



Smarter Solutions



GSA Office of Governmentwide Policy

For More Information On:

WorkPlace 20•20 services, contact the Public Buildings Service:
Kevin Kampschroer, kevin.kampschroer@gsa.gov, 202-501-4411.

The Integrated Workplace, contact the Office of Governmentwide Policy:
Rob Obenreder, rob.obenreder@gsa.gov, 202-208-1824.

Other initiatives and programs of the GSA Office of Real Property, Innovative Workplaces Division, visit our web site at www.gsa.gov/realpropertypolicy, or contact: Stan Kaczmarczyk, stan.kaczmarczyk@gsa.gov, 202-501-2306.

About Us

Our mission is to develop innovative strategies to mainstream integrated design, sustainability, telework and performance measurement in the Federal workplace. The Innovative Workplaces Division is part of the Office of Real Property in the U.S. General Services Administration's Office of Governmentwide Policy.

Other workplace-related publications we offer include:

Office Space Use Review

The Integrated Workplace: A Comprehensive Approach to Developing Workspace

The Integrated Workplace Overview Brochure

The Integrated Workplace Planning Guide

The Integrated Workplace Planning Guide Summary

People and the Workplace

Productivity and the Workplace

Photos

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GSA Office of Governmentwide Policy
Office of Real Property

U.S. General Services Administration
1800 F Street N.W.
Washington, DC 20405
www.gsa.gov

20•20 WorkPlace 20•20

A New Process from the
GSA Public Buildings Service for Making
High Performance Workplaces



The Integrated Workplace Series



Introduction

This publication is part of a continuing series on innovative workplace solutions that started with *The Integrated Workplace: A Comprehensive Approach to Developing Workspace*.



What is WorkPlace 20•20?

The workplace can be a powerful catalyst for achieving your business goals. WorkPlace 20•20™ is the process that helps you create a specific solution to meet your organization's unique challenges. Developed by the General Services Administration's (GSA) Public Buildings Service, WorkPlace 20•20 uses Integrated Workplace principles to **help drive decisions about work strategies and processes, space, furniture and technology based on an organization's mission, business goals, and the nature of work.**

WorkPlace 20•20 helps organizations achieve success by:

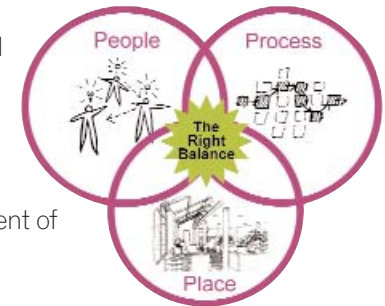
- Addressing their mission and strategic business goals,
- Supporting the “nature of work” – how, when, where, and why work is done, and
- Producing high-performance environments that improve productivity and support organizational change in an environmentally responsible way.

WorkPlace 20•20 creates new, value-added partnerships between GSA and its customers by engaging them in up-front analysis of their business objectives and work processes to better integrate them with their workplace decisions. **Business strategy, organizational function, decision support and measurement are the key elements** of the process. WorkPlace 20•20 solutions integrate occupant needs, organizational processes, space and technology to create healthy, flexible environments and work strategies that enhance user satisfaction, help attract and retain valued employees, improve organizational performance, and reduce operation and life cycle costs.

How does WorkPlace 20•20 “work”?

The WorkPlace 20•20 process (shown below) *provides an integrated approach for defining business goals and linking these to workplace solutions* that can meet present and future needs. The process provides consistent, reiterative analysis for checking the design solution “fit” and post-occupancy analysis to document benefits and lessons learned.

WorkPlace 20•20 focuses on the suitability and effects of both the physical space and work strategies to arrive at the best workplace solution, always *balancing the three major elements of people, process, and place* (Duffy, 1996). Change management is an explicit element of this process.



Rigorous measurement is also crucial to WorkPlace 20•20. Through pilot projects, the process is being used to explore how goals are met and how the physical space affects organizational performance and individual and group behavior. This “B³” (business + behavior + building) focus on cause and effect is unique. Only by addressing both the

business and spatial needs of the occupants can the best workplace solutions be realized. Measurement results can be used to inform future changes and to modify the process model, making it *a tool for improving service delivery and capturing institutional knowledge.*

WorkPlace 20•20 can give you a clearer vision of your workplace requirements, develop office space and work strategies that enable individual and organizational peak performance, and provide solutions that can adapt to the new business challenges of the 21st Century.

“Providing superior workplaces for the federal worker at best value to the American taxpayer is the mission of the Public Buildings Service. How we do this is crucial to our success.”

Joseph Moravec
Commissioner
GSA Public Buildings Service

