

The Future Workplace from an FM and HR Perspective

Facility Management, Workplace Experience, and Employer Branding together shape the workplaces of the future—environments that strengthen both employees and organizations. At Nordic Workplace 2025, a panel of HR leaders, moderated by Jessica Schmidt, offered a clear snapshot of how working life has evolved in the post-pandemic era.

The panel—Marie Ågren (Telia), Helena Fidan (Samsung Electronics Sweden), and Zorica Bodirosa (Tredje AP-fonden)—agreed on one thing: the role of the office has changed permanently.

Helena Fidan described how the modern workplace must encourage social interaction, problem-solving, and creativity: “By stimulating innovation and inviting creative freedom, performance can increase.” At the same time, the attractiveness of the physical workplace has become increasingly important in a hybrid work landscape.

Marie Ågren emphasized that the office must offer something remote work cannot: energy, momentum, and social connection. Zorica Bodirosa highlighted the particular importance of the office for new employees: “You need to let new employees marinate in the office environment—that simply can’t be done remotely.”

A Clear Strategy – the Key to Functional Workplaces

The panel agreed that future offices require clear, business-aligned strategies. Zorica put it this way: “It’s the only way to keep the organization together. You have to be clear about what the office is meant to contribute—especially since focused work is often done better at home.”

Marie stressed the need for consistent messaging and collaboration across departments. Helena emphasized that transparency around guidelines and hybrid policies is crucial for engagement. She referred to a Gallup study showing that organizations with clear hybrid principles have 25% higher engagement: “If everyone decides for themselves, the office ends up empty on Mondays and Fridays.”

Zorica noted that the pandemic has increased the focus on individual needs, but that clarity is still essential for the collective: “For the whole to function, clarity is needed.” Marie added that balance is also necessary for practical reasons—unclear expectations risk increasing stress for employees already juggling everyday logistics. “Freedom of choice is actually quite difficult for individuals to manage,” Zorica concluded.

Employer Branding and the Physical Expression of the Workplace

The office as a carrier of the employer brand is more important than ever. “A well-designed physical environment reflects the organization’s values,” said Helena. Marie pointed to the risks of uneven quality between headquarters and local offices, while Zorica observed that the need for meeting rooms has increased as digital meetings have become more common.

Moderator Jessica Schmidt raised the question of how much space is really needed. It’s not necessarily about larger offices—but smarter ones. “On home-working days, people take all their digital meetings. Meeting policies need to be clear,” Helena summarized.

New Demands on Leadership

Hybrid work places higher demands on local leadership. Organizations need cross-functional collaboration between HR, IT, FM, and property management to create attractive workplaces.

Zorica called for a more systematic approach to work environment management: “Make use of existing forums in a natural and clear way.”

Challenges and Opportunities

Technological shifts and changing behaviors create both opportunities and new demands. “You need to invest in new technology that simplifies collaboration—it just has to work,” said Helena.

Marie emphasized the importance of workplaces that promote health through thoughtful design. Helena closed with a message that captured the panel’s shared perspective: “Listen to and involve employees—make them internal and external ambassadors.”