing your business, you have no time to waste on property management. You want offices that reflect your corporate culture: open, friendly, and collaborative.



1 Bring your team together **in a welcoming and stimulating office or coworking space**, with numerous services to relieve you of administrative tasks (*mail, secretarial services, concierge services, etc.*)



2 Follow the evolution of your activity in real time with the **possibility of taking additional offices or adding workstations in 24 hours.**



3 **Take advantage of an à la carte office or comfortable meeting rooms** to organise your client, partner and supplier meetings in complete simplicity and confidentiality.



4 Network by participating in the **activities, conferences, professional meetings,** and events offered.

# ARE YOU A VSE/SME?

## 3 POSSIBLE USES OF FLEXIBLE WORKSPACES



Your business is relatively stable, you have prospects for development, or you have reached maturity. You need to build loyalty among your employees and enhance your «base camp» and establish your corporate culture, while adapting to new work organisations to offer your employees more flexibility.

1



Set up your «Base Camp» in bright, spacious, private offices. **Choose the layout and configuration that suits you and change whenever you want!**

2



Mix office and telework in an efficient way by opting for **a fixed office 2 or 3 days a week, the other days in telework** (home office or coworking, the choice is yours).

3



Enjoy the many **on-site services and administrative support** to devote yourself fully to your business.

# ARE YOU A LARGE COMPANY?

You have your own premises and are looking for a simple and quick real estate solution in response to a specific one-off need: new location, move, project, etc.

## 4 POSSIBLE USES OF FLEXIBLE WORKSPACES



1



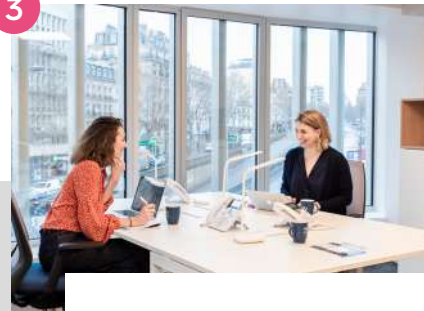
Easily place a **project team in dedicated offices** for a fixed period with a specific layout and meeting spaces reserved for you.

2



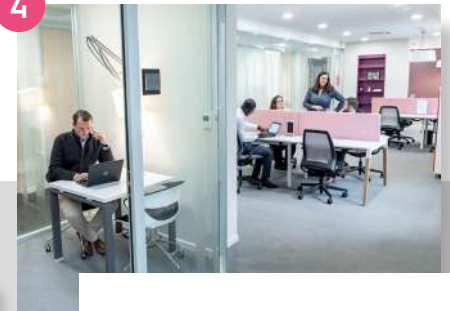
Offer an alternative to working from home by **providing access to coworking spaces close to your employees' homes.**

3



Set up a **local sales office to develop your business** in a new city/region or country.

4



Install your teams in a **beautiful office space, on a temporary basis**, during the construction of your new premises.

# 4 CUSTOMER CASE STUDIES TO INSPIRE YOU

## BUSINESS CASE 1/4

# PQE GROUP

**CEO:**

Gilda D'Incerti

**Business:**

Consulting and support in pharmaceutical and medical device engineering

**Date of creation:**

1998

*Customer at Multiburo Lyon Part-Dieu*

**Structure:**

Large company

**Employees:**

1 000

**Workspace organisation:**

Flexible offices for the French branch

**Teleworking:**

Yes  No



“

Our company is growing very fast. In France, we plan to grow from 15 employees today to 100 by the end of 2022. For us, the flexible building was THE real estate solution that would allow us to support this growth while offering a strategic geographical location for our sector and extremely practical for our teams who move around very regularly.

**David Gueguen**

Recruitment and Employer Branding Advisor



Read the full interview on the Smile@Work blog

[blog.multiburo.com](https://blog.multiburo.com)



## 4 CUSTOMER CASE STUDIES TO INSPIRE YOU

### BUSINESS CASE 2/4

# 123 NEXT GENERATION

**CEO:**

Maxime Lagane

**Business:**

Consulting, training and communication for talent retention and employer branding

**Date of creation:**

April 2021

**Structure:**

VSE

**Employees:**

3

**Workspace organisation:**

Coworking, then flexible office mixed with teleworking

**Teleworking:**

Yes  No

*Customer at Multiburo Geneva Bel-Air*



“

Economical, without commitment and turnkey... when I created my company in a very uncertain economic context, flexible space appeared to be an ideal solution, allowing me to develop my workspace with my needs. Not to mention that for a young company, having a premium location in the heart of Geneva is a real asset for our clients.

**Maxime Lagane**  
Founder and CEO



# 4 CUSTOMER CASE STUDIES TO INSPIRE YOU

## BUSINESS CASE 3/4

### ETYO

**CEO:**

Alexandre Sterlin

**Business:**

Consultancy and assistance in project management

**Date of creation:**

2012

**Structure:**

SME

**Employees:**

70

**Workspace organisation:**

Flexible offices for part of the property strategy

**Teleworking:**

Yes  No

*Customer at Multiburo Lille Flandres*



“

The choice of a flexible office allows us to support the development of our company in the regions, currently in Lille, Nantes and Lyon. The sites are strategically located close to train stations and are a real advantage for our teams to quickly reach our Paris headquarters. With an average of three days of teleworking per week for most of our employees, it is an essential place for us to meet and receive our clients and partners.

**Vincent Dubar**  
Regional Manager



## 4 CUSTOMER CASE STUDIES TO INSPIRE YOU

### BUSINESS CASE 4/4



“

As an SSE player working daily on the development of services to improve the quality of life of employees and citizens, offering an optimal quality of life to our own employees is an obvious choice. After the Covid crisis, flexible working appeared to be a very interesting solution from both an economic and social dialogue point of view.

**Julien Foucher**

Director of Real Estate and Security Projects



Read the full interview on the Smile@Work blog

[blog.multiburo.com](https://blog.multiburo.com)

## UP

**CEO:**

Youssef ARCHOUR

**Business:**

Payment solutions and services of social and local utility

**Date of creation:**

1964

**Structure:**

International cooperative group

**Employees :**

3 000

**Workspace organisation:**

Flexible offices for part of the property strategy

**Teleworking:**

Yes  No

*Customer at Multiburo Toulouse Ramblas*



## PART 4

# TIPS FROM EXPERTS: PREPARE AND SUCCEED IN YOUR TRANSITION TO FLEXIBLE WORKSPACES



# QUESTIONS TO ASK YOURSELF IF YOU ARE HESITATING TO SWITCH TO FLEXIBLE OFFICES

- Do you already work in project mode?  
YES  NO

---

- Do you have a proven track record in managing telework?  
YES  NO

---

- Have you determined the frequency of use of your offices?  
YES  NO

---

- Do you know exactly what types of workspaces are suitable for your organisation?  
YES  NO

---

- Do you know how many workstations you need?  
YES  NO

## Didn't you answer «Yes» to everything?

Don't panic, our experts are there to guide you, step by step, in the definition of your needs and the implementation of the solution that suits you.



Sun Lim, Multiburo flexible property expert

## 8 QUESTIONS TO ASK TO PRECISELY DEFINE YOUR REAL ESTATE NEEDS

- 1 What is your business and how will your offices be used?
- 2 How often will you use it?
- 3 Do you regularly receive clients / prospects?
- 4 What are your employees' teleworking aspirations?
- 5 Do you need to bring them together regularly?  
How do they work with each other?
- 6 How often do you use meeting spaces?
- 7 What services do you need on-site?
- 8 Neighbourhood, accessibility, environment... what are the expectations of your teams?

# 8 STEPS TO BUILD THE BEST SOLUTION FOR YOUR ORGANISATION

You now have a clearer picture of your workspace usage and of your workspace and the resulting property requirements. Your flexible real estate consultant can guide you through 8 steps to build the solution for your organisation:

1

Explain **how you work today**, your organisation and **your aspirations**.

2

Work together to **build a tailor-made solution** to meet your needs.

3

Choose **the address(es), terms and conditions** and potentially the length of the commitment.

4

**Discuss, involve, and inform** your employees and managers



## COWORKING, Is it a solution for your company?

Have you heard of the «Multiburo coworking packages»? Intended for companies with fixed offices, they allow the end user to have several coworking days to use freely in the coworking spaces selected by their company.

[To find out more, click here!](#)

### EXPERT TIP



Today, the range of spaces and possibilities is infinite. It is not easy to find your way around. The question is whether you can easily project yourself into the spaces on offer and whether you feel confident with the operator. It is therefore essential to surround yourself with an expert who understands your problems and who will accompany you at every stage with solutions that meet all the needs of your business.

Isabelle Durandière, Area Manager at Multiburo Paris Gare Saint-Lazare

# 8 STEPS TO BUILD THE BEST SOLUTION FOR YOUR ORGANISATION

A single contact, an expert in flexible office real estate, accompanies you at every stage of your property project.



5

Plan the **transition, change management** and **installation**

6

Set up your teams within **24 hours** with the support of an entire team on site

7

Take advantage of the **workspace scalability and services** available on site

8

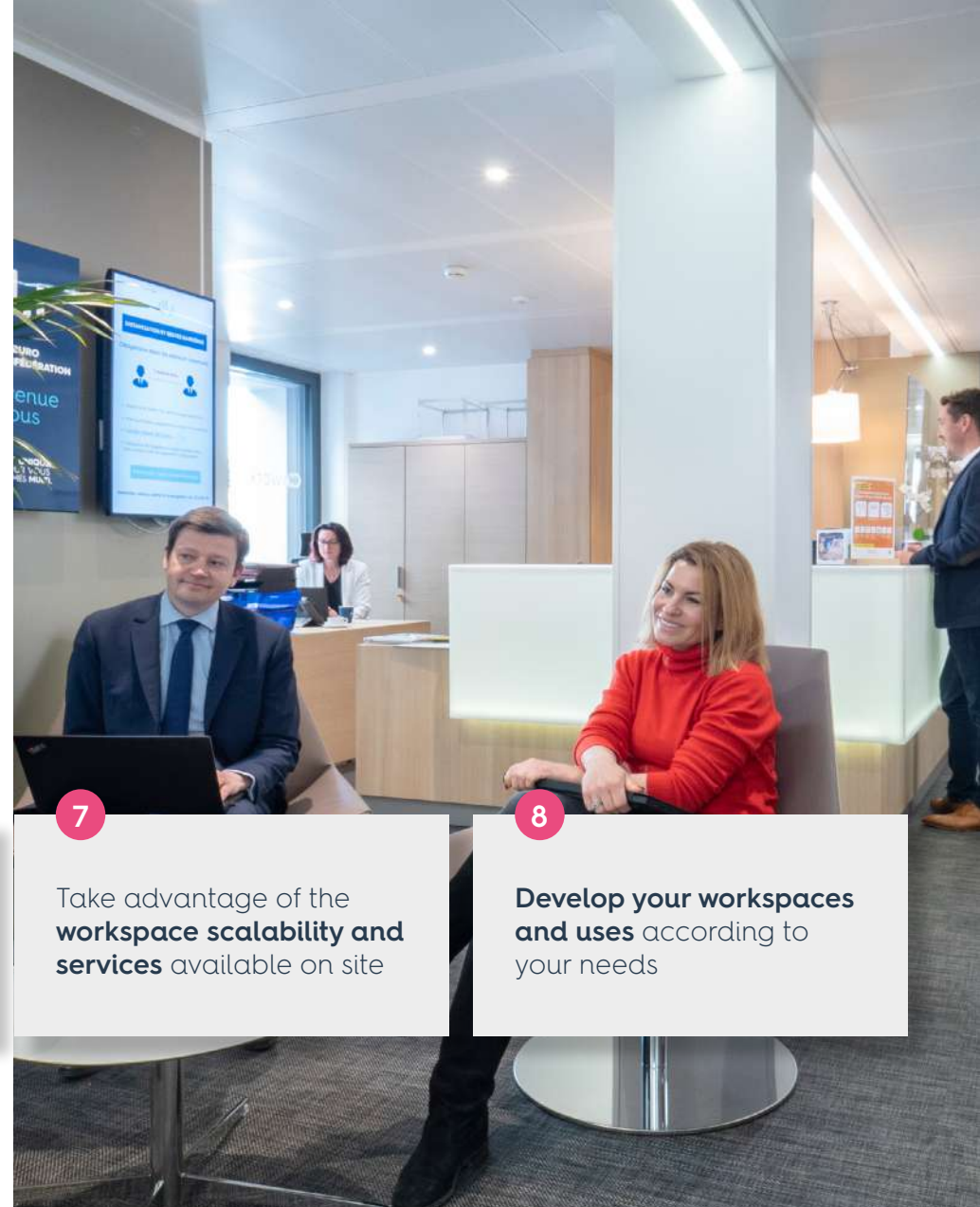
Develop your workspaces and uses according to your needs

## EXPERT TIP

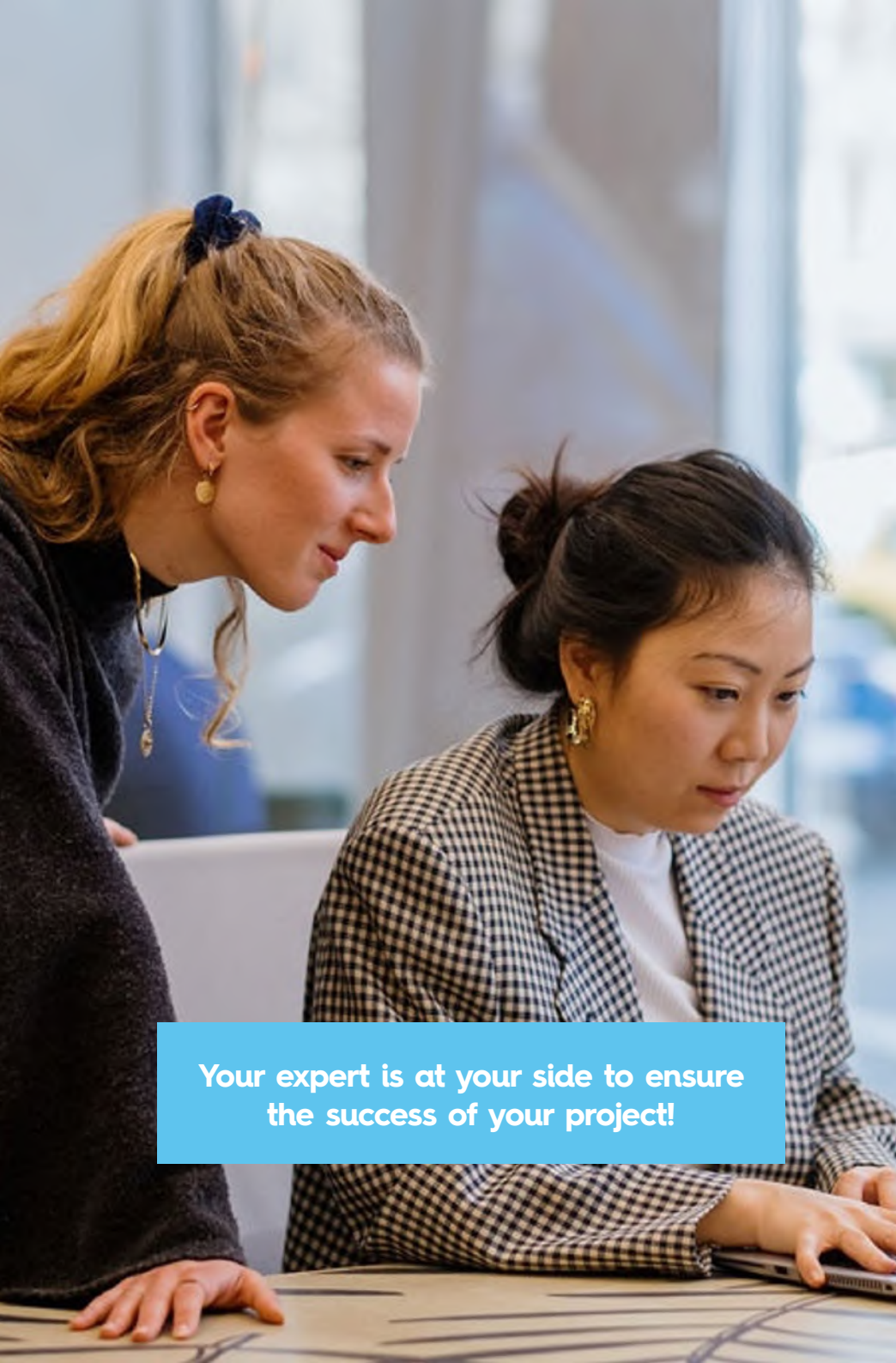


To prepare for the transition to flexible working, look at the way your employees work, department by department, and build your organisation accordingly. The experience of forced teleworking at the heart of the health crisis has shown us that listening to and supporting your teams in the transition is a key success factor!

Cristelle Herzog, Area Manager at Multiburo Geneva Bel-Air







Your expert is at your side to ensure the success of your project!

PART 4

# HERE ARE 8 MISTAKES TO AVOID FOR A SUCCESSFUL TRANSITION

- 1 Not taking into account the needs of your teams, the way they work and their mobility expectations.
- 2 Not linking your real estate strategy to your HR strategy.
- 3 To rush in without having anticipated and not to accompany your teams in the change.
- 4 Underestimating the importance of your unused space and unoccupied workstations.
- 5 Not looking closely at your needs in terms of workspace and frequency of use.
- 6 Not being interested in new trends in work organisation.
- 7 Going it alone and thinking you don't need anyone's advice!
- 8 Thinking your real estate strategy only in the short term.





## So, are you switching to flexible workspaces?

Whatever your needs, our Multiburo experts are at your disposal to study your project and offer you a 100% customised solution. We will accompany you from configuration to customisation and associated services for a gradual transition to flexible.

**A project? A question?  
Need more information?**

Our experts are at your disposal and will answer you within 24 hours!

 **France**  
+33 (0)1 72 92 06 60

 **Belgium**  
+32 (0)2 403 11 09

 **Switzerland**  
+41 (0) 22 561 84 84

Do you prefer email?

 [flex.immo@multiburo.com](mailto:flex.immo@multiburo.com)



**Multiburo has been supporting companies of all sizes in new ways of working for over 35 years.**

With 25 locations in the heart of major cities and high-speed train stations, Multiburo offers the opportunity to work where you want, how you want, when you need. Companies adopt a more flexible organisation and are free to modulate offices, coworking, meetings and teleworking up or down, depending on the evolution of their activity.

**See you soon on the  
Multiburo Network**

All the photos in this white paper were taken in the Multiburo spaces. A big thank you to the customers and employees who agreed to play the game!