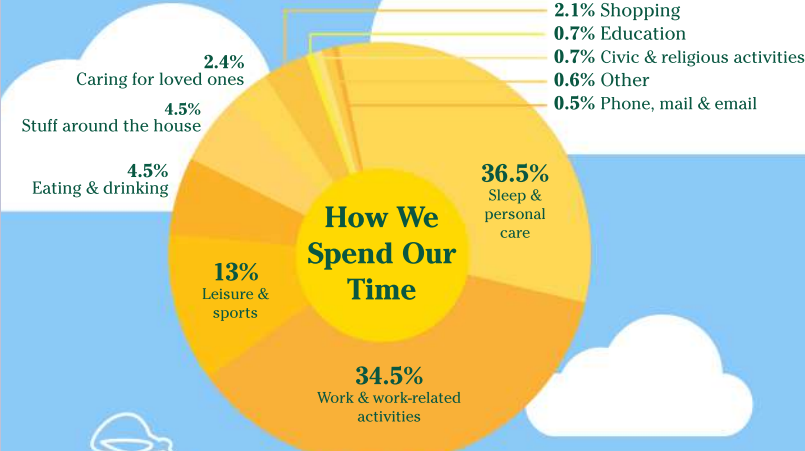


Working Outdoors

Leads to More Creativity, Productivity & Happiness



Nearly half of our time inside is spent working



The History of Human Work

300 years ago
Rise of indoor work

With the rise of factories and manufacturing, the Industrial Revolution marks a major turning point toward indoor work.

2M years ago
Beginnings of "work"

Homo erectus and early humans spend time making tools, hunting, gathering, farming, crafting, building, etc.

40 years ago
Cubicles appear

Companies see inexpensive, modular dividers as a means to increase efficiency and productivity.

20 years ago
Open office plans

Tech companies break down walls to make their employees happier, more inspired and engaged.

The Benefits of Working Outside

300% Increase in Creativity
In a Stanford University study, participants who walked outside for 15 minutes came up with 3X the ideas of participants sitting indoors.

50% Increase in Work Performance
According to a study between researchers at the University of Kansas and University of Utah.

92% of People Feel Happier Outdoors
According to the responses of over 1,000 peoples surveyed by L.L.Bean.

10 years ago
Coworking spaces

Remote work, the gig economy and an emphasis on work-life balance give rise to workplace flexibility and coworking spaces are born.

But do people want to go outside?

To find the answer, L.L.Bean conducted a research study, in association with workplace expert and best-selling author Leigh Stringer and leading co-working innovator Industrious, to better understand people's relationship with the outdoors when they're at work.

✓ Yes

87% of people enjoy spending time outdoors⁵

86% of people want to spend more time outside during the workday²

77% of people have access to outside space at work⁵

95% of people experience a decrease in stress outside⁶

✗ Yet

88% of people spend less than 1 hour outside during workday⁵

92% of people only get outside to escape work, instead of integrating it with work³

70% of people usually eat lunch at their desk⁴

65% of people say their job is the biggest barrier to spending time outdoors⁵

Bring the Outside into the Workday

Research shows you don't have to go far or spend long outside to get the benefits. Just getting outside and walking for 5 minutes at a time improves both mood and self-esteem.⁷

Work Outside Tip: A Fresher Outlook

Make your workplace's outdoor space bookable on email and the company calendar. Just having it as a possibility will motivate people to join in and get outside for meetings.

Work Outside Tip: All Fresco Feedback

Try sharing feedback with an employee on a walk around the block, in the fresh air. It's the perfect way to give feedback in a de-stressing environment, and walking together in a single direction helps keep the conversation future-focused.

Work Outside Tip: Tech-Free Timeouts

One way to get even more of a focus boost from the outside: leave the devices inside and connect offline.

Be More Productive

Work Outside Tip: Brainwrite Outside

"Brainwriting" is a rapid idea generation technique where participants rewrite and add to each other's ideas. Pair it with the brain boost of the outside, and your next brainstorm could become a downpour.

Work Outside Tip: Blue Sky Brainstorm

We generate more and better ideas outside. Try taking your brainstorm outdoors and watch the ideas pour forth.

Be More Creative

Work Outside Tip: Outdoor Presentation Preparation

We remember more when we rehearse outside. Try hosting important presentation rehearsals outside to make the most of nature's extra memory boost.

Work Outside Tip: Fresh Air Fridays

77% of people regularly eat lunch at their desks. Taking perks like catered lunches into the fresh air and having regularly scheduled picnics will break the routine and make lunch breaks even more healthy and fulfilling.

Be Happier

Work Outside Tip: Outerviews

Put the view back in interview by hosting them outside. It will reduce participant anxiety, feel like more neutral territory and encourage open dialogue in the open air.

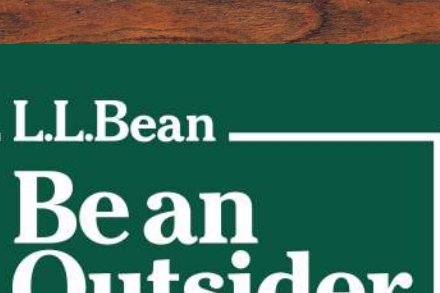
Work Outside Tip: Outdoor On-Boarding

Welcome new hires by holding parts of the on-boarding process outdoors. It will put existing and new employees in the perfect headspace to start new relationships.

If it's outside, we're all in.

We believe not a day should go by without letting the outdoors work its magic on you. After all, work isn't just a place we go – it's a thing we do.

For more tips that can help you work outside every day, visit BeAnOutsiderAtWork.com



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Sources

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- ³ Creativity in the Wild: Improving Creative Reasoning through Immersion in Natural Settings, Ruth Ann Atchley, David L. Strayer, Paul Atchley
- ⁴ Give Your Ideas Some Legs: The Positive Effect of Walking on Creative Thinking, Marily Oppezzo and Daniel L. Schwartz
- ⁵ L.L. Bean 2018 Work and the Outdoors Study
- ⁶ Mind Journal, Oxford Academic
- ⁷ Green exercise may be good for your head, Robin Meija, Journal of Environmental Science and Technology
- ⁸ The Cost of Interrupted Work: More Speed and Stress, Gloria Mark, Daniela Gudith and Ulrich Klocke