Airbnb - Optimizing Ergonomics in a diverse environment
Speakers

Matt Lowe
Global Health and Safety Manager
Airbnb

Richard Gray
CEO
Brightday
AIRBNB - A WORLDWIDE DISTRIBUTED WORKFORCE

Operates in every country except Antarctica... Offices in 34 cities.

7M+
Airbnb listings worldwide

100k+
cities with Airbnb listings

220+
countries and regions with Airbnb listings
UNASSIGNED WORKSPACE ADVANTAGES

Office Community
- Energy
- Buzz

Space Planning
- Utilization
- Scalability
- Flexibility

Standardized Workstation
- Cleaner
- Neater
UNASSIGNED WORKSPACE CHALLENGES

ADJUST
- Desk height
- Chair height
- Seat pan depth
- Monitor position
- Keyboard position

FIND
- Foot rest
- Laptop tray

DISTRACTION

NOISE

ISOLATION
ADVANCED ERGO PROGRAM
EQUIPMENT

Touch-points throughout lifetime
Onboarding to workforce

- Initial workstation assessments
- Short, easy to understand education options
- Allow equipment request any time
- Provide feedback
ADVANCED ERGO PROGRAM
EMPLOYEE INTERACTION

Architecture
Workspaces and workflow

Education
In-person (Workshops etc.)
Videos on demand short, clear & sweet

Outreach
Visually compelling and modern

User Centric
Engage and solve real problems
THE PAIN POINTS

Pre-crisis numbers
What now?

86% of U.S. workforce sit at work ¹

7 hours per day sitting for an average desk worker²

Back pain: the biggest disease burden in developed countries³

149M work days/year in the US lost to back pain costing $100-200bn/year⁴

¹ The American Journal of Epidemiology (2010); ² Institute for Health Metrics & Evaluation (2013); ³ Microsoft (2013); ⁴ WHO Background Paper 6.24 Low back pain 2013 Direct & Indirect Costs
CRISIS IMPACT

Longer Days  The working day is getting longer as more people work remotely

- Working week before March 11
- After March 11

40% increase

12 Hours /day

Source: NordVPN

Bloomberg
WORK FROM HOME

40% longer work-days + sub-optimal work-stations
Can we still deliver advanced ergonomics?

Equipment

- Initial workstation assessments
- Allow equipment request any time
- Provide feedback

Employee Interactions

- Education
  - In-person (Workshops etc.)
  - Videos on demand short, clear & sweet
- Outreach
  - Visually compelling and modern
- User Centric
  - Engage and solve real problems
Phase 1: Three month rollout

- Security & Privacy Review
- Promotional Videos
- Email Campaign 1.0
- In-person Interviews
- Town Hall - Neighborhood Desking
- Wellness Fair

- Jean Couch Posture Workshops
- Integrate with Existing Ergonomic & Wellness Service Providers
- Email campaign 2.0
- Posture month
QUESTIONS?