

MARSDEN

COLLECTIVE

**YOUR BUSINESS
IS GROWING...
NOW WHAT?**

The insight you need to manage this process like a pro and launch your business forward.

YOUR BUSINESS IS GROWING.... NOW WHAT?

You're busting at the seams, and you need to look for a new office space to house your growing business. As you've grown, you may have found your business model has evolved and your strategy is more focused. The location you've been calling home just doesn't fulfill all the needs of your vision, you not only need to move offices, you need a change of scenery. This is a huge opportunity for your business, one that has the potential to catapult your business forward, with the right move. You need a plan that takes the guesswork out of this critical decision. To understand all the factors specific to your business and your vision. Taking a broader approach will enable you to identify space inefficiencies, opportunities for productivity improvements, increased collaboration and communication, enhance employee engagement and ultimately a positive financial impact to the company's bottom line.

“ THE STRATEGIES IN OUR THREE PART SERIES WILL GIVE YOU THE INSIGHT YOU NEED TO MANAGE THIS PROCESS LIKE A PRO AND LAUNCH YOUR BUSINESS FORWARD. ”



PART



01

PEOPLE

Developing a clear vision of your business is the first step in preparing a new office environment.

02

BRAND

Creating a new office is not simply seeing how many little boxes we can fit into the bigger box.

03

LOCATION

Where is that ideal space located?





PART ONE

THE PEOPLE



PEOPLE

Developing a clear vision of your business is the first critical step in preparing your business for a new office environment, and this means looking at it from the inside out.

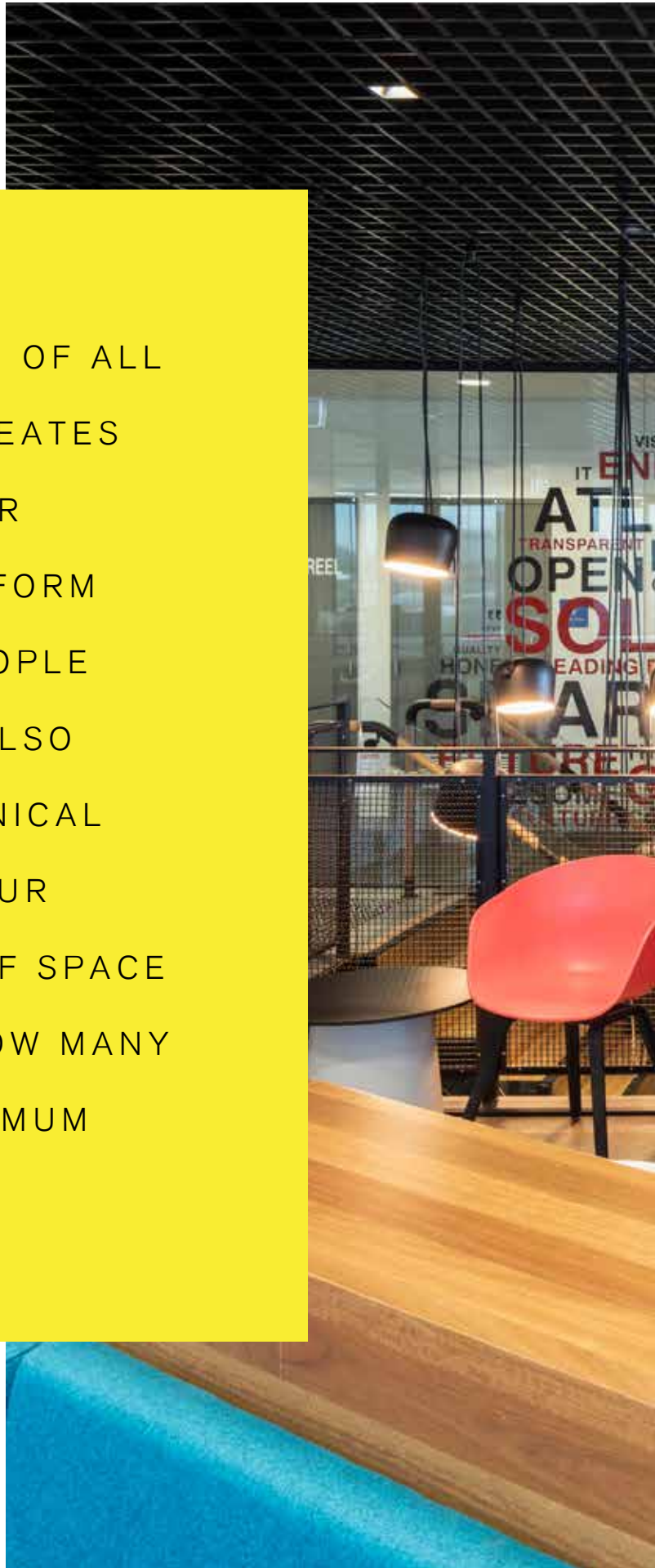
Engaging with your staff will enable you to understand how they work, what tools they need to do their work productively and efficiently, and whom they work with both internally and externally. Each of these factors are critical in maximizing the functionality of your work environment to provide your employees with a space that supports them in getting their job done.

Understanding these elements will create the data you need to develop your criteria around what your new workplace looks like;

- How much space each person needs,
- What types of space your employees need to perform at their best i.e collaborative spaces with lots of white boards for brainstorming, quiet private booths to concentrate, social spaces to bring the teams together
- Which departments work together and how big does the floor area need to be to ensure this happens
- Staff demographics and generational needs, now and in the future
- Future growth projections and sustainability



“ THE CONSOLIDATION OF ALL THIS INFORMATION CREATES A VISION OF HOW YOUR SPACE NEEDS TO PERFORM TO SUPPORT YOUR PEOPLE TO DO THEIR JOB. IT ALSO IDENTIFIES THE TECHNICAL REQUIREMENTS OF YOUR BRIEF; THE AMOUNT OF SPACE YOU NEED, ACROSS HOW MANY FLOORS AND THE MINIMUM FLOOR PLATE SIZE. ”





PART TWO

THE BRAND





“ SO WE NOW UNDERSTAND HOW MUCH SPACE WE NEED AND HOW MANY PEOPLE WE’RE ACCOMMODATING, BUT CREATING A NEW OFFICE IS NOT SIMPLY SEEING HOW MANY LITTLE BOXES WE CAN FIT INTO THE BIGGER BOX.”

BRAND

This space is an opportunity for you to bring your brand to life by permeating it through every physical element; from the flow of the space, to the colours and materials used, through to the connections people make and how the space makes this happen. Understanding the physical translation of your brand, culture, vision and values is critical to developing a space that speaks to your story.



Identifying your business's unique personality ensures that your space talks to that personality in every element. Are you masculine or feminine, pink or green, hard or soft, corporate or relaxed, timber or metal...

The space you occupy is your greatest opportunity to ensure that every client, visitor and employee is immersed in what its like to be part of your business and have the most complete experience of being in business with you. You can simply tell your story, by how you make people feel in your space.

If your cultural focus is of client partnerships, fun & integration then your office may take a more relaxed approach. Creating a communal cafe in the reception seamlessly blends between client and employee space removing barriers, and demonstrating your culture of unity.

Perhaps you're in the business of technology and security, creating secure client area's with the latest state of the art technology, along with hard materials that invoke a feeling of strength, visually communicates to your client what you consider to be important.

Brand and culture go deeper than sticking a logo on a wall to tell people who you are, it underpins every element of your space.

“ THE FINAL PART OF OUR SERIES LOOKS AT LOCATION AND THE DEFINING FACTORS THAT FRAME WHERE YOU SHOULD BE LOOKING FOR YOUR NEXT OFFICE SPACE. ”





PART THREE

THE LOCATION

“ YOU NOW KNOW HOW MUCH SPACE YOU NEED AND YOUR BRAND POSITION, NOW WHERE IS THAT IDEAL SPACE LOCATED? ”



LOCATION

This is the perfect opportunity to set your business up for greatness and that means you have the opportunity to consider where your business would be most productive.

There are a number of factors to consider that have an influence on where you should locate your business;

List these items out, plot them on a map and look at what the data shows.

- Do you have a warehouse & or a logistics arm?
- Do you have imported stock that you need access to readily?
- Do you have other regional offices? Do your staff travel between them? Is access to public transport or close proximity to the airport important?
- Where are your clients located? What interaction do you need with them? Do you go to them or do they come to you?
- Where do your staff live? How will the move impact on them?
- Where does your ideal staff member live, how will the move impact on your hiring strategy?
- What is the feel of your brand? Is it corporate and CBD orientated or a little more relaxed and better suited to a fringe location?
- What does the type of building and its geographical location say about your business?

By understanding your employees and your customer's geographical locations, we can identify ideal geographical locations and confidently foresee and manage any barriers to relocation.

Armed with this information you are now ready to engage with the property market to find your dream office location.

You have a clear understanding of;

- How much space you need
- What that space is going to say about your brand and
- Where you ideally want it to be.

This clear vision will weed out the numerous properties that don't meet your needs, saving you time and money, and the best part, you know exactly what your looking for and you'll know it when you see it.







WE ARE MARSDEN COLLECTIVE

AN AGILE, STRATEGIC THINKING DESIGN FIRM WHO CRAFT SPACES THAT REFLECT YOUR BUSINESS, BRAND AND VALUES

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