

# Project 2074: The workplace as a competitive advantage for radical innovation

Diane Coles Levine, MCR  
Rodney Stone

# Welcome!

## Learn

- How a startup is using their workplace to attract ingenious employees to their company from organizations like NASA, JPL, Google, Apple, Brookings and McKinsey
- How to design a workplace to engage rocket scientists, creatives, researchers and technologies of diverse cultures and ages for the purpose of creating radical innovation
- How the workplace can be used for competitive advantage to market a pioneering company

# Expert Panel

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**CLASSIFIED  
INFORMATION**

# Project 2074

## A CASE STUDY



# WHAT IS PROJECT 2074?

Project 2074's **leadership believes** that **radical innovation can happen** with the right diverse group of people of **various ages and cultures working collaboratively** in a **transparent environment free from bureaucratic restraints**

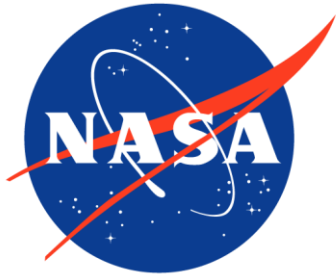


mash-up  
'maSH\_əp/  
*noun* informal  
noun: **mashup**  
a mixture or  
fusion of disparate  
elements



# WHAT IS PROJECT 2074?

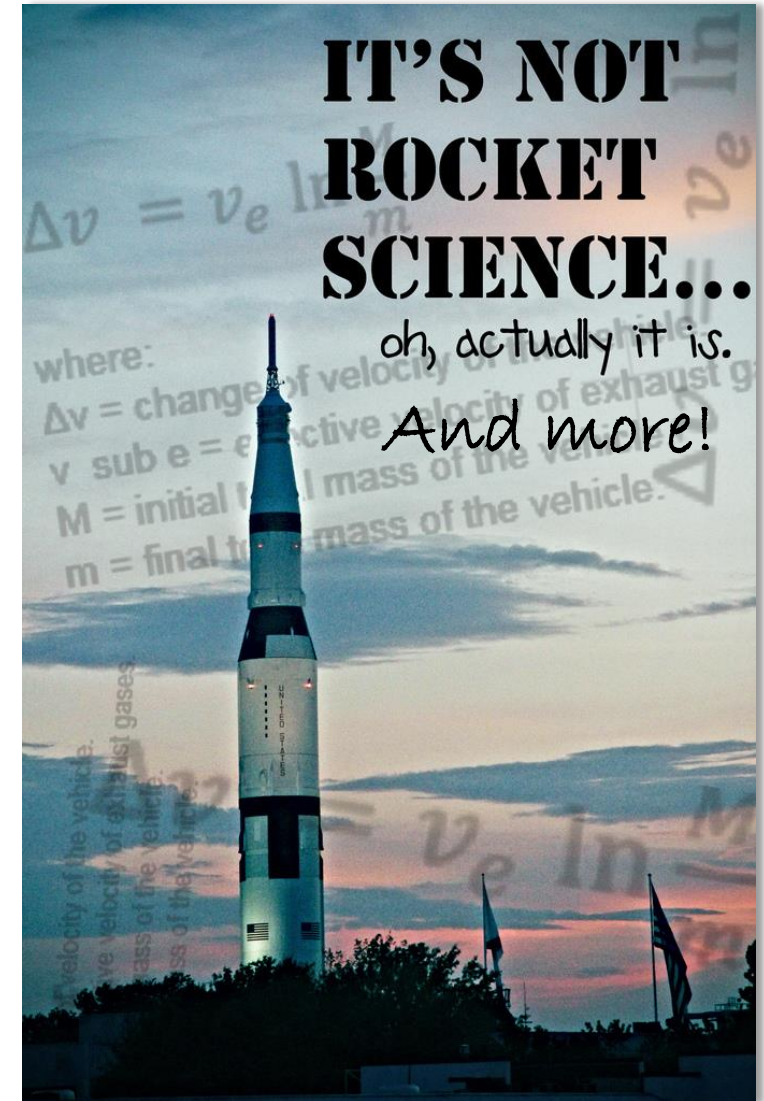
Attracting employees for competitive advantage



McKinsey & Company



Omnicom



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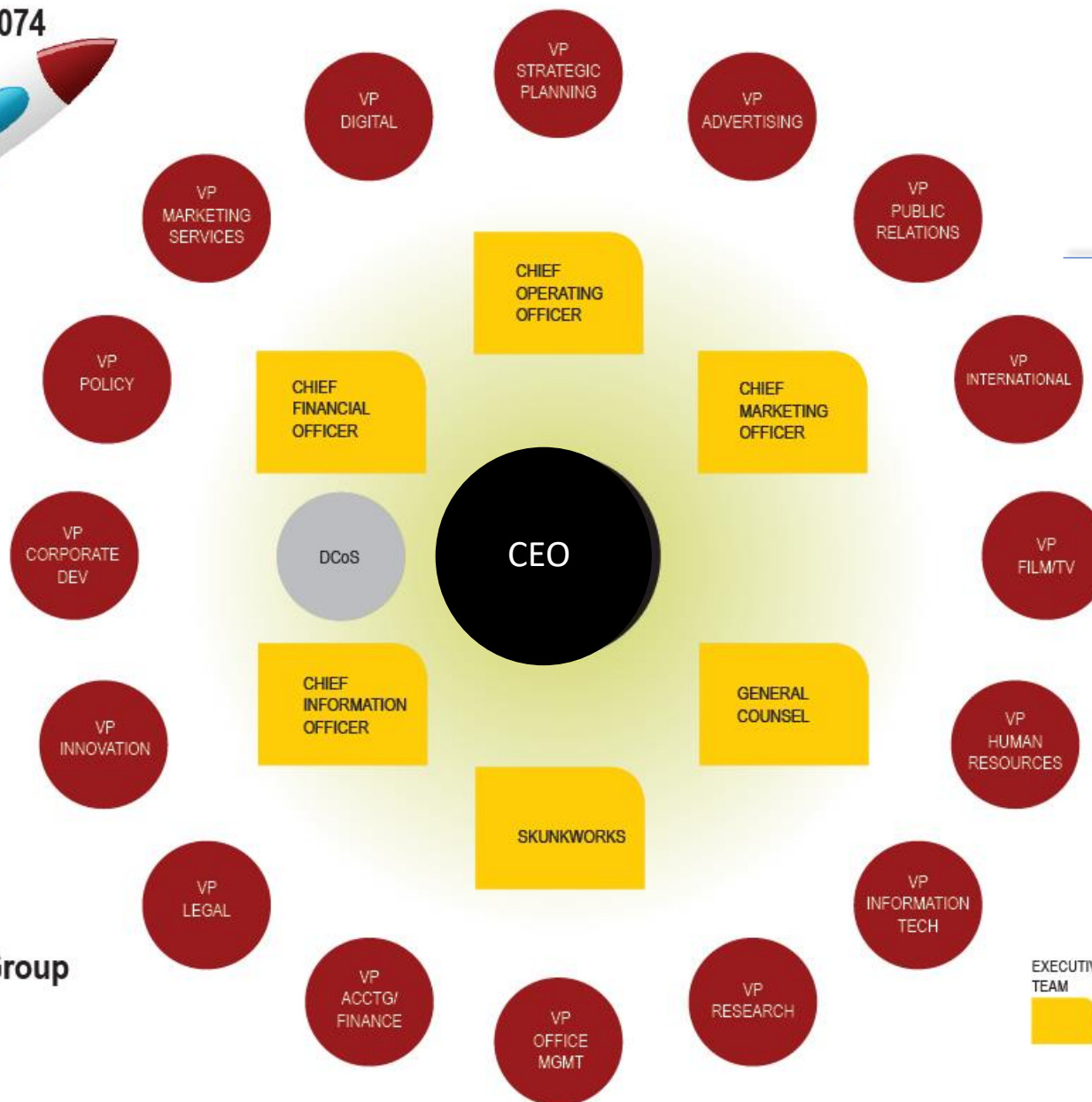
# PROJECT 2074 ORG CHART



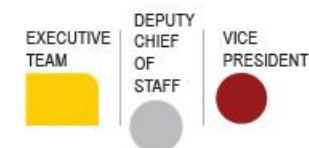
Everyone is  
cross-trained

## Marketing Group

- A mash-up of
- Brookings
  - McKinsey
  - Omnicom



Think Tank  
Advertising  
Consulting



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# WORKPLACE AS A COMPETITIVE ADVANTAGE

Why does it matter?



Increased bottom line  
Evolving consumer base  
Larger candidate pool  
Positive company image



# WORKPLACE AS A COMPETITIVE ADVANTAGE

SHOW **PLACE** for customers, investors and potential employees

*“If a customer interacts with a company on its premises, there is a direct relationship between facility location and design and the customer’s opinion of the company. Place should be viewed as a strategic asset and can be a valuable tool for enabling competitive advantage.”*

-O’Mara, Martha A. 1999. *Strategy and Place: Managing Corporate Real Estate and Facilities for Competitive Advantage*. New York: Simon & Schuster, Inc.

# DESIGN FEATURES

- From 10K to 138K sf
- Airlock to space ship
- Star Trek like control center
- Showplace for media and investors
- Dome of silence



- Dome up above lights up like the night sky
- Large circular tables to work with rings of monitors





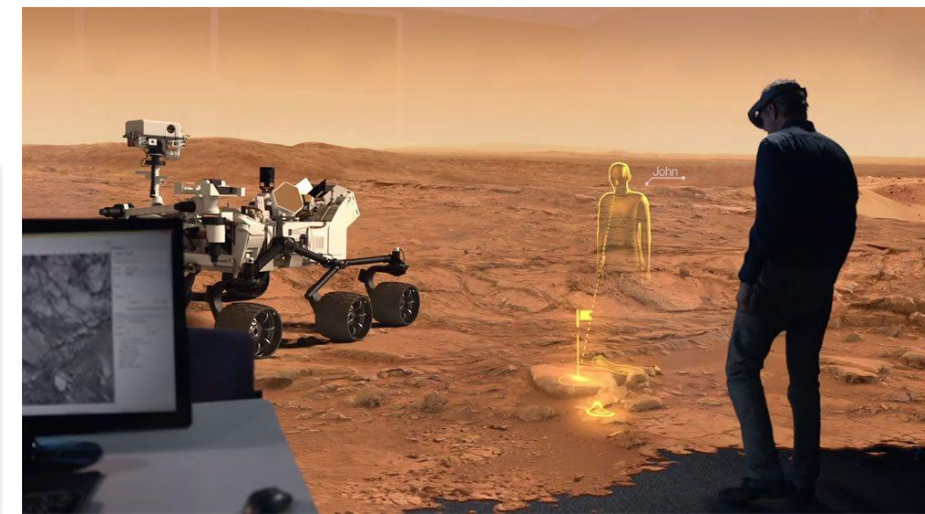
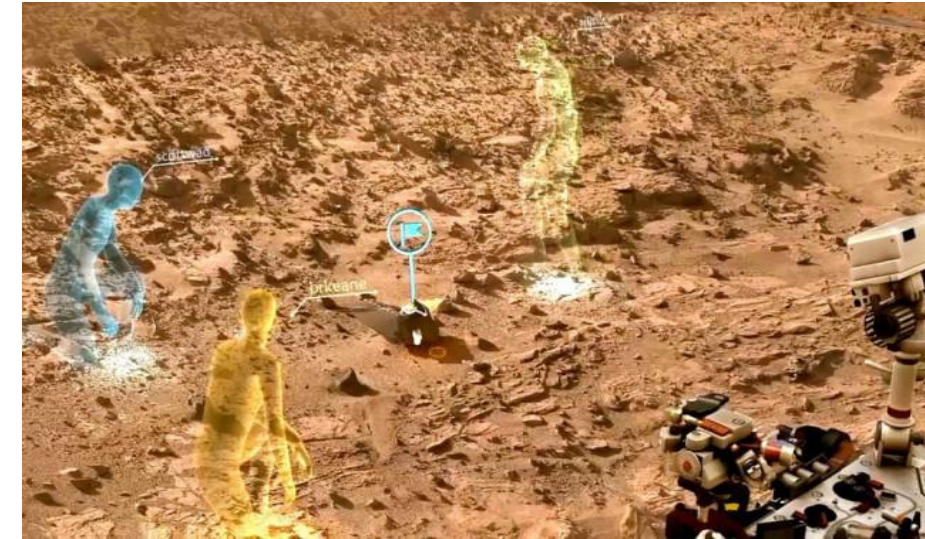
# DESIGN FEATURES

- Open c-suite area grouped together in benching
- Directors sitting with their groups on same bench
- Quiet rooms



# DESIGN AND TECHNOLOGY CHALLENGES

- Augmented reality take media to outer space
- Platform for press and news media cameras
- Easy connectivity for news media
- Level of AV like in the movies
- NASA like streaming live news feed to outer space
- Military level of security
- Data security





# WELLNESS AND SUSTAINABILITY

- LEED Platinum
- Well Certified
- Fleet of bicycles (48 beach cruisers)
- Fitness center nearby



*"A state of wellbeing enhances employee engagement and lowers office absenteeism and turnover rates. Thanks to intensifying competition for top-tier talent, recruitment and retention have become major concerns for every employer, adding fuel to the well-being fire."*

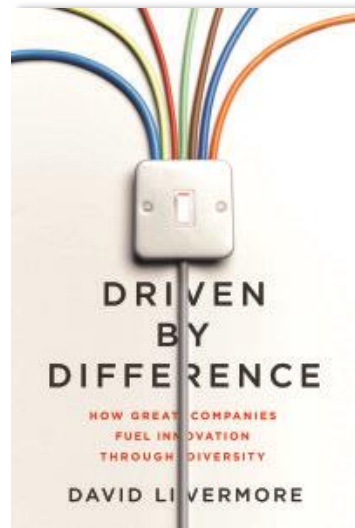
-Kaiser Family Foundation





# CHANGE MANAGEMENT CHALLENGE

- Selling a startup company's workplace to a diverse audience of old rocket scientists, young technologists and media creatives from a wide variety of cultures
- Public Relations effort



“The first 40 will be easy, the next few hundred will be harder”

# Final Thought

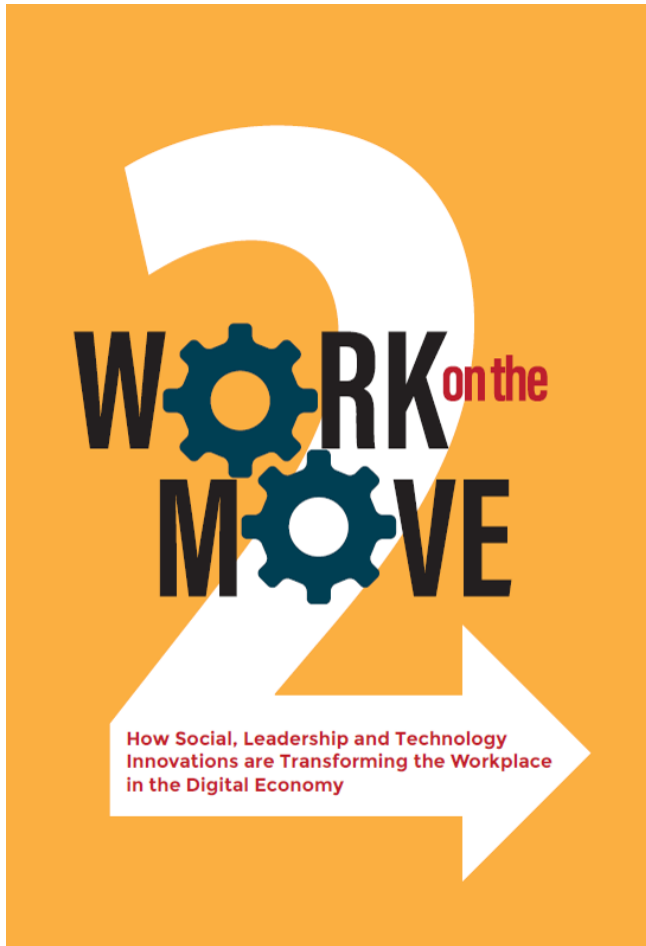
*“Real estate and facilities are only rarely the direct source of a firm’s competitive advantage. Instead, their role is to help create the conditions which enable competitive advantage to flourish.”*

–Mara, Martha A. 1999. *Strategy and Place: Managing Corporate Real Estate and Facilities for Competitive Advantage*. New York: Simon & Schuster, Inc.

# QUESTIONS

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# How To: Resources



## Blog



<http://fmlink.com/category/workplace-strategies/>



Kimball Office

WORKPLACE CHANGE  
MANAGEMENT: An Overview  
By Diane Coles Levine

# Thank you!

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If you are interested in learning about or joining WE, please look for a Red Beret!