CASE STUDY: Indiana Distribution Center
About Our Presenter

Mary Beth Oakes
    CEO and Owner, Business Furniture
    CEO, Choreo

- 25 years experience in the office furniture and change management industries
- Developed change management models for companies including Lilly, Rolls-Royce, Roche, Cummins, One America, Indiana Farm Bureau, Imclone, MISO, Wellpoint, and the State of Indiana
Aligning the Workplace to the Business

Key Business Drivers

• Provide balanced opportunities for collaboration and concentration
• Optimize real estate
• Support wellbeing in the workplace
• Retain and attract the best talent
• Integrate technology
A Global Workplace Community focused on increasing Workplace Innovation & Consciousness

Process

**RESEARCH**
- Observation Study
- Workplace Survey
- Leadership Visioning Session

**DESIGN**
- Employee Charettes
- Team Interviews
- Product Application

**PREPARE**
- Purge Days
- Move Team
- Protocol Development
- Employee Orientations

**SUPPORT**
- On Site Support
- Protocol Follow Up
- Post-Occupancy Research
Impact to the Business

- Assigning space based upon job function
- Opportunity to evolve culture to be less hierarchical
- An example to our clients of what is possible
- Greater variety of space types

<table>
<thead>
<tr>
<th>ATTRIBUTE</th>
<th>PREVIOUS SPACE</th>
<th>NEW SPACE</th>
</tr>
</thead>
<tbody>
<tr>
<td># of mobile employees</td>
<td>7</td>
<td>43</td>
</tr>
<tr>
<td>Mobility ratio / workstations</td>
<td>N/A</td>
<td>3:1</td>
</tr>
<tr>
<td>Enclosed collaboration spaces</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>Open collaboration spaces</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Concentration areas / Focus Rooms</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>Social Hub Capacity</td>
<td>18</td>
<td>40</td>
</tr>
</tbody>
</table>
Metrics

• Went from $17/sq ft to $10/sq ft (all in)

• Reduced overall foot print by 14,000 square feet

• TOTAL SAVINGS: $500K per year
What’s Next?

• Post-Occupancy Research
• Customer Celebrations
Key Challenges /Opportunities

- Adapting to new ways of working
- Leveraging new technology tools
- Blending the cultures of Business Furniture, Choreo and DMS
Key Learnings

• Workplace research is critical
• Engaging employees throughout the process increases the rate of adoption
• Providing spaces for BOTH collaboration and concentration is important
Questions?