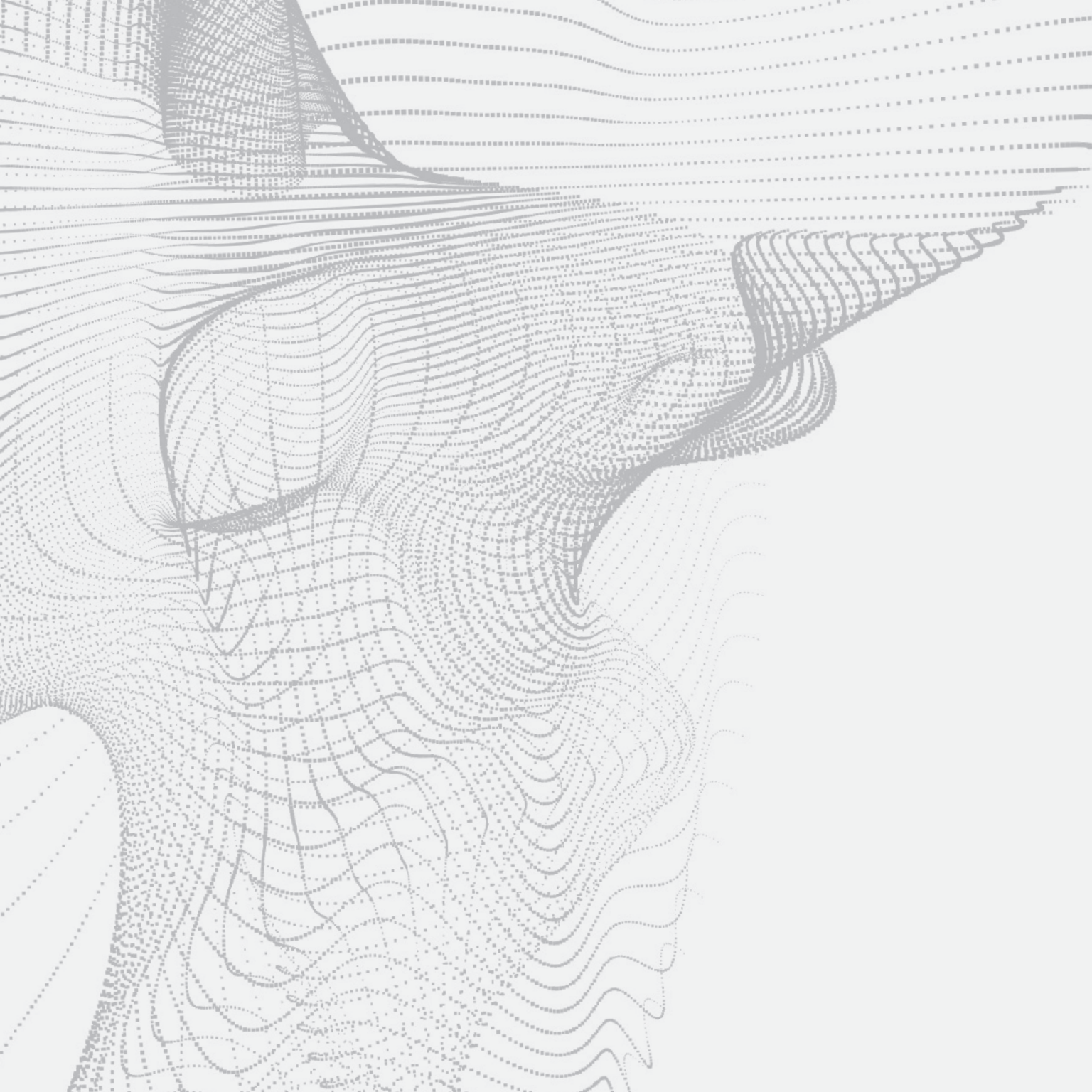




## Furniture Strategy

Allowing your  
furniture to  
maximize your  
business



# Integrated Project Services

## AT CORGAN, WE VALUE AGILITY IN PROBLEM SOLVING.

We listen to understand, evaluate, and challenge research, and are attuned to all that's going on in the world. Using our integrated project services model, we build responsive teams comprised of designers, researchers, and experts in trends, communication, and strategy. Together, beautiful and hardworking solutions are created for your company.

## Furniture Strategy

Furniture strategy is a plan of action designed to maximize the potential of your business with the physical tool that your team members interact with most: **furniture**.

### WHAT DOES THAT REALLY MEAN?

A well planned furniture strategy can boost organizational goals such as recruitment, employee retention, enhanced productivity, and creativity. It supports the work, the worker, and the technology used perform the work. It can make or break a great design. As furniture specialists, we know that understanding your mission, vision, work style, and culture is just as important as meeting your project schedule and budget.



# Furniture strategy and services

Furniture services are simple, but the way to give your organization a step up is through an intentional, custom strategy that allows your furniture to work for you and support your business goals. From productivity and efficiency to user experience and employee empowerment, your furniture strategy has the ability to take your workspace to the next level.

## Furniture Services

- Request for proposal
- Budget
- Showroom tours
- Value engineering
- Order and entry
- Punch list

## Furniture Strategy

- Enhance user experience
- Employee attraction
- Employee retention
- Employee empowerment
- Enhance asset management
- Increase space utilization
- Facilitate group work
- Facilitate divergent thinking
- Increase productivity
- Create a welcoming environment
- Provide a variety of meeting spaces
- Create privacy
- Provide choice and control
- Enable mobile work
- Reduction of storage
- Multi-purpose spaces
- Technology integration
- Flexibility for the future
- Effective use of space
- Reflective of mission, culture, values, and brand
- Home-like environment
- Hard-working spaces
- Increase collaboration
- Focus on health and wellness
- Improve ergonomics
- Increase engagement
- Brand expression
- Nurture creativity
- Facilitate knowledge transfer
- Improve efficiency
- Facilitate purpose at work

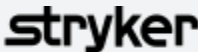
# Where We've Done It

Corgan has provided furniture strategy for a diverse group of clients. We have the ability to work with a varied team of decision makers, colleagues and consultants to solve problems and achieve successful, high-quality results for you.

Selected and specified

6M<sup>+</sup>

SF of furniture in the last four years



Selected and specified more than

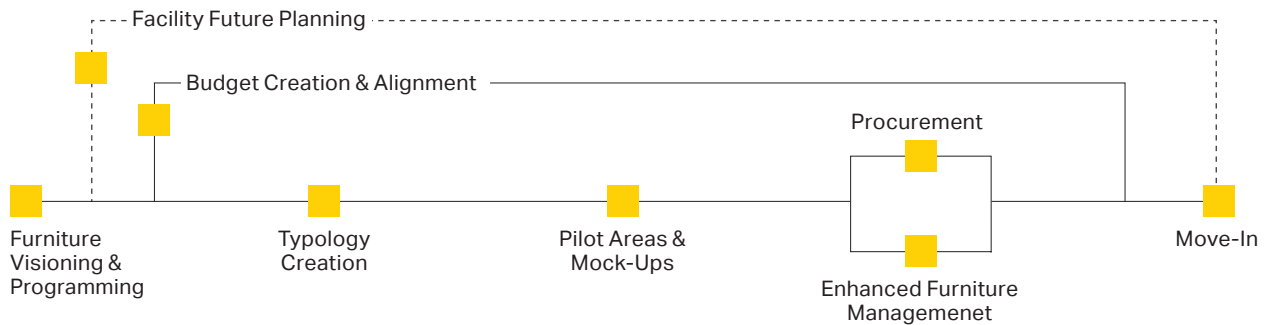
\$150M

of furniture in the last four years



# Our approach

At Corgan, our approach to furniture strategy is unique — we not only take the immediate project goals into consideration, but also your ongoing and future organizational goals. In order to create a strategy that is customized for you, we have to understand what has worked and what has not, as well as the goals for your project and organization. By integrating and knowledge sharing with the workplace strategy and design teams, we are able to understand how to create a space that will not only be effective, but help you achieve your goals. First, we will meet with a select group from your organization to understand the furniture-specific details, then we will start to formulate the outline of a strategy to meet the hierarchy of your goals. This strategy is a map for all partners in the project to understand where we are going and how are we going to get there.



## **FURNITURE VISIONING & PROGRAMMING**

A guided conversation to help us understand the needs and goals around furniture.

## **BUDGET CREATION & ALIGNMENT**

The ability to create high-level budgets early on is critical, and understanding financial borders and what areas may have opportunities for value will help us design a solution that is right for you on all levels. We can also help you validate a budget if one has already been established.

## **TYOLOGY CREATION**

We will create work-style typologies that allow all your employees to do their best work.

## **PILOT AREAS & MOCK-UPS**

Pilot areas and mock-ups are actual spaces created to gain a better understanding of the needs and wants for your future workplace. From these, we'll gather feedback from users to influence the overall furniture strategy.

## **PROCUREMENT**

We are here to help with your RFP approach and goals, as well as leveling, evaluations, and recommendations. We know that leasing versus buying opportunities can be confusing. We have experience in a large range of project procurement packages, and have global partnerships we can leverage.

## **ENHANCED FURNITURE MANAGEMENT**

We will assist you with dealer management and the coordination of your furniture installation. We act as your pre-installation project liaison and manage risk, as well as post order entry. Post installation, we will do an assessment and recommendations for "Day Two" to help recalibrate, if needed.

## **FACILITY FUTURE PLANNING**

Forward-thinking and planning for furniture densification, free address planning opportunities or other methods of future proofing. Planning furniture quality and types based on lease lengths and long term organizational goals is critical. We develop standards for broad organizational use versus singular project use and evaluate asset management goals for reconfiguration or use in other markets or facilities.

# Toyota North America Headquarters

2.1 million SF — 7,000 Employees in this Facility

## Utilizing a kit-of-parts for maximum future flexibility.

From the onset of the project, Toyota's goal was "Connected." Being focused on continuous improvement, which includes the ability to be flexible and change as their business evolves, Corgan created a typology of work styles specific to Toyota. We developed a 13-piece, reconfigurable kit-of-parts which could be customized for eight different work styles. Toyota opted to narrow down the offering to four types: Universal,

which would accommodate most team members; Storage, best for those work groups that required paper, such as HR or legal; Collaborative, ideal for groups that need immediate access to adjacent team members, such as sales; and Object, for team members that have objects or parts, such as engineers.





## FURNITURE STRATEGY

- Pilot program at their temporary location
- "Kit-of-parts" solution
- Multiple project RFP coordination
- Robust A/V and furniture integration



# Blue Cross Blue Shield C1 Innovation Center

31,000 SF — 86 Employees in this Facility

## Merging innovation with hospitality in a new, unique concept.

When starting the furniture process for this project, one of Blue Cross Blue Shield's primary goals was to create a space unlike their others. The innovation center was a unique concept and even BCBS was not 100% sure how this space would function. In order to create something different, we had to understand how BCBS was currently

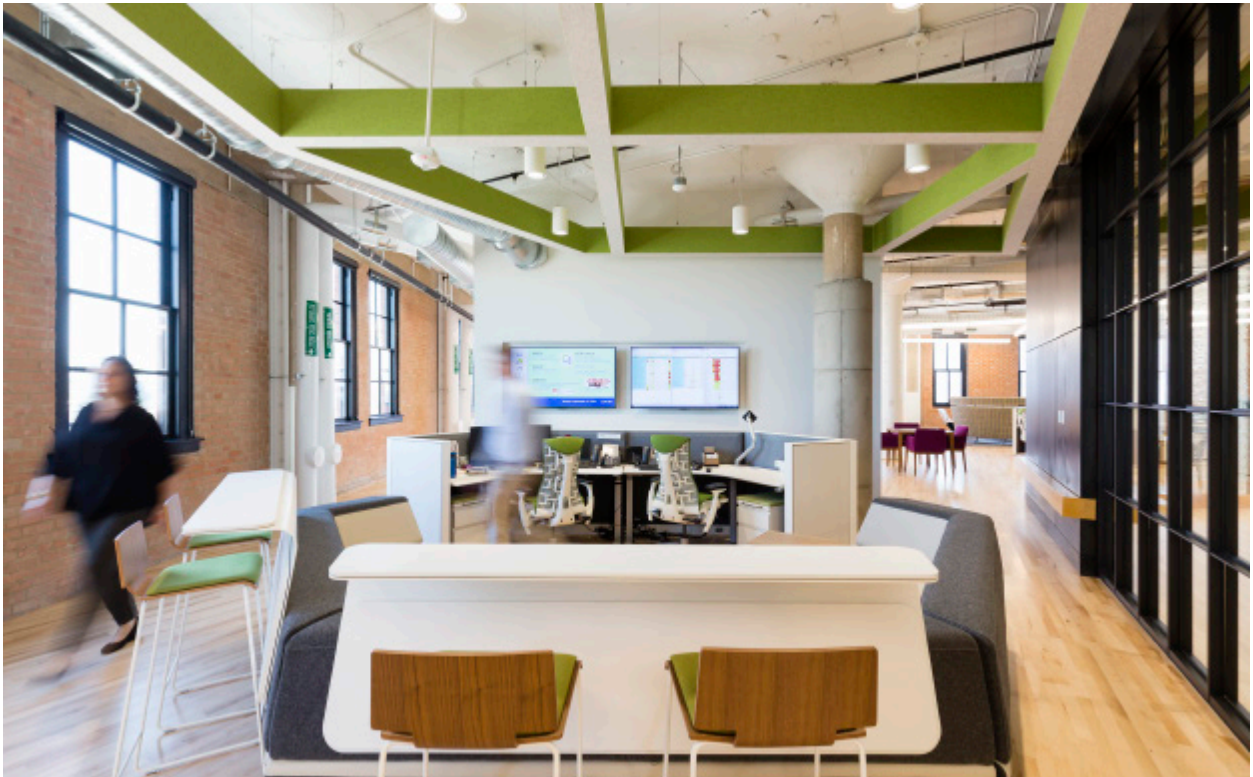
using their facilities. We interviewed the BCBS national facilities managers and reviewed their extensive standards. To meet the goal, we challenged what was familiar regarding furniture and textiles, and we were able to create more hospitality-type vignettes while still utilizing BCBS furniture partnerships.





## FURNITURE STRATEGY

- Coordinated multiple furniture providers
- Intentional deviation from standards
- Compressed project schedule



# GuideStone Headquarters Relocation

100,000 SF — 500 Employees in this Facility

## Engaging employees on a pre-set budget and narrow timeline.

GuideStone is a company with a long tenure. With their new home, they were about to experience a large amount of change moving to a more open and collaborative workspace. A primary goal for GuideStone was to have their employees involved in the furniture process so that they would be invested in the new workstations and open collaborative areas. With a pre-set budget and narrow construction schedule, our team worked closely with

the GuideStone Furniture Committee to create universal workplace standards. Due to the schedule, GuideStone needed to determine a furniture partner quickly, so we devised a strategy to release the RFP for the largest portions of the furniture project first. Once a vendor was selected, Corgan was able to manage the ancillary scope to the budget and vet pricing to achieve the best value.





## FURNITURE STRATEGY

- Worked with client committee to create new workplace standards
- Limited RFP strategy to meet schedule and budget
- Mock-ups to determine final details and use as a change management tool



## Why It Works

There are endless furniture offerings in the market today. How will you maneuver through all the options, coordinate and enhance the interiors and brand already in motion, provide a tool to improve employee experience, create a flexible kit-of-parts that allows you to be agile, negotiate a furniture contract and partnership terms, all while keeping within a budget and evolving project schedule?

A goal without a plan is just a wish. We are experts in contract furnishings, and in creating a strategy to meet your furniture goals, to enable your organization to be agile and effective and look good while doing what you do.



Make your furniture work for you.



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**WE WOULD LOVE TO CONNECT.**

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