Your most valuable assets: **PEOPLE & SPACE**

In the eyes of your employees, **PERCEPTION = REALITY**

...and everyone has **THEIR OWN REALITY**
To get where you want to go, **YOU NEED TO KNOW WHERE YOU ARE NOW.**

**DRIVE STRATEGIC PLANNING DECISIONS WITH DATA:**

- Employee workstyle profiling
- Collaboration space analysis: capacity, mix and ratio recommendations
- Target workplace planning metrics
- Project prioritization framework
- Strategic recommendations for refining existing workplace to more aligned workplace standards
The WPI - WORKPLACE PERFORMANCE INDEX® is an inclusive foundation of workplace insights directly from employees. It gathers an understanding of your organization’s current work patterns, physical space characteristics, strengths/weaknesses, employee satisfaction and productivity. These deeper insights can inform a workplace strategy designed to positively impact your organizational performance.

The “Index” itself is a benchmarked score providing comparisons to other, similar companies. When used as a post occupancy survey, the WPI helps measure the effectiveness of design solutions.

To learn more about the WPI—Workplace Performance Index®, visit www.gensler.com

The WPI covers a range of topics, asking respondents about where they work, how they work, and their work environment.
Measure Space Use **REALITY**

Hard data about space usage is critical to obtaining buy-in on new space strategies for the workplace. **Observe** supports quantitative and qualitative measurement of how your workplace is used. Observe takes you beyond just a utilization assessment. It reveals insights into what activities are taking place where and by whom. It also provides further details on technology use, room details and condition.

Use Observe in the planning phase to identify opportunities for improvement, measure mobile-readiness of departments or as a post-occupancy measure of design effectiveness.

An observation study goes beyond utilization and reveals information to make your workplace more suitable for how your employees use it.

- What activity is occurring?
- Is the space occupied?
- What is the condition?
- What technology is in use?
- How many occupants?

83% of corporate real estate executives rank space utilization as the most important metric for making effective workplace decisions.

—Gensler Research Catalogue

Watch a demo video at www.GenslerWisp.com
Discover Correlated **INSIGHTS**

When collected and analyzed together, data from the **WPI®** and **Observe®** can provide an even deeper understanding of workplace effectiveness.

**Proximity vs Satisfaction**
- Distance to natural light
- Distance from amenities or support spaces
- Distance from seat location to primary circulation paths

**Demographic Correlations**
- Generational segmentation
- Tenure
- Job role, department or other organizational information

**Personal Preferences**
- WPI scores vs observed utilization
- Preferences for amenities or other workspaces vs observed utilization
- WPI satisfaction to seat size
To get started, contact your local Gensler office or Cindy Coleman:
312.577.7107
cindy_coleman@gensler.com

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Birmingham      Pittsburgh
Boston          Raleigh-Durham
Charlotte       San Diego
Chicago         San Francisco
Dallas          San Jose
Denver          San José
Detroit         São Paulo
Dubai           Seattle
Houston         Seoul
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