



PROJECT STORY

GEORGIA-PACIFIC
Atlanta, Georgia

Georgia-Pacific is one of the world’s leading makers of tissue, pulp, paper, packaging, building products and related chemicals.

GP hired Workflow (formerly Work Thread) as their long-term change management project partner to ensure the adoption of their new workplace strategy in their 500,000 SF headquarters building in downtown Atlanta. Their chosen workplace strategy, branded as “Blue Sky”, transformed GP Center into a workplace that creates value for the organization while increasing worker productivity and satisfaction.

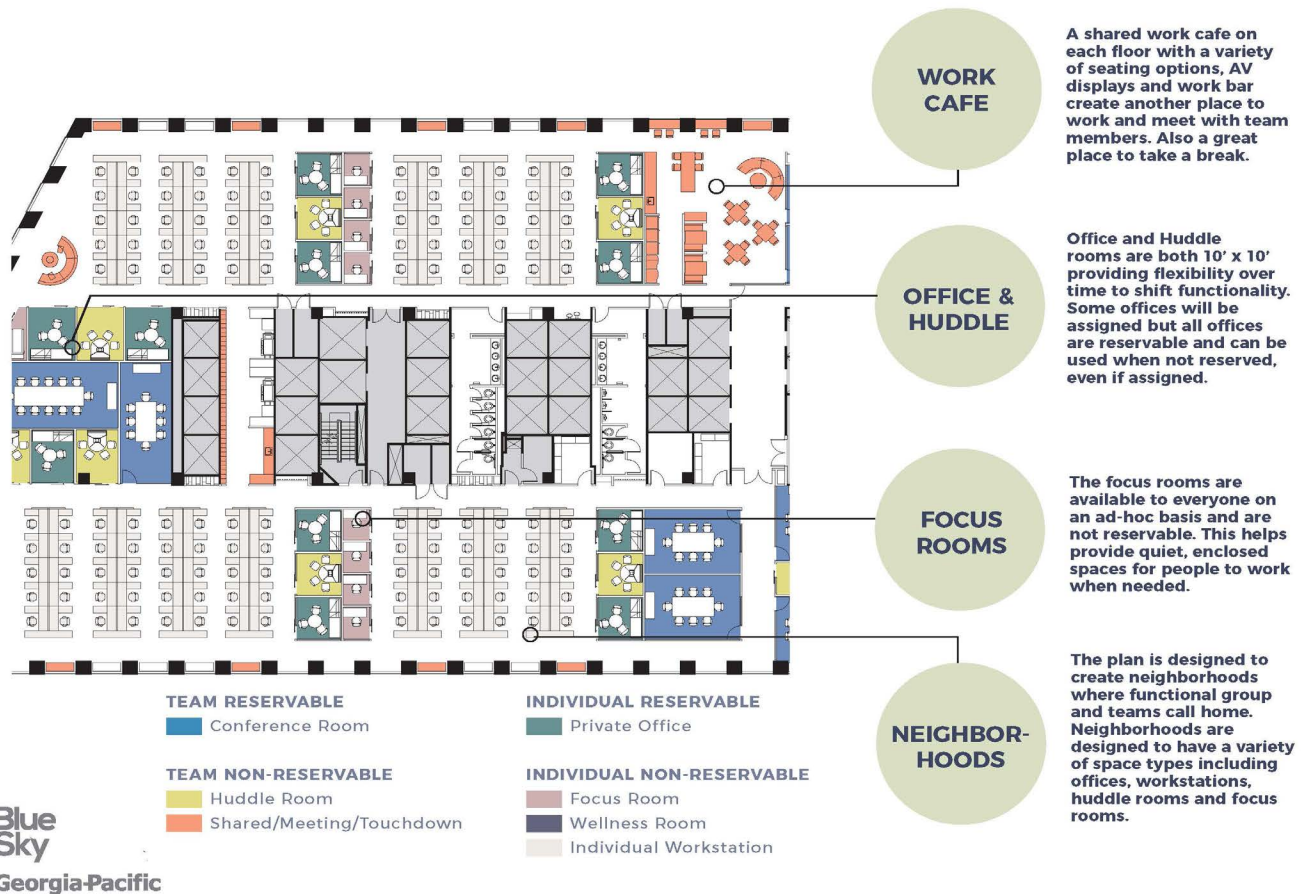
93%

Of respondents were able to seamlessly transition to working from home.

87%

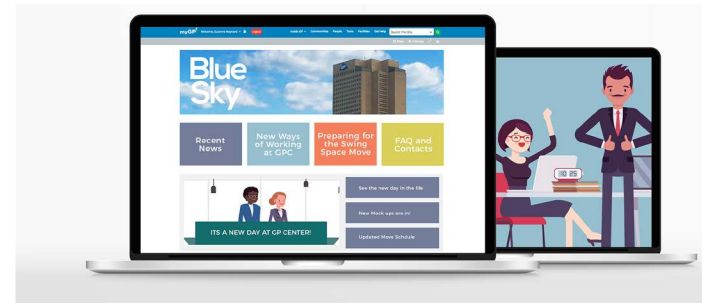
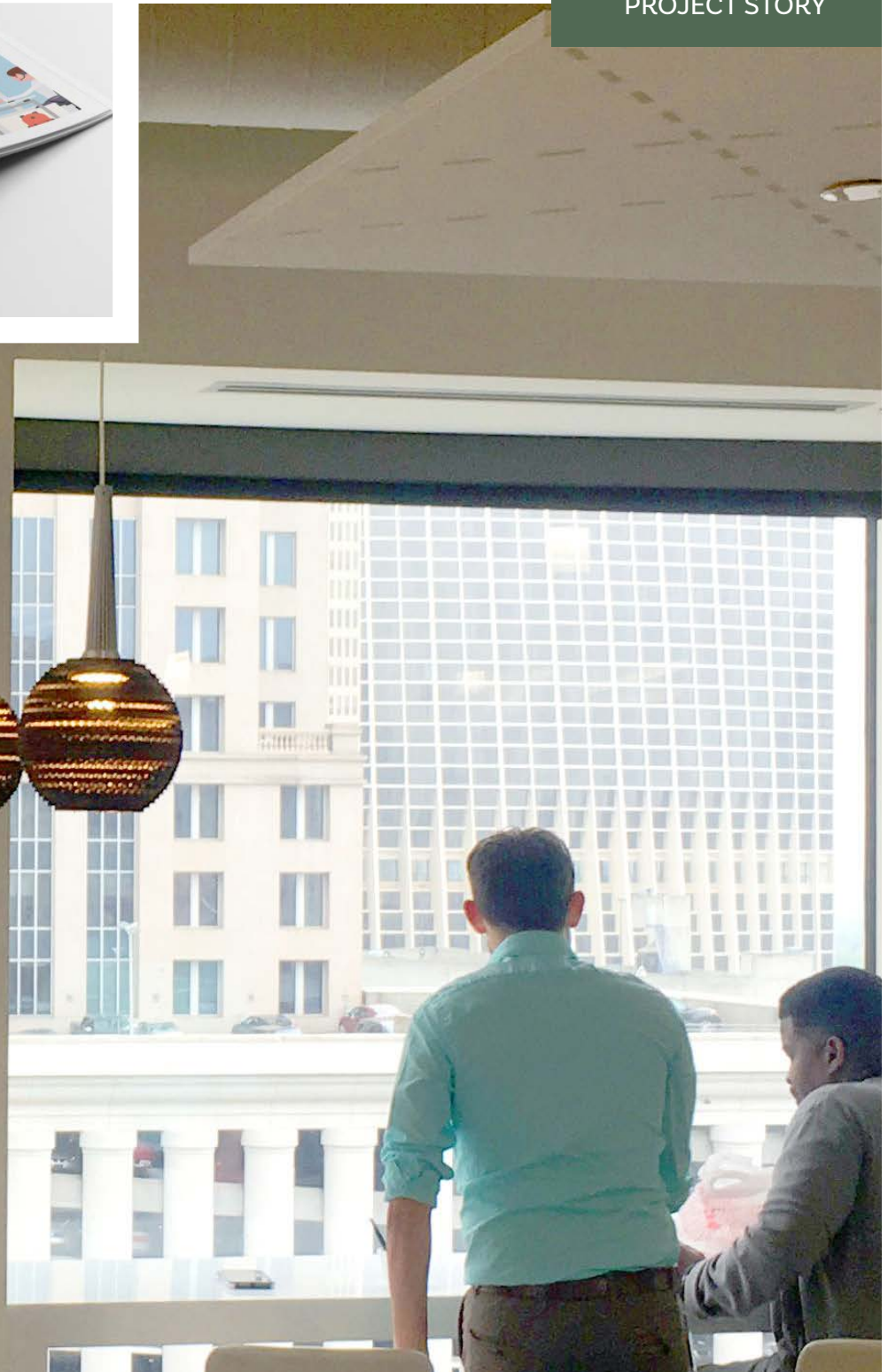
Of respondents’ managers supported or actively encouraged working from home prior to the pandemic.

CHANGES THAT SUPPORT BLUE SKY WORKPLACE





GP had not changed their work environment since 1982. Their new workplace strategy resulted in a 40% increase in capacity while occupying 10 less floors in GP Center. The alignment of work space and processes led to significant technology investments to better support collaboration and mobility, 3x more conference rooms and double the variety of space types offered to employees. New space types included Focus Rooms to support individual heads down work and Work Cafés to allow for more ad hoc collaboration and socializing. Anecdotally, we learned that people are getting to know members of their teams that they had not known before because the workplace now supports these casual interactions.



Workflow's tiered approach to change management ensured that all levels of the organization have a stake in the new work environment, along with a dedicated change steering team that met weekly to ensure that engagement of all employees was consistent and thorough. Our team facilitated planning of and content for regular touchpoints that considered technological, spatial, and behavioral shifts through a variety of engagement and communication channels, including bi-monthly newsletters, town halls, neighborhood previews, one-on-ones, yammer posts and email communications. Post-occupancy survey data from the first phase concluded that 89% of employees agreed or strongly agreed that they had the information that they needed to prepare for new ways of working at GP. The Workflow team guided GP through the final phases of their initial transformation through the end of 2019.

To learn more about the transformation of GP Center, **watch this video** that the Workflow team co-developed with Georgia-Pacific.

