

# DESIGNING INSPIRING WORKPLACES

In today's competitive environment, those responsible for workplaces are implementing new ways of enhancing the performance of their business; seeking solutions that help attract and retain talent.

The layout, look & feel of the workplace play a big part in this process, by translating an organisations culture, values, work flows & processes into its physical landscape.



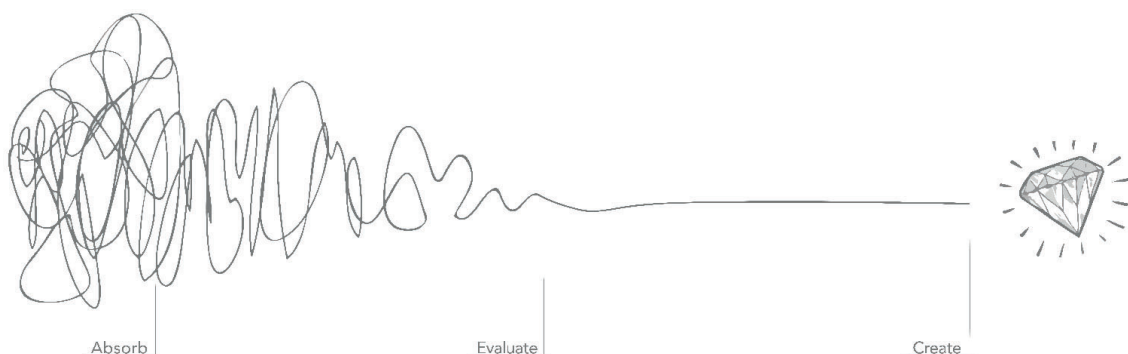
## OUR APPROACH.

For us the workplace design process begins with fully understanding the critical requirements of an organisation, including the project drivers & desired outcomes. Our approach is also evidence based, whereby solutions are based on user activities, team dynamics & corporate culture.

We commence the design stage by absorbing any pre-existing briefing information, produced by us during the strategy/briefing stages, or inherited from previous studies or client requirement documentation.

This information is evaluated, by way of developing & exploring solutions based on this data - This is an iterative & co-creative process, whereby proposals are tabled at regular interim reviews, providing a feedback loop, for discussion, evaluation & development.

This approach provides us with a solid foundation & framework in which to explore & create innovative design solutions, based on an agreed set of criteria.



## ABSORB.

In addition to absorbing any pre-existing briefing information, we will review & assess existing workplace layouts, with regards to understanding:

- Current ways working
- What is deemed successful
- What should be done differently
- What is to be retained
- Lessons learned

The team will also review potential buildings in order to understand elements that may affect any design proposals, such as:

- General specifications & building fabric
- Building orientation/grid/columns/circulation
- Access & landlord facilities
- Levels & ceiling heights



GIA	CORE	NIA	SBD NIA	SBD DESK QTY	SBD DESK DENSITY
1482	173	1309	710	85	8.35

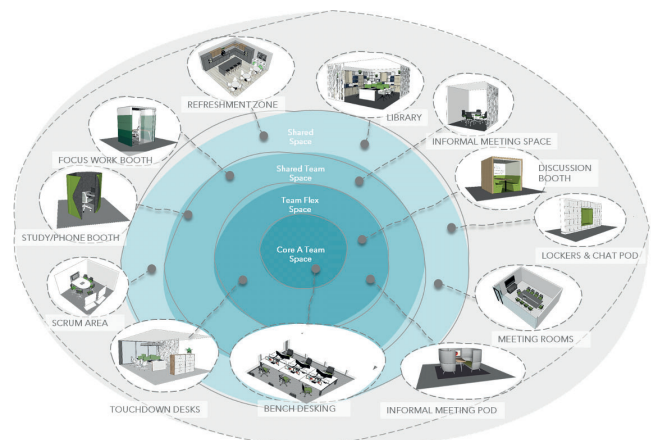
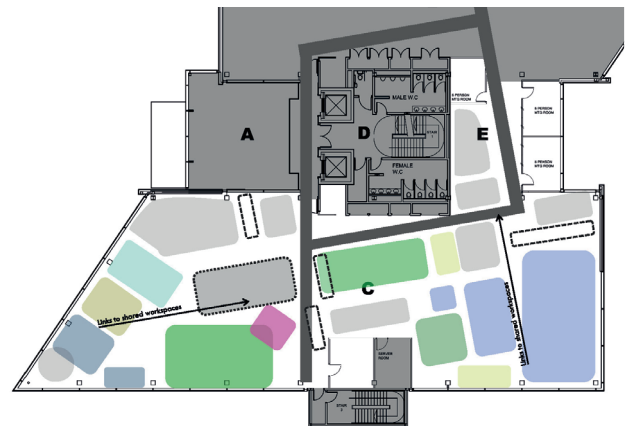
## EVALUATE.

At this stage we will propose optimum locations of facilities & work zones, focussing on cross collaboration areas in between designated team zones and the physical/visible communication routes within the area.

It is here that we introduce work settings, overlaying furniture solutions allocated according to work styles. These work settings are tailored to each teams needs whilst ensuring that flexibility in design is key to enable future flexibility.

This is an iterative & co-creative process, whereby concept layout solutions are tabled at interim reviews, providing a feedback loop for discussion, evaluation & development.

It is at this stage that we can also start to explore prototypes & test the furniture solutions with the wider business & end users.



## KEY BENEFITS OF EVIDENCE BASED DESIGN

- The workplace is fully optimised - Effective, efficient & future proofed
- Work flows & activities are fully supported by the physical environment
- Organisational culture is embedded in the fabric of the design solution

## CREATE.

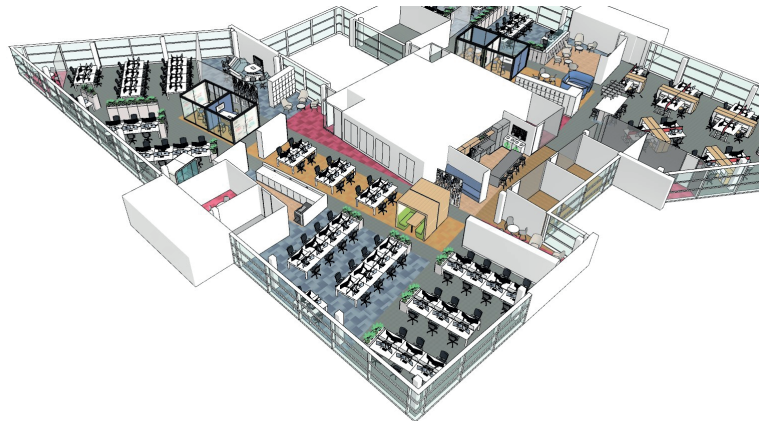
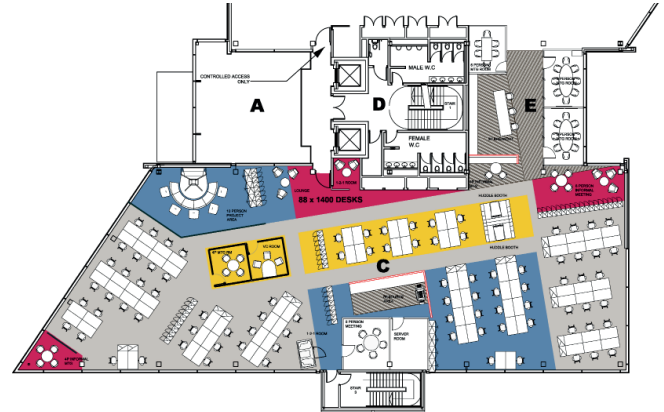
Mapping the facilities & teams onto the floor begins to highlight the qualities and design opportunities of the proposed space and initiates the concept design stage.

Once the layout is agreed, we will develop detailed space plans that incorporate the proposed work settings, in order to ensure best fit & inform the overall design scheme.

It is at this stage that we connect all the elements & start to review the space in 3D, by way of sketch visuals & illustrations, in order to develop a cohesive design solution & assist in communication to the project team & wider business.

The 3 dimensional approach allows us explore the integration of all junctions & surfaces in order to further develop the furniture, fixtures & finishes.

The level of detail provided at this stage is suitable for Building Control assessment & developing initial costs.

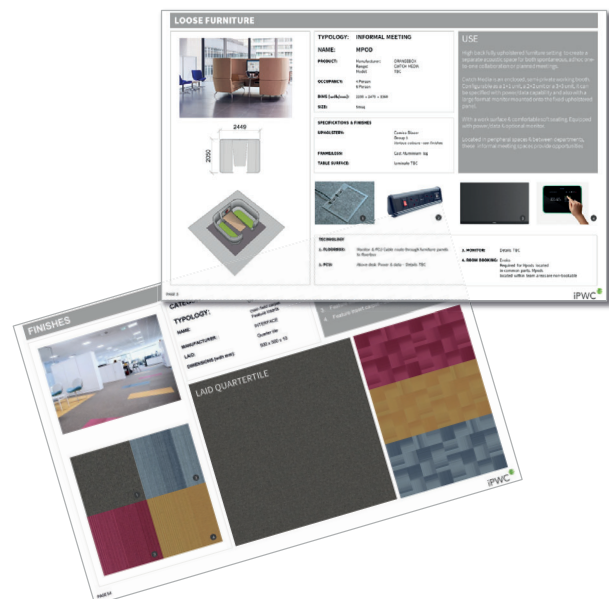


### Style Guide

The purpose of a style guide is to offer the level of information necessary to ensure continuity for any future workplace projects, to assist the end user in navigating the space & to cost the proposed scheme.

The document consists of a series of chapters including;

- The Principles of the design & layouts
- The typologies of the work settings and spatial planning considerations
- Type of activities and use associated with the settings
- Brand & colour palette
- Finish specifications
- The range of products that can be used to deliver the various work settings
- IT / AV / Services
- Other FF&E items used to complement the work settings



## KEY BENEFITS OF OUR APPROACH

- Our people-centric design process ensures that our solutions work for the end user
- The process provides a solid foundation & framework in which to explore & create innovative design solutions
- Each stage is reviewed, evaluated & agreed by the project team before progressing to the next, providing a coherent audit trail & feedback loop



## WORKPLACE CONSULTANCY EXPERTS

Creating inspiring, people-centric workplace design

Delivering design solutions that actually work

Enabling innovation & success for our clients through their work & place



**Marissa Wallder**  
**Associate Director Workplace Strategy & Design iPWC Ltd**

An interior designer, with over 20 years experience in workplace design. Marissa brings creativity, intrinsic critical thinking skills & a collaborative approach to every project she participates in - taking pride in creating great spaces that work for stakeholders & users alike.

Marissa has an in-depth understanding of work spaces & works with organisations to define requirements, exploring opportunities to ensure that their culture & processes are fully aligned & supported. Allowing people to focus, collaborate, develop solutions & exchange ideas, reflecting brand, values and vision of the business & a place people want to come to work.



**Mbali Chaise**  
**Senior Workplace Strategy & Design Consultant iPWC Ltd**

A skilled & passionate workplace consultant, specialising in design, workplace strategy, management consultancy & organisational change. She has experience in implementing successful workplace change initiatives through the medium of strategic spatial design & behavioural change within the private sector, spanning various industries, including banking, media, retail & pharmaceutical.

Her specific skill set, lies in helping organisations craft a bespoke plan of action for their desired business aspirations; developing strategic briefs, creating workplace guidelines & design solutions & enabling organisations to effectively adopt the behaviours required to embrace their new ways of working.



**Mark Bradshaw**  
**Director iPWC Ltd**

Mark enjoys nothing more than being involved in complex property and workplace projects requiring senior stakeholder engagement and management when creating or implementing estate strategies or agile working initiatives.

Mark has extensive experience of strategic real estate and workplace programme, project and operational management. This includes directly supporting many UK government departments in addition to working across the professional, technology, defence, financial and legal service sectors.



**David George**  
**MD iPWC Ltd**

David's real passion is helping organisations create great places to work for their people, and doing it in a way that's best for both the employees and for the business - based on evidence. David has extensive experience in defining, developing and designing real estate and workplace strategy and change projects for occupiers.

David is equally at home working with the C-suite, engaging and securing support for a major project, initiative and strategy or enabling delivery teams.

## OUR SERVICES



### REAL ESTATE STRATEGY:

We work at C-Suite level to determine the business strategy and how much space they need, where it should be located and configured and establish a business case for optimisation and implementation.



### WORKPLACE STRATEGY & DESIGN:

Supported by our range of proven online engagement tools alongside deep business engagement to help model the future way of working & create flexible, production enhancing working spaces for employees so that they can perform to their full potential.



### CHANGE MANAGEMENT:

Helping to define the vision and going deeper with your employees, so that they engage with the significant changes and thrive in their new working environments.

We are fortunate to work with leading businesses in all corners of the globe. As a result of delivering exceptional results throughout the UK, US and Middle East, we've earned the privilege to align with companies of all sizes across countless industries.

