Today: Our well-being journey, workplace nudges, and a short brainstorming workshop
We are delivering a lot of health care...
Our book is based on behavioral economics - the concept of nudging choices.
Rex’s 3 Rules For Nudges

1. The nudge must be easy and cheap.

2. Nudges can be for good—or bad.

3. A Nudge is not a mandate.
   a. Putting fruit at eye level counts as a nudge.
   b. Banning junk food does not.
2013

The CBRE HQ project became the first WELL Certified corporate space.

It became ground zero to a revolution.

Denver, LA, SF, Rochester, MN, Phoenix, Dallas, Washington, DC
80% of total HC costs are dedicated to caring for the sickest 5% of patients.

Our journey involved

• 130 experts,
• 8 summits and
• 2 years work

Denver, LA, SF, Rochester, MN, Phoenix, Dallas, Washington, DC
80% of total HC costs are dedicated to caring for the sickest 5% of patients.

- 1984 = tipping point
- 50%+ have chronic disease
- 70% overweight or obese
- 80% of health costs
- 40% of graduates
- 7% increase per year
- No slowdown in sight
Healthcare could become 36% of the TOTAL GDP in the US by 2030.

Source: Dr. Michael Rotzen, Cleveland Clinic
10% = 80% $$$
15% of the 90%
Only 5% Change

COrporate wellness programs don’t work
Understated Cost

No ROI

95%

Can’t!

Direct = $700/year

Indirect = $1500 - $4000/year
Wellness is **BROKEN** and we need to **REFRAME**

**WELLNESS IS PURELY PHYSICAL HEALTH**
(reactive)

**WELL-BEING IS HOLISTIC: EMOTIONAL, COGNITIVE, PHYSICAL HEALTH**
(proactive)
The biggest enemy of WELL-BEING is STRESS
CORTISOL!
It is the GATEWAY to disease

THE EFFECTS OF HIGH CORTISOL LEVELS

All of which can contribute to an INCREASED CHANCE of HEART PROBLEMS.
Strategy: Domino Nudge Theory

The 95% Solution
3 Easy Things That Work for Everyone
Two *workspace* capabilities offer potential to **reduce** stress and nudge people towards well-being.

Design nudges are inexpensive and easy to implement.
Legibility uses **FIVE** design nudges

1. **Plan configuration**
2. **Landmarks and zones**
3. **Visual access inside and outside**
4. **Signage and graphics**
5. **Intention of spaces and furnishings**

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**1** Legible space is shown to reduce stress
User control reduces stress

NUDGE PEOPLE TOWARDS MORE CONTROL WITH:

- Height-adjustable work surface
- Monitor arm, work tools
- Ergonomic seating
- Moveable whiteboard
- Choice of work location, space type
- Refuge spaces to recharge
- Input to design process, mock-ups
We spend over 90% of our time indoors. This has a profound impact on our health, happiness, productivity + well-being.
THE RELATIVE RISKS AND REWARDS

PEOPLE
91-87%
$300/SF-$800/SF

ENERGY
1-3%
$3/SF-$8/SF

REAL ESTATE
8-10%
$30/SF-$80/SF
What determines the state of your health?

Your Social and Physical environment is the largest determiner of your health.

Why is “new” tough to integrate & implement?

New Ideas

Design

Concept
Schematic
Design Development

Last Project

Budget
Estimate
Early Procurement

New $
To date, most nudges have been through policy—how can we extend the idea of nudges to workplace design?

Design **NUDGES** for **WELL-BEING**
NUDGES FOR HEALTHY EATING CHOICES IN CAFETERIAS

• Use taller or smaller containers for food and drinks

• Keep salad bar open all day

• Display healthy foods in cafeteria at eye level; make desserts harder to reach

• Offer water as the default beverage
• Place full length mirror next to vending machine

• Locate unhealthy vending machines in basement

• Sticker on vending machine reading “1 snickers bar = 20 minute run”

• Provide reusable water bottles
Less than Coffee for a Year
WORKSHOP

Nudges, the good, the bad, the accidental, and ideas for change

• Policy, technology, workspace, cultural/viral
• Identify good, bad and accidental nudges that you have seen (your employer or elsewhere)
• Call out your best story
ELEVATE well-being