

WE MOVE: THE SERVICEPLAN GROUP ON ITS WAY INTO THE FUTURE

— KARIN MARIA SCHERTLER
/ CHIEF PEOPLE & CULTURE OFFICER, SERVICEPLAN GROUP
AXEL SCHÖRNER
/ HEAD OF CORPORATE REAL ESTATE MANAGEMENT, SERVICEPLAN GROUP

The dawn of a new era: In mid-2022, the Serviceplan Group will be moving into its new Munich headquarters – in a prime location, with open-plan, light-filled architecture and a flexible working concept. But how do you design an inspiring place that is conducive to creativity and innovative communication? A work-in-progress report outlining the most important stages.

Sneak preview: This is what the new House of Communication in Munich's Werksviertel district will look like.

In mid-2022 we will be writing a new chapter in our 50-year success story when the Serviceplan Group relocates to its new House of Communication (HoC) in Munich, which will also be the international agency group's new headquarters. Over 1,500 colleagues will move to the new offices in Munich's hippest neighbourhood – the Werksviertel – not far from the Ostbahnhof railway station, where they will be taking ÜberCreativity to the next level.

Under the title 'weMOVE', an interdisciplinary team – made up of internal experts, renowned architecture firm HENN and the activity-based working specialists from combine Consulting – will accompany the agency group every step of the way. The following progress report provides insights into pivotal milestones of this journey into the future.



Top: Colleagues can meet and relax in the 'Livingroom'.
Bottom: The 'Playground' in the cafeteria.

Wide open space: The atrium in the reception area.

August 2018

Seek and you shall find: After conducting two years of research and assessing 18 different properties, we finally signed the rent contract for the iCampus in Munich's new Werksviertel district. As well as being an attractive city-centre location for our clients and colleagues, it will provide enough space for us to grow in the future.

As the first tenant of the iCampus complex, which is still under construction by Rohde & Schwarz, we can have a major say in the interior and optimise it for our exact needs. We can't wait to move into an office with a great location, open, light-flooded storeys and a flexible working environment concept. The perfect conditions for us to cultivate our particular strength: integration.

July 2019

The starting signal is fired: We begin involving all managers to find out their basic requirements and present the first weMOVE milestones. Let the journey commence!

November 2019

Kick-off with the nominated weMOVE ambassadors and representatives from all agencies and shared service units. Our colleagues are prepared for their new role and the first questions are being answered. There's a great sense of anticipation in the air!

January 2020

weMOVE starts picking up speed. The extensive sub projects – site management, interior design, activity-based work-

ing concept, catering, digital HoC, internal communication and change, and lots more besides – are becoming more entwined. What is the most streamlined and effective way to organise such a complex mammoth project? Our approach is a combination of classic project management, transparent team communication via 15 MS Teams and tried-and-tested New Work methods. Our absolute favourite is the weekly Synch meeting (a slight variation on the Tactical meeting from the self-organisation framework Holacracy). Even with more than 30 participants and an agenda that often includes over 30 project updates and 20 ad-hoc items, we always manage to stay within the maximum timeframe of 60 minutes!

February 2020

With the support of all representatives, we analyse the activity and meeting behaviour of all agencies and units and pave the way for the future activity-based working concept. The new House of Communication offers a variety of ways to work. A large selection of furnishing and interior options makes it possible for the team to choose the ideal setting for either concentrated, communicative or collaborative work, depending on personal preferences and the task at hand – all rounded off by a choice of community areas.

March 2020

The pandemic is taking its toll. From here on in, all meetings are held virtually rather than in person. But thanks to MS Teams, Menti and Miro, all our feedback sessions, info events and workshops can still take place. And the work on the construction site continues to run like a well-oiled machine. With everyone adhering to the compulsory mask-wearing rules, we are able to make sure there are no delays.

May 2020

The ambassadors present their results. Since the beginning of the year, they have been developing initial ideas in small working groups for selected key interior pieces for the new House of Communication. HENN incorporates these ideas into the rest of the interior design planning.

July 2020

Our weMOVE team visits the construction site together for the first time! The demolition work has since been completed and the foundations for the first of three buildings are in place. The reason for their visit is the façade mock-up built for testing purposes. The façade was developed by Dutch architecture firm KAAAN. With a single window element measuring an impressive 8 x 4 metres, the new office will be flooded with natural light!

October 2020

At the existing office premises in the old House of Communication on Brienner Strasse, the weMOVE Studio is established: a large room, which is gradually fitted out with the materials, sample fabrics and furnishings picked out by HENN. In future, this area will serve as the weMOVE team's workplace for the ongoing furniture selection, and also as a workshop and showroom for the occasional in-person meetings (adhering, of course, to the COVID health and safety concept).

April 2021

All colleagues can follow the construction progress live 24/7 via the webcam. The shells of the three buildings on the iCampus are finally complete! And everyone is blown away by the amazing views from the rooftop terrace!

May 2021

The ambassadors finalise the general rules for ensuring a good working relationship on the shared storeys of the building. While we don't want too many rules, we know that a basic framework of guidelines is always useful.

July 2021

Due to COVID, our global kick-off event to mark the start of the new financial year takes place virtually. The highlight is our journey into the future. Thanks to modern technology and the architect's renderings, we present 'live' from the 'finished' iCampus. This means that every presenter is shown from a different room in the new office and 4,500 colleagues get the chance to look through the keyhole of the future House of Communication.

August 2021

The first workshops take place with the managers from each of the agencies and shared service units, who present details about the working options on "their" floors. And the final interior details are clarified before the furniture ordering process gets the green light. Due to the long delivery times, which have been exacerbated by COVID, we start placing the first orders.

September 2021

In his global Christmas address in 2020, CCO Alex Schill presented the Medal for Doing Awesome in the Pandemic Year in appreciation of the sensational team performance of all colleagues. The medal, which is engraved with the words "THE ONE FOR ALL AND EVER!" will be set into a paving slab at the entrance to the new House of Communication – in the very spot where all employees, clients and visitors enter the building – symbolising the foundations for all future team achievements in our new HQ.

November 2021

The preparations for the big move are in full swing and, thanks to the representatives, all colleagues are very well prepared. And together we are also making the most of the opportunity to have a good clear-out and declutter so we can travel light on the way to our new home!

To be continued



Right next to the offices, the loggia are the perfect place for a breather.