

“About PdK Consulting”

PdK Consulting focuses on [Workplace](#) performance optimization and on measuring the resulting performance improvements.

Using the “[Balanced Scorecard](#)”, PdK identifies work group performance variables and establishes [baseline performance measures](#). PdK develops a Workplace Strategy and a detailed [Action Map](#) with accountabilities and schedules aimed at:

- ◆ Implementing strategies and tactics for high performance workplaces
- ◆ Developing processes for continuing improvements
- ◆ Deploying knowledge supporting technologies
- ◆ Enabling behavior changes increasing performance

PdK measure the **performance improvements** (business results) on a simple linear scale via multi-variate statistical or simple [heuristic](#) models.



PdK founder [Gerald de Kerchove](#) previously served as Chief Financial Officer, Chief Information Officer, and Executive Vice President of [Fair, Isaac & Co.](#), which specializes in "rule-based" decision systems and software for businesses. During his 25 years there, de Kerchove helped transform the small California-based company into a NYSE traded 1,000-employee public enterprise with revenue of \$149 million and some 500 clients - including many major financial institutions in more than 40 countries.

PdK co-founder [Richard Pollack](#) believes that it is critical for the workplace to enhance knowledge workers' performance. His knowledge derives from an extensive practice of interior architecture that began in 1973, and continues through today with his role as principal of [Richard Pollack & Associates](#), a 35 person interior architectural firm based in San Francisco devoted to improving clients' businesses through the implementation of effective workspace. Mr. Pollack co-founded PdK Consulting in 1996 in order to develop effective methodology to measure the impact of workplace design on knowledge worker performance.



Expertise Through Alliances

PdK offers comprehensive, expert consulting services by maintaining alliances with leaders in a variety of fields including:

- Balance Scorecard ([Lawrie](#))
- Place & Property Strategy ([Roulac](#))
- Social Capital ([Grantham](#))
- Knowledge Capital – Network Management ([Stephenson](#))
- Knowledge Management ([Morris](#))
- Workplace Strategy and Assessment ([Duffy](#))
- Environment Psychology ([Vischer](#))

Other Alliances:

- Real Estate Strategy ([Benoit](#))
- Ethnography ([Roggendorf](#))
- Cognitive Psychology ([Augustin](#))
- Scenario Development ([Gans](#))
- Strategy Implementation ([Ho](#))
- Clinical Psychology ([Barr](#))
- Space Planning ([Iannone](#))
- Ergonomics ([Sacks](#))
- Technology Integration ([Smith](#))
- Organizational Psychology ([Veitch](#))
- Change Management ([Millard](#))

[Resume of Gerald de Kerchove](#)

PdK Consulting Founder

[Resume of Richard Pollack](#)

PdK Consulting Co-Founder

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