

Workplace Strategy



Workplace strategy is the process by which data or other evidence is used to inform decision-making about the quantity, quality and purpose of space, ensuring it measurably contributes to the performance of organizational and business goals.



1. DEFINE/DECIDE

At this stage, an organization has a variety of options to consider. Scenarios defining potential futures, why space matters, how much is needed and what type of it makes the most sense to support people and organizational goal should be evaluated.

Various workplace strategy approaches illustrate the impacts of supporting people in new and/or different ways and may result in distinct space requirements. This process enables an organization to determine an efficient and effective go-forward plan.

2. DESIGN/DELIVER

Once a go-forward strategy for the portfolio and space occupancy has been established, detailed parameters for how space, technology, policy and protocol will support people must be determined. Often this involves the identification and selection of a design partner.

Transwestern works with each organization to translate its workplace vision, prepare documents and help execute an RFQ/RFP selection process. We also serve as a client advocate through design to maximize the success of occupancy.

3. DEEPEN/DEVELOP

When organizations have occupied space for some time, it is typical for needs to change in one form or another: headcount, mission, organizational or departmental structure, support functions, etc. Ensuring the space occupied continues to meet the needs of the organization and its people is Transwestern's focus during this stage.

Quantifying the performance of space based on organizational and employee needs and making recommendations for improvement, allows the workplace to function as an effective and supportive business tool.



VISIONING



PORTFOLIO/
OCCUPANCY
STRATEGY



TEST FITS



DESIGN PARTNER
RFQ/RFP ADVISORY



POST-OCCUPANCY
EVALUATIONS



BENCHMARKING/
RESEARCH/TREND
REPORTS



MACRO SPACE
PLANNING &
PROGRAMMING



BUILDING
APPRAISAL



FURNITURE
STANDARDS
DEVELOPMENT



PROJECT &
CONSTRUCTION
MANAGEMENT



EMPLOYEE
WORKSHOPS



CHANGE
MANAGEMENT

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