# Optimizing workspace design in GCCs: Balancing innovation, collaboration, and well-being

Keywords: Workspace solutions, Workplace solutions, Workplace of the future, GCCs, Workspace solutions for GCCs, Employer branding solutions, Workspace design, Solutions for modern GCCs

What’s your general perception when anyone asks about a work environment?

It’s definitely not laying out rows of desks, chairs, and hanging multiple whiteboards. Right? It’s about people, interactions, shared perspectives, and creating a diverse and safe space that encourages innovation and growth. Reinforcing the point, workspace designs are one of the key aspects that GCCs focus on apart from talent and technology.

Today, GCC model of growth is not adapted just to save on costs. They are becoming spaces where innovation happens, strategies come to life, and great talent wants to stick around.

The way a workspace is designed actually matters, more than we think. It doesn’t just shape how people get their work done, it affects how they feel, how they connect with others, and how freely ideas can flow.

**Collaboration is ‘more than’ just booking a meeting room**

At the core of every thriving GCC are people who come together, work, share, and ambitiously innovate. But it doesn’t happen spontaneously just because they gather in the same space. The environment needs to be made more open, accessible, safe, and inclusive.

Open spaces for collaboration, quiet corners for deep thinking, and casual breakout spots where ideas can just flow. Today’s GCCs are moving away from conventional models like rows of fixed desks, but leaning towards spaces that shift with the way teams actually work. When people can choose how and where they work best, the magic tends to follow.

Factors such as network connectivity, IT infrastructure set-up undoubtedly have a critical role to play, but so does culture and employer branding. The GCC premises need to resonate the tone of the parent organization and speak the same language.

**Designing for innovation? It is all about ‘flexibility’**

Let’s be honest, there is no single magic formula for great ideas. Sometimes it’s a quick chat by the coffee machine, or it’s heads-down focus, or some other times it’s a team huddled around a whiteboard for hours. That’s why workspaces need to be just as flexible as the people in them.

For instance, if your organization encourages creativity and spontaneity, your floors must display whiteboards that invite quick sketches, or shared spaces that spark those instant chats. Your break rooms, coffee machine spots, or lounges, need to speak the same word what your brand speaks.

**Making ‘Employer Branding’ intentional**

Your GCC workspace should reflect your employer brand in a way that feels authentic and intentional. While you do so, it’s important to bring in the local nuances into play; like diverse teams working together, visuals that celebrate team milestones, or sustainability efforts that surpass geographies. It’s these thoughtful touches that turn a workplace into a culture-first experience.

Today, an increasing number of companies are starting to care about factors like mental health and well-being. Things like inclusive spaces, quiet wellness rooms, comfy seating options, and even just giving people a chance to take a breather all go a long way in showing your team that they truly matter.

**Workspaces that go beyond just IT infrastructure and network connectivity**

Every industry number and market analysis shows that the demand for GCCs is on the rise, which means, there is growing demand for workspace solutions.

While commenting on the growing space demand for GCCs in India, Sumit Lakhani, Deputy CEO at Awfis, had [mentioned](https://www.etnownews.com/real-estate/how-coworking-space-is-supporting-gcc-in-new-market-explains-sumit-lakhani-of-awfis-space-solutions-exclusive-article-113479144), “The demand for office space from GCCs is expected to grow significantly, with projections indicating a rise from 19.69 million square feet in 2023 to 26 million square feet by 2027, as per the Knight Frank India - 3AI report. In the initial stages, GCCs often require smaller spaces of around 50 seats, however, their demand increases rapidly to 250 seats within a year as they scale operations.”

Having a robust IT infrastructure with the needed connectivity and tech back up is a must, but building a welcoming culture that derives values from your core messaging is equally key. Hence, working with a trusted partner who can deliver both is crucial for your GCC.

At Enablr, we help you reimagine workspaces where your teams can connect with your core brand values. From designing what fits you to integrating the right tech, we make sure your capability centre is ready to take on your next move.