



ATB

Optimizing a Forward-Thinking Office

Pre-design
Change Management
Schematic Design
 Finance
 2021-2022
 Edmonton, AB
 Calgary, AB
 5,200 staff
 536,000 sqft

Though ATB had participated in flexible work for over a decade, the demands of the pandemic spurred a necessary and drastic transformation. Alberta's largest regionally-based financial institution, ATB Financial and its leadership were ready to begin a more long-term transition to a fully integrated hybrid work model by the start of 2021. Having established spatial and technological considerations and employee input as cornerstones of this transition, ATB still needed a strategic point of view, along with tailor-made recommendations that could help them activate "future of work" design principles and integrate them throughout their workplace for years to come.

ATB contracted PLASTARC to engage in a three-phase process that would properly equip them for this transition. A multi-faceted evaluation campaign, which included plan analysis, leader conversations, an assessment of existing data, and visioning workshops, led to the creation of a strategic playbook for ATB's hybrid future that prioritized inclusivity and belonging. Intentional design strategies were also proposed for four pilot spaces, each of which was in a different building operated by ATB. Through recommended technology upgrades, real estate reconfiguration, policy adjustments, and multisensory designs, PLASTARC helped ATB foster a new workplace model and effectively explain those changes to its base of team members, who expressed enthusiasm for the project. Today, ATB has managed to downsize its real estate portfolio while expanding its hybrid workspaces.



Methods

- **Analyzed floor plans and programs** of existing workplaces
- Facilitated **visioning workshops** to determine expectations
- Held **leadership interviews** to ensure the project's scope aligned with the company vision
- Identified and validated **success metrics** according to ATB's needs
- Offered a range of **intervention solutions**, from complete refreshes to subtle adjustments



Key Values & Outcomes

- Supported a significant organizational shift from material and logistic-centricity to people-centricity
- Developed strategic site-selection criteria fusing these design considerations with additional objectives of reducing functional redundancy and silos