

Secrets to Success

in the
Digital
Age

The media industry has inarguably faced more, deeper and faster change than any enterprise in the history of mankind. Since the birth of the Internet, print media has continued to be sidelined by digital delivery. Love it or hate it, if you are a media organization (or work in one) you know of what we speak. And it's changing everything about the business of news.

While it's easy to assume your response to the new world must be a change in how you work, your company can be better served by focusing where the change actually lies: **in the where you work.**

Really?

Yes, yes, a thousand times yes. And the evidence supports it.

How High Performing Space Works Media Magic

While your offices and meeting rooms may not seem like the obvious answer for boosting ROI, it turns out that the physical attributes of a workspace have a lot to do with your company's success. To give you an idea of just how much it matters, consider the true story of MLive Media Group and the Progressive AE.

MLive Media Group ranks #1 among local media in their respective markets and publishes more than 30 newspapers (print and digital) known for their award-winning journalism. When MLive leadership (along with parent company Advance Publications) determined that future success called for immediate transformation of their internal and external identity, they partnered with us, Progressive AE in Grand Rapids, Michigan, to make it happen. The visioning process revealed 5 design principles that were critical to them and would guide our every move. The new

MLive corporate headquarters must:

1. Provide an environment to promote cultural change and diversity both within the organization and surrounding community.
2. Create an innovative environment to promote public discussion, producing excellence and community growth.
3. Provide an environment to promote teamwork and collaboration resulting in new ways of working and learning.
4. Subscribe to a common vision of image branding as the specific language, values, and goals essential to establishing connectivity to the community.
5. Provide the proper environment, tools, and new ways to use them to create change, increase efficiency and build productivity.

Next, it was Progressive AE's job to create an environment to put those principles into action.



A well-designed workplace can increase productivity up to 22%. (And 90% of business leaders polled agreed.)¹



Improved organizational amenities can save each employee an average of 4.3 hours per week (10.75% of a 40-hour week).²



Ergonomic office equipment can decrease employee health complaints up to 50%.³

Making it Happen for MLive

The Progressive AE Design Team brainstormed how to create a setting that would attract, engage and retain MLive's talent and retain their benchmark brand image.

Director of Design Bryan Koehn noted, "Design is just as much the study of human behavior as the technical side. We must understand what causes people to engage or shy away. What will encourage creativity? What will make it easier to do this type of work? What will build enthusiasm? It's answers to those kinds of questions, done the right way, that direct the design."

With that as their muse and the design principles in hand, the Team developed a "kit" of customizable space and details that could be adapted and localized at Advance Publications offices across the country. The customizable approach made it possible to create environments and spaces ideally suited to the media industry's penchant for change. It would also bring about employees' best work—and recognize them as a vital part of the organization as a whole. The environment and workspaces within would be:

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Flexible

A mix of fixed and fluid architecture. Options to suit large and small spaces.



Configurable

A variety of fixed and loose furniture. Easily adaptable technology solutions to support collaboration.



Inspiring

Maximize natural light wherever possible. Open great views to life in the local community.



Multi-experiential

Offering microcosms within the environment to meet a wide range of needs for different interactions.

Team space (café, soft seating).

Social space, with open work areas (benching systems).

Enclosed space (conference, enclaves).

Private (telephone booths).



Thoughtful

Establish an active community connection and new transparency in media. Display of meaningful objects and artifacts throughout the interior, including graphic content on the media wall.

At the project's conclusion, 42 Advance Publications locations across the US had been transformed. Each addressed needs at the local level, while maintaining clear and consistent brand cohesion across the board. Measurable performance metrics skyrocketed. Media magic, indeed.

Progressive AE is committed to proving how the right design and environment can transform your culture and performance.

Curious about what it takes to make your company into an industry benchmark? We are happy to answer your questions. **How can we help?**

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mediatransformation@progressiveae.com

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1 American Society of Interior Designers. (1998). "Productive Workplaces." http://hatchdesign.ca/wordpress/wp-content/uploads/2011/12/productive_workplaces_whitepaper1.pdf

2 Heydlauff, Pat. (2009). "Reduce Office Clutter: Your Three-Step Plan to Increase Productivity, Efficiency, and Profitability." Contract Management, June 2009. <http://www.ncmahq.org/files/Articles/CM0609%20-%20Professional%20Development.pdf>

3 Leblebici, Demet. (2012). "Impact of Workplace Quality on Employees' Productivity: Case Study of a Bank in Turkey." Journal of Business, Economics & Finance, 1(1). <http://www.jbef.org/archive/pdf/volume1/4-demet%20leblebici.pdf>