Workplace Designers + WPA

Today's workforce is adapting to the possibilities and demands of the information age. More businesses and people than ever before make competition more fierce and multi-faceted. Technology capability doubles every 18 months. Organizations change more often. Their amplitude of change is greater.

Workplace strategy is starting to catch up.

Organizations are transforming from a form that is fit for yesterday to something that is fit for tomorrow. This is happening on a larger and larger scale.

We cannot know what is good for an organization tomorrow by looking at another organization or what was good for it in the past. Each instance is unique to itself and its time. This has been made painfully and financially clear from the number of sub-optimal workplace innovations that were based on another company, or by following trends not aligned to their organization.

If there is a learning point, it is that workplace innovation is easy to do wrong. Workplace innovation requires procedure and experience. Most of all, it requires careful, detailed listening to what an organization needs for its success.

The cost to fix a perfectly executed design based on the wrong assumptions is huge, regardless of the quality of the design work.

What if the incorrect assumptions are not on the side of the design firm, but a shortcoming in how the client can express their needs? What if the client doesn't have the capability AND cannot express those needs in clear and concise manner?

How can organizations illuminate their own blind spots? How can they express what their evolving work patterns are like in a concise and eloquent manner?

WPA provides the voice and unique vocabulary of an entire organization. Organizations can make their requirements known like never before. With speed, detail, completeness and accuracy.

Workplace designers now have these detailed insights from a whole population. This deepens the information from interviews and workshops that then flows into design, efficiently. Using WPA the conscientious design firm will bridge an important gap. The gap between what its intuition indicates and what an organization needs.

WPA does this in a manner that is traceable, defensible and understandable by the client. It is visual and tangible information. It is scalable and can be segmented any way desired, on demand..

WPA increases long-term client intimacy. Design teams use it to co-create workplace concepts that work for their client organization's unique DNA.