



Building a Workplace Performance Dashboard and Decision Support Tool

Invitation to Participate

Why the Need for This Project?

Workplace strategists today are faced with a dizzying number of choices about where to locate office facilities and what kinds of working arrangements to offer their employees – whether they be assigned workspaces, touchdown facilities, work-at-home programs, and/or full-time remote work arrangements.

Others have suggested that it is virtually impossible to link workplace design to either workforce behaviors or business performance. Yet real estate and facilities professionals have long sought standardized measures of workplace effectiveness that will improve their decision-making, their communications with senior business executives, and their contributions to organizational success.

We are convinced that meaningful, reliable performance metrics can be developed. More importantly, a comprehensive workplace performance dashboard and decision support tool will enable senior business executives to assess workplace strategies and to make decisions about facilities and workforce support in a far more accurate and comprehensive way than they can today.

We are proposing to form a consortium dedicated to developing a workplace performance dashboard and embedding the underlying analytic model in a decision support tool that will enable business executives to understand the economic, social, environmental, and business consequences of specific workplace decisions. Partnering with others accelerates learning, enlarges the available knowledge base, and reduces costs dramatically.

Companies participating in this project will enjoy “first mover” advantage in their competitive workplace strategy decisions. The measurement tools we produce will become the foundation of a rational decision process for making choices about workplace locations, policies, and facilities design, and for assessing the **bottom-line business impacts** and **environmental outcomes** of those choices.

Flexibility, sustainability, and workforce engagement are the watchwords of business performance today. The metrics and tools produced by this project will give your company the capability to make effective strategic choices – **before your competition does or regulation forces you into a corner**.

Executives desperately need a comprehensive tool for accurately predicting and tracking the outcomes of workplace design decisions.

Sponsorship Opportunities

We want to discuss both shared and exclusive sponsorship opportunities with global and/or regional organizations, including both “end users” who are interested in developing standardized workplace performance metrics and product/service providers who are seeking to strengthen their business development capabilities in this marketplace.

Sponsors will:

- ◆ help define the tool design criteria and guide development process;
- ◆ participate actively in developing the analytic model and translating it into a practical tool;
- ◆ be identified clearly as Project Sponsors in all public communications about the project;
- ◆ have early access to a powerful new decision support tool for making critical strategic decisions about workplaces, the workforce, and sustainability;
- ◆ have the right to use the workplace performance dashboard, in partnership with Work Design Collaborative, both internally and in their communications with external stakeholders and other audiences for a period of one year following publication of the final report at no additional cost

A Workplace Performance Dashboard and Decision Support Tool

We will work together with project sponsors to turn four critical dimensions of workplace performance into a formal analytic model, strategic planning roadmap, and a decision support tool:

- ◆ Economic
- ◆ Environmental
- ◆ Social
- ◆ Business

We intend eventually to embed the specific performance measures we select – and the variables that drive them – into a software-based decision support tool that can be customized to any organizational size and workplace portfolio configuration. It will also be adaptable for different roles in the organization. This initial project will produce detailed design specifications for the decision support tool.

Specific Deliverables

The project will produce four specific deliverables

- ◆ An analytic model with specific performance measures in all four key areas
- ◆ A detailed assessment/analytic “roadmap” for developing a workplace strategy
- ◆ Detailed design specifications for a software-based decision support tool
- ◆ A final report laying out the analytic model and the strategic planning process

As with our previous multi-client development projects we are offering sponsoring organizations a one-time license to use the intellectual property (i.e., deliverables) produced by the project for their internal use for a period of one year following completion of the project. WDC reserves the exclusive right to license the intellectual property to external organizations and third parties.

We intend to launch the project in February 2009, with a target completion date of September 1, 2009.

Benefits of Participation

- ◆ increased knowledge of how workplace design impacts sustainability, workforce performance, and bottom-line business results
- ◆ increased workforce attraction, retention, and engagement – especially with millennials and other younger workers
- ◆ accelerated learning through shared knowledge and experience exchange
- ◆ significantly reduced cost of development
- ◆ active participation in the design of the analytic model and workplace planning process
- ◆ “first mover” advantage; access to the dashboard well in advance of other firms and at a significantly lower cost
- ◆ based on our previous work we estimate that sponsors will receive a minimum of a 20X return on investment for participation in this project

Sponsorship

Eight organizations belonging to the [Workplace Innovation and Performance Network](#) are already committed to participate in the project (including Accenture, Hewlett Packard, Herman Miller, SCAN Health, TriZetto Software, McKesson, ExxonMobil, and the GSA). We are now seeking a minimum of twelve additional sponsoring organizations to join the project at a sponsorship fee of \$15,000 each. The project will not begin until at least ten additional sponsors commit to participate.

Contact Information

Please contact us for more information, including a detailed prospectus and work plan, and to discuss your participation in this groundbreaking project.

Dr. Charles E. Grantham

+1 928 771 9138 voice
+1 928 771 9138 fax
+1 928 533 9149 mobile
charlie@thefutureofwork.net

Dr. James P. Ware

+1 510 558 1434 voice
+1 510 558 1431 fax
+1 510 206 8147 mobile
jim@thefutureofwork.net