

Performance-Based Design To Match Business Goals

Whether a company is looking for increased productivity or a change in process, the design of the space itself is the perfect place to start. It's no secret that a worker's environment affects his or her performance, but Progressive AE clients are often surprised by the monumental impact a design change can have on their bottom line. The architects, engineers, and designers at Progressive AE approach the design process in a unique way that connects business performance to design solutions. It's called Performance Based Design.

Each client, project, and application is different, but by adeptly working with a proven framework, trained and experienced designers can identify and demonstrate tangible performance improvements. That framework, devised from the architecture industry's best practices, manufacturing's lean principles, and years of experience, includes four "domains": Human Experience, Business Operations, Building and Site Infrastructure, and Financial and Sustainable Results. This framework translates design into a language of setting goals and establishing metrics.

Human Experience: This domain refers to elements the client wants to improve that impact how people experience the space. For example, one client wanted to increase staff satisfaction. Several design solutions were identified to address this, including a centrally located refresh and refuel zone to provide a quality break experience. That and other design solutions target a 50% improvement in employee morale and experience.

Business Operations: When reviewing Business Operations, the focus is around elements such as increased efficiency, reducing wait time, and increasing capacity. All organizations can benefit from improvements in this domain, but for one client, a pharmacy, this was particularly important. One strategic driver for this project was to integrate technology for flexibility for twelve different, major, service lines, and through our design solutions, the client recognized 30% increase in productivity with fewer FTEs.

Building and Site Infrastructure: This domain is the one most typically associated with professional design services, since elements like building envelope, systems efficiency, and site infrastructure have a tangible effect on an organization's performance. However, by learning each organization's goals through this proven framework, decisions and expenditures can be focused. This was an important element of one of our clients who had the challenge of increasing energy efficiency in a 175,000-square-foot bus garage with garage doors opening and closing throughout the day. Through effective design elements, our team was able to design the space and target a 15% reduction in energy costs per square foot.

Financial and Sustainable Results: While each of the domains has the potential to impact financial results, specific attention should be given to overarching goals for each project. Specific to each industry, financial and sustainable results can include improved margin, LEED scorecard points, or reduced hiring costs. A major health healthcare client undertook a significant project with the goal of transforming the system, culture, and patient delivery for cost model. The Progressive AE design solutions target a reduction in operating costs, improvement in operating margins, and an increase in market share, all of which clearly impact the bottom line.

By starting with the end in mind, Progressive AE designers can focus on what each client wants to achieve, and apply Performance Based Design to prove that design matters. Contact Progressive AE today.

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