



Ways to Design Your Conference Room to

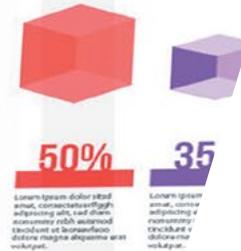
# Build Company Culture

Your employees gather around the long conference room table, notes in hand. They're confident and ready to share ideas on how to make your project a success. Throughout the meeting, each employee passionately presents their ideas.

Your meeting is a success. Every employee in the room was hired because they met a specific set of criteria and shared values that made them a cultural fit. The same concept should be applied when designing your workplace - and especially your conference room. Your employees spend **on average 37% of their time while at work in meetings**, so it is vital to make that time count in a positive manner.

Design your organization's conference room to foster your values and mission. Make it your employee's favorite room in the office. **Here's how.**





# Start by Naming Your Conference Room

What's in a name? Probably more than you realize. Using positive language when naming your conference rooms helps define the environment you want the space to be right off the bat.

Ekaterina Walter wrote about the power of naming specific rooms [in her article](#), "What Your Conference Room Names Say About Your Company Culture."

She notes that at Sprinklr, a customer experience management company, their conference rooms are named after their company's values - Passion, Perseverance, Humility, Character, Courage, Awesomeness and Integrity.

Walter asked the founder of Sprinklr why they decided to name each room after a company value.

He explained, "It would be kind of hard to be arrogant in a room named Humility, wouldn't it? Or give up in a room named Perseverance, don't you think?"

Alternatively, you may choose to name your space after an inspirational leader in your organization or throughout history. Just remember to make sure the name uplifts the entire team and not just your organization's leadership.

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# Before you get the ball rolling **Survey Your Employees**

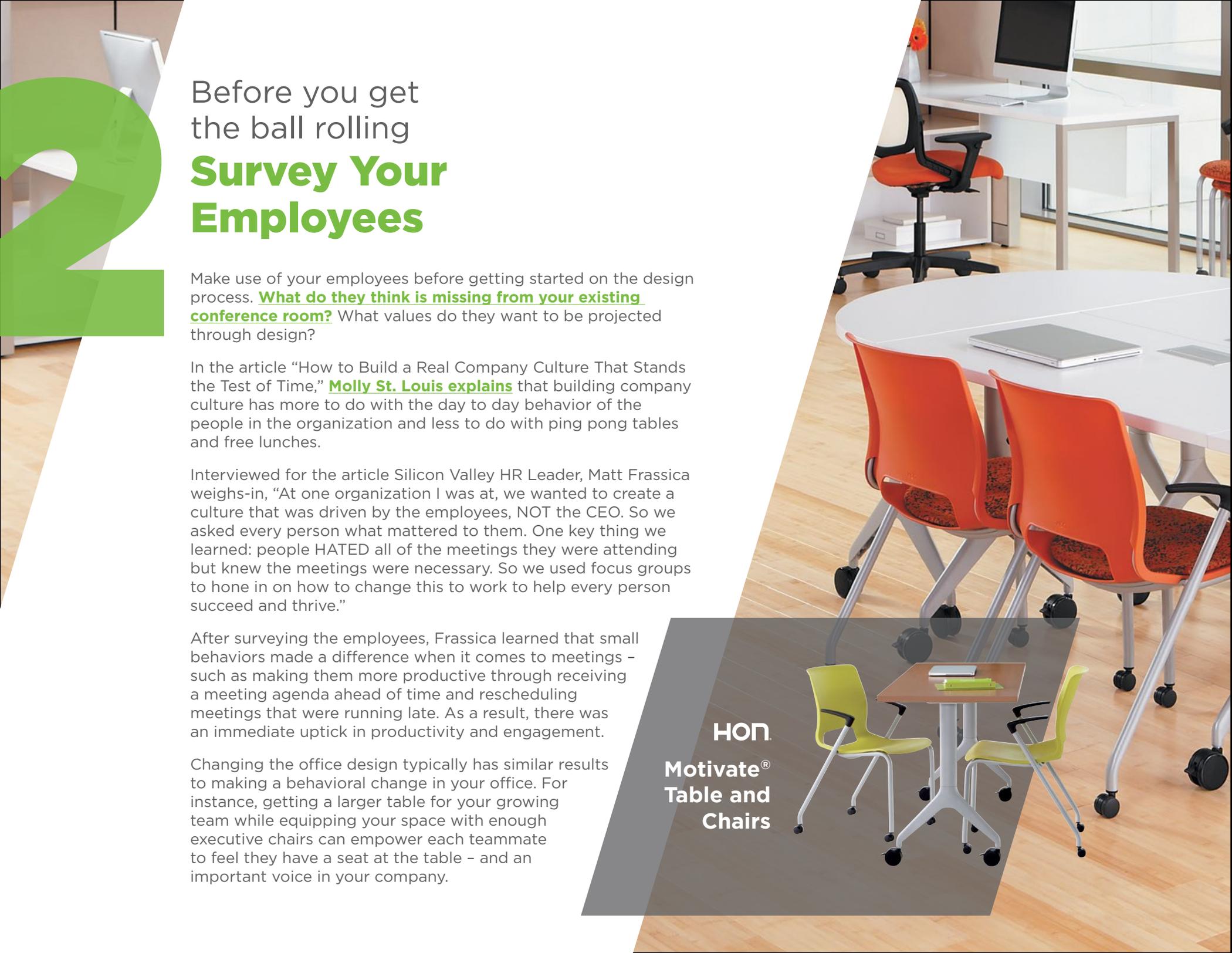
Make use of your employees before getting started on the design process. **What do they think is missing from your existing conference room?** What values do they want to be projected through design?

In the article “How to Build a Real Company Culture That Stands the Test of Time,” **Molly St. Louis explains** that building company culture has more to do with the day to day behavior of the people in the organization and less to do with ping pong tables and free lunches.

Interviewed for the article Silicon Valley HR Leader, Matt Frassica weighs-in, “At one organization I was at, we wanted to create a culture that was driven by the employees, NOT the CEO. So we asked every person what mattered to them. One key thing we learned: people HATED all of the meetings they were attending but knew the meetings were necessary. So we used focus groups to hone in on how to change this to work to help every person succeed and thrive.”

After surveying the employees, Frassica learned that small behaviors made a difference when it comes to meetings – such as making them more productive through receiving a meeting agenda ahead of time and rescheduling meetings that were running late. As a result, there was an immediate uptick in productivity and engagement.

Changing the office design typically has similar results to making a behavioral change in your office. For instance, getting a larger table for your growing team while equipping your space with enough executive chairs can empower each teammate to feel they have a seat at the table – and an important voice in your company.



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**Table and  
Chairs**



## Let the Light In

Lighting matters when designing a productive space. If you're embarking on a full redesign or have the option available already, consider choosing a space with prominent windows, either floor to ceiling or wide across one wall. Employee happiness often depends on being able to view the outside world. However, if your room is naturally lit, add blinds to the space for sunny days.

If there is no way to add natural lighting to your conference room, consider adding plants to the room, because studies show that [natural surroundings energize people.](#)

When working with different types of light, [Workscope notes](#) that excessive soft lighting may result in participants dozing off, while harsh light may not be conducive for viewing screens.

Get creative experimenting with lighting for the room that strikes the perfect balance.

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## Outfit your Space with Furniture

Because you've already gathered information on what exactly your employees are looking for in a conference room, it's time to physically put the space together.

Begin by choosing a color scheme that aligns with your company's behavior goals and values, whether those be **increased productivity, collaboration** or making your employees feel at ease.

Remembering to be intentional about your goals, find the right table for your organization. **HON's Preside® conference series** is a broad, versatile solution for collaborative meetings and presentations. It's designed to embrace technology with options for displaying audiovisual equipment and routing cables so that everyone is connected - and comfortable. These tables are also built to last with scratch and spill-resistant surfaces, making team lunch meetings more relaxed than ever before.

Quite possibly even more significant than the right table, empower your team to sit like the leaders they are with executive chairs - like **HON's Ignition® or Endorse®** collection. Remember that their best ideas come when they're sitting in comfort and are at ease, so replacing chairs every so often is a must.

Be sure to also equip your room with big screens and whiteboards placed in a spot that every employee can easily see them and contribute to the conversation.

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**Preside®**  
**Tables &**  
**Credenzas**



## Value the Details

Now that you're clear on your room's behavior objectives, use the room's details to remind your employees why they're all at work in the first place.

For instance, a team photo or two can remind your team that you're all in this together - and you value each and every one of them. Choose a photo from a positive event and prominently place it in the room.

If applicable, hang awards around the room as well to invite a feeling of accomplishment and success into the space.

Display your mission or values in the room and make sure you stick with them. Visually reminding your employees of your company's values is valuable, but not if you are not following them as an organization. For instance, if trust is one organization's biggest values, make sure leadership keeps them top of mind and invites a culture of trust through their actions first.

Company culture and meaningful design go hand in hand when creating a successful organization. And remember, your organization's values and true culture comes to life in the space that fosters the most collaboration and idea sharing - the meeting room. Effectively using this space will bring your organization to the next level.

**Need help designing a conference room that wows your employees? [Connect with a HON Connect dealer!](#)**

#### Sources:

Allan Morch, "[3 Steps to Designing Meeting Rooms for More Effective & Creating Meetings](#)"  
Ekaterina Walter, "[What Your Conference Room Names Say About Your Company Culture](#)"  
Molly St. Louis, "[How to Build a Real Company Culture That Stands the Test of Time](#)"  
Workspace, "[The Room is Killing Your Meeting - Here's How You Can Fix It!](#)"

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