

The Business Value of Design

The Business Value of Design (one-hour course)

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Subject Code Index: 2.2 Interior Design: Design Processes

IIDA Course #PENDING

AIA Course #HAW552, including Health, Safety, Welfare

Course Description: Imagine a green roof that uses 45,000 square feet of succulent sedum to keep the building cooler and hold energy bills down. But the benefits go further--reducing water runoff and supporting wildlife, integrating with the site, and even protecting the roof itself. This presentation explores a living lab case study of Haworth's corporate headquarters renovation.

This course will cover the following objectives:

- Explore the role of design in solving real business issues and bottom line value
- Define four external factors changing the real estate business in workspace design
- Introduce the language of value to clients to change the price perspective
- Identify the strategies of the workspace delivery model using sustainable practices

Content outline:

1. Introduction and Overview: decisions regarding real estate have historically been made on price. We call it "cost" but we really mean "price". This generated a focus on low bidding that has commoditized the supply chain from rent through design and engineering fees, to the cost of construction, furnishings, and all that is required to deliver a finished working environment.
2. Solving Real Business Challenges
 1. What are the real issues business leaders are addressing and what is the potential role for design? Companies are beginning to realize that rising energy and operating costs, measurable costs of ownership, the growing war for talent, and the rising need for agility in the physical real estate needs business, are combining to generate an appetite for value and not just price.
3. New Challenges
 - What external factors are placing new pressures and perspective on real estate?
 - Construction Escalation and Performance
 - Rising energy and Occupancy Costs
 - Demographics
 - Sustainability

What Steps and Process Changes are necessary

 - How does the process need to change to accommodate new standards?
 - There is a better way to deliver space. Our behavior, relationships, and integration of multiple disciplines to solve holistic problems is discussed.

What are others doing

 - Some examples of successful projects and key results are explored.
 - Through use of current trends and statistics, actual project experience and valid concepts learn new ways in which the language of value can be reintroduced to change the perspective and decisions made around corporate real estate.

What are others saying—Discussion

 - Some examples of the growing body of evidence as to attitudes and results

Wrap up and questions