It's a Process.
Transformation by Design

The case for architecture as a transformational strategy in the media industry is strong. The danger of ignoring physical space for other perceived priorities is real. Living in the past in an industry that lives in the moment can be fatal. In short, outdated space breeds untenable risk for your media organization's future. If you are in the industry and you agree, what's next?

Just ask Dan Gaydou, President, Mlive Media Group. "We started with a proposition that we were going to change everything about the way we do business. The Progressive AE team responded quickly to us. And we moved forward with a great deal of trust."

If you're about to change everything about the way you do business, it's time to start with a clean, blank canvas. But where to begin? Fortunately, Progressive AE has a rock-solid process that earns that trust. And we stand behind it.

There are many questions that must be asked to get the ball rolling. We uncover the answers through an iterative process that questions every angle, possibility and point of view.

Living in the past in an industry that lives in the moment can be **fatal**.

It's a Process—Literally and Figuratively

Before your workspace can drive results, we first find out what drives your organization. Who are you trying to reach? What are your delivery channels, frequency, platforms, devices and so on? This is part of expressing your hope for the future. We immerse ourselves in your world, with you at the helm. This kicks off our process.

If it puts you even more at ease, our process is designed to trump change and the unknown by focusing on the constants of your operations first, like the human element.

Want to know more about our proven Four-Step Process? In a nutshell...

Frame. Engage. Create. Verify.
It's how we do what we do. Once you've completed the visioning step, it's time for us to get to work. It's where we give shape to design principles. A clear, proven process assures you of a strong, effective pathway to achieving them.

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Frame.

- Identify goals for the project and expected work outcomes
- Discuss strategy, impetus for development, alignment, and impact
- Discover how YOU define and measure success
- Conduct a workplace experience survey. This exercise gathers staff input. It gets us started on what you do, how it gets done and how everyone feels about it.
- Complete site observation. This takes a look at your current workspaces. It clarifies our understanding, validates survey results, and confirms opportunities to do better.
- Worker behaviors and workstyles/hold user group interviews. Here, we clarify your processes, group needs, and any special considerations for specific work groups.

Engage.

Based on our understanding of Frame outcomes and project goals, the visioning process begins as we:

- Envision future state
- Share an immersive visioning session. We meet with leadership and representatives from each work group to focus on priorities, behaviors and best practices.
- Culture
- Brand attributes
- Create design principles and how to measure success

This is all brought together into a formal workplace analysis report that details our findings. The Engage phase drills down quickly into what is most relevant to your organization. It also helps us see where opportunities lie to support what's working and transform what's not.

Create.

Our team is now equipped to design a space that truly responds to everything that's been learned so far. This is where our technical expertise and creativity meet your identity. We immerse the team in an interactive design workshop we call a "charrette." We create, discuss, refine and select a conceptual approach to your project.

The Create stage is where we give a face and a heart to your vision, guided by the design principles. When this stage is complete, you have a new world where productivity, synergy and positive behaviors can thrive.

Verify.

So how do we know it was successful? Goals, design principles, and measures developed through our frame and engage phases provide a baseline against which we can evaluate the final design. Validation typically occurs six months after opening, when staff and stakeholders can speak to the transformation.

The Verify stage is where you quantify your new success.

The Frame stage tells us what's most important to you and forms design principles that will guide our every move.

We'd love to put our process to work for you.

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