

How Does a Master Plan Work for You?

Property and accommodation costs are in most cases the second biggest expense a business manages. As a business leader how do you deliver improved occupancy costs, whilst confidently developing and implementing a property and facilities strategy which enables the organisation **and** improves the standard and quality of the workplace environment?

A **Project Master Plan** is a comprehensive board level report accommodating this type of analysis. It shifts the perspective from, simply reducing real estate costs, to how the organisation can increase brand equity through the workplace. After all, the workplace serves as a facilitator of a company's strategy, is a talent attractor and a key differentiator from your competitors.

Via Master Planning, key decision makers, including the CEO, CFO, COO and Managers of People and Culture, evaluate their current dynamic, along with key stakeholders and are given the opportunity to envision and articulate their aspirations. It is an opportunity to redesign the organisation and create an environment that complements future business strategies and enables an optimal people and process dynamic.



"High Performance workplaces provide the base for high performance cultures"

Benefits of a Project Master Plan

When an independent expert prepares and completes a Master Plan for your project, it is typical to realise the following benefits:

- ✓ Current business models and work paradigms are sensitively challenged, allowing the organisation to investigate and recalibrate the people, process, and place dynamics within the workplace
- ✓ Once approved, the board level report provides a clear pathway for all future project decision making, giving the project team a clear mandate to execute within recommended parameters
- ✓ Alignment of internal and external stakeholders with project benchmarks and critical metrics
- ✓ Improved economies of space and resources
- ✓ Savings in project time and costs through clarity of requirements and performance specifications
- ✓ Synergy between business strategy and built outcomes

What Does a Master Plan Include?

A completed Master Plan captures the future workplace vision and clearly articulates the strategy and procurement strategy based upon engagement with the leadership team and key stakeholders.

It will include in-depth analysis, key findings and recommendations on the following:

- Current workplace and facility performance including existing lease commitments and workplace environment.
- Organisational structure analysis focusing on enabling workplace agility.
- Key workplace performance issues, based on analysis of workplace surveys and executive interviews. This includes managing a multi-generational workforce and the demands of the 'Millennials' upon workplace functionality.
- Future workplace objectives including environmental and sustainability responsibilities
- Developed physical requirements of the identified accommodation standards illustrated in a Generic Floor plan, designed to optimise the workplace layout for your organisation
- Optimal accommodation standards (areas/spaces that will make up the new workplace)
- High level concept designs, considering workplace objectives, branding and corporate culture
- Financial analysis including budgets and cost plans for property and project procurement over the term of the lease of ownership term
- Risk mitigation strategy identifying any project constraints, opportunities and risks with a strategy to overcome any that may arise.
- Implementation project strategy and programme comprising all activities to procure the most suitable space for the new workplace, then design, then manage and fit out the space in accordance with the strategic recommendations and project metrics.

How Does the PCG Methodology Work?

"High performance workplaces provide the base for high performance cultures"

The PCG methodology has been developed to engage all employees, the leadership team and key stakeholders to ensure information transfer and alignment of expectations and vision.

In assisting your organisation, a Master Plan not only includes extensive analysis of the workplace and the business, but pinpoints core project principles that need to be communicated through the change management process. It determines a communication and change strategy that will ensure successful enrolment of stakeholders and staff with the new workplace and or facility environment.

Given the first step of a journey often determines the quality of the last; we view our master planning methodology as one of the most important elements of our service offering to our clients.

To find out more about more about developing a Master Plan for your organisation call us now:

Sydney

+61 2 8249 7500
Plaza One Australia Square
95 Pitt Street
Sydney NSW 2000

Melbourne

+61 3 9642 3017
Level 5, 365 Little Collins Street
Melbourne VIC 3000

Brisbane

+61 7 3229 2900
Brisbane Club Tower
Level 16, 241 Adelaide Street
Brisbane QLD 4000