

## **Workplace Strategy and Assessment**

### **Francis Duffy**

#### **DEGW**

#### ***Planning and designing environments for working and learning***

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- Francis Duffy's career has been spent helping business organizations use space more effectively over time. With an interest in relating changes in organizational situations and information technology to office design, Frank has been instrumental in developing methodologies to measure how effectively and efficiently buildings are being used.
- Past President of the Royal Institute of British Architects (RIBA)  
MA, PhD, Princeton University  
M Arch, University of California, Berkeley  
Diploma (Hons) Architectural Association School, London
- Francis Duffy, with Jack Tanis Vice President of [Steelcase](#) is the author of a couple of remarkable articles:
  - "[A Vision of the New Workplace](#)" (Site Selection–April 1993)
  - "[A vision of the New Workplace Revisited](#)" (Site Selection-September 1999).
- Francis Duffy's book, beautifully illustrated, "the New Office" is a must read and re-read for anyone concerned with creating effective workplaces.

### **The New Office: With 20 International Case Studies**

by [Francis Duffy](#)

List Price: ~~\$90.00~~

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**Hardcover** - 256 pages (October 1997)

Unknown; ISBN: 1850298912 ; Dimensions (in inches): 1.30 x 12.53 x 10.04

Amazon.com Sales Rank: 42,182

Avg. Customer Rating: ★★★★★

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★★★★★ **New office design for new organization.**, July 28, 1999

Reviewer: **A reader** from Singapore

The New Office gives readers insight into the future concept of office architecture by combining the author's training in architecture and knowledge of new organizational design. The book with plenty of graphics and pictures covering 20 real life case studies

**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 measures the resulting **performance improvements** (business results) on a simple linear scale via multi-variate statistical or simple heuristic models.

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