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Message From The President

Making Your Office A Destination Location

Last week Gensler wrote about businesses trying to get their employees back to the office. One line caught my attention, "If people are to come to the office, they're coming because it's a destination, not an obligation." So, I've been thinking about how to make the office a destination location. Naturally, I started thinking about destination locations and why people go to them. Silverwood (a successful theme park in northern Idaho) came to mind because it is such a great place in such a remote location.

So how do we create destination locations for our businesses? Let us think about our guests—or our employees. What will bring them back day after day and put a smile on their face? Here are three things I thought of:

1. Culture. Culture for me is the aggregate of the values an organization embraces and reinforces. A terrific book to help you visit your values is *Traction* which will help you develop your values and mission statement.

2. Space. Your working space should be awesome. Think about your guests and what they want. According to studies from Steelcase, employees want 1) more privacy 2) better collaboration spaces.

Privacy. Your employees need enclaves like phone booths or huddle rooms where they can find some privacy. Pro Tip: Space your private enclaves so they are easy for staff to get to.

Better Collaboration. Production power of a team can become more than the raw sum of the individual capabilities. Here are keys to high performing collaboration spaces:

Easy to use audio visual technology. If it's not easy, your employees won't use it.

Reservable—employees want spaces they can reserve in advance.

3. Silverwood Thinking. The best theme parks in the world are always creating new ways to delight their guests. Make a habit of revisiting old spaces and refreshing new ones so you can give employees something to look forward to on a regular basis.

Good luck in making your office into a destination location—not an obligation location.

Scott Galloway
President

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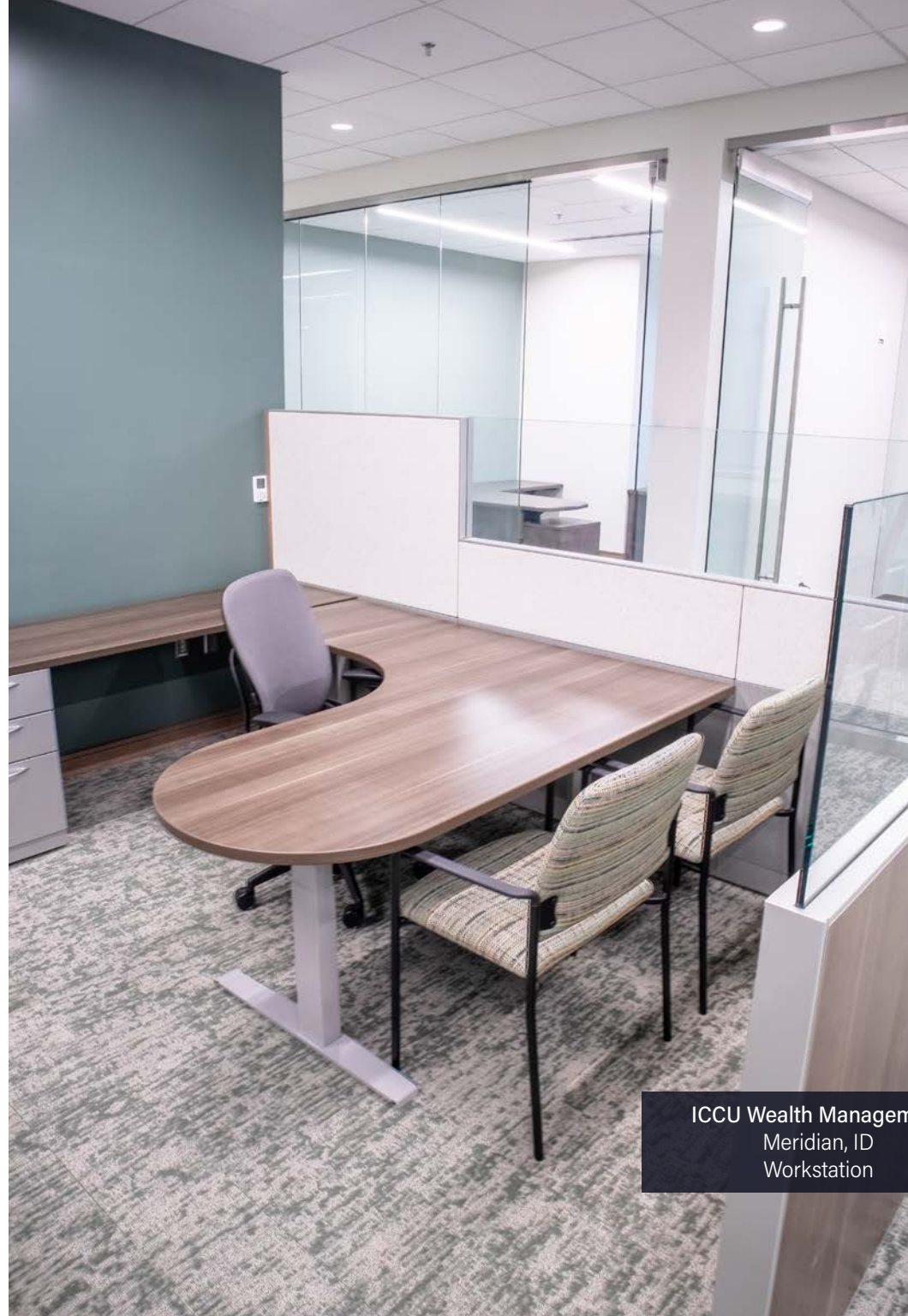
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Meridian, ID
Workstation



ICCU Wealth Management
Meridian, ID
Private Office



Reception + Conference Room



Striving For Better

In 2019, Dan McKnight was half-retired from the construction industry and needed something to do. His wife Andrea was also looking to get out of the mortgage industry, so when the idea of creating a business in insurance liability limits tracing fell into their lap, they jumped on it. "We evaluated the market and said, 'We can do that, but we can do it better.'" says Dan. It took about four months for Dan to get the newly minted company off the ground from his dining room when the checks started coming in, and Andrea quit her job to help run the business. Today, Dan is the President of Red Folder Research, running the production side of the company, while Andrea has taken the role of Vice President, running the operations.

What Red Folder Does

Red folder offers niche investigative services for personal injury attorneys who represent clients who have been injured. They help attorneys assess and determine the financial limits of case including the maximum amount the at-fault party's insurance may be willing to pay. All insurance policies have a maximum amount they are obligated pay. Insurance companies want to pay as little as possible and attorneys want to recover the maximum their clients need to be made whole. Red Folder's services can facilitate the resolution and compromise process and cut the length of time from injury-to-settlement by 90% or more.

**"We can do that, but we can do it better."
-Dan McKnight**

Red Folder revolutionized the industry by sticking to its core values of Speed, Accuracy, Service, and Development. They have a 99.8% accuracy rate compared to 80% in the rest of the industry, which has brought attorneys from around the U.S. flocking to their door. Since its founding in 2019, Red Folder has completed over 50,000 cases and recently doubled its daily caseload from the previous year. Red Folder also does very little advertising and has made no sales calls since their first day in business when Dan found an attorney willing to give him a shot. Within eleven minutes, Dan found and sent the information the attorney needed. That attorney became such an ambassador for their service Red Folder has never had to make another sales call.

Red Folder's Massive Growth

With such a massive increase in demand for their services, Dan and Andrea had to grow their team quickly. Within the first two years, they were up to twelve employees and using garage sale office furniture. Today, they have designed and built two adjacent office buildings and have fifty-three employees, having hired twenty-six of them since May. Their original plan was to lease out one of the new buildings to another business until they realized they needed to fully occupy both new buildings.

The Vision For The Space

When Dan and Andrea started planning for their new construction office buildings, they wanted a clean, modern, and timeless environment where their employees liked to come to work. To achieve this look and feel, they chose to use floor-to-ceiling glass walls for all their private offices and bullpen-style workstations in central areas to increase the energy and collaboration of those spaces. While their branding is red, all their finishes include warm woods, leather, cool-toned fabrics, and green plant life.

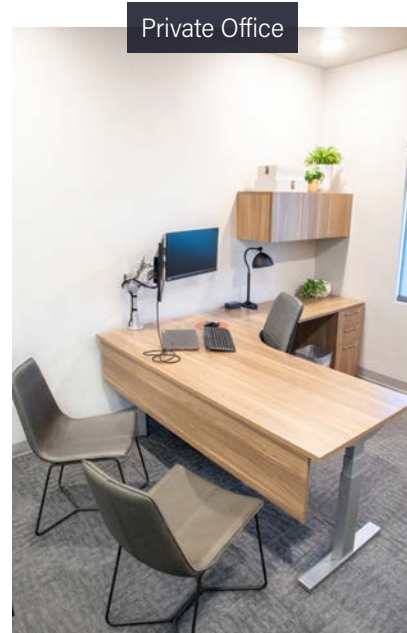
With so much change in such a short time, Dan and Andrea have had to work closely with OEC Designer Jen Galloway to adapt the spaces to meet their needs. "I think in any relationship, you must go through some rough patches to figure out what you need and make that relationship harmonious. We have done that with all our vendors, but the entire time, OEC has desired to make us happy." Andrea shares. Dan adds, "I think Jen knows me well enough now that when I say I need something, I know she is going to nail it."

Favorite Office Spaces

Dan and Andrea's favorite parts of the new offices are: 1.) Their large conference room that can hold all



Conference Room



Private Office



Workstations



Break Room



Everwall Private Office



Workstations

their employees for their quarterly "State of the Company" meeting, and 2.) The "Bullpen" which is a space with six workstations that helps keep the teamwork and energy high.

Sticking To Their Core Values

With so much happening so quickly, Dan and Andrea are planning for the future through the lens of their core values of Speed, Accuracy, Service, and Development. They are dedicated to consistently delivering an amazing service, but when it comes to their employees, Development is the focus. "We think everything should be getting better, not bigger, but better. Processes, techniques, equipment, personal lives, relationships, vacations, possessions. Everything in our lives should be getting better, and if it's not, then we need to figure out what's keeping that from happening," says Dan.

**"We think everything should be getting better, not bigger, better!"
-Dan McKnight**

Helping Their Employees Achieve Better

As they strive to improve everything for their team, Andrea shares, "Dan and I are striving for a more balanced life. A good life. We also want to provide a place where our employees love to come every day and work hard so they can earn an income to create the life they enjoy." Dan adds, "Not everyone would trust a brand-new company, especially one operating from a dining room, so our goal is to invest in our people and demonstrate our commitment to them.

Workstations



Private Office



Training Space

Andrea continues, "We've gone through some hard times in the last six months dealing with capacity issues, and people have sacrificed so much for this company that it makes me emotional. We couldn't do it without that sacrifice. I want them to feel rewarded and like they are part of something that has grown into something great."

With their new spaces meeting the needs of their staff and more business rolling in by the day, Dan and Andrea have their hands full. Regardless of what the future holds, you can count on the fact that they will continue to strive toward better, no matter what.



Private Office Lounge

5 Ways AV Supports Employee Wellbeing

Audiovisual (AV) technology is stepping into a significant role in helping create workplaces that prioritize employee well-being. These technologies are enhancing comfort, communication, and the overall workplace experience.



Lighting & Visuals

AV systems can replicate natural lighting patterns, positively impacting employees' circadian rhythms and mood. Dynamic lighting systems that mimic the changing daylight can promote alertness and better sleep patterns.

Additionally, introducing biophilic design elements such as calming nature scenes or soothing visuals contribute to a more relaxed and stress-reducing environment.

Acoustic Comfort

Sound masking technology is an excellent way to emit a subtle, soothing background sound to mask distractions and create a more private and focused work environment. Additional acoustic panels and materials can reduce noise reflections while creating a more peaceful environment. For added benefits, companies can choose to play relaxing music in addition to sound masking.



Flexible Meeting Solutions

Video conferencing solutions make remote employees feel they have a place in every meeting. With intuitive cameras, sound control, and lighting, conference room technology is helping remote employees achieve telepresence, a.k.a. the feeling they are in the same room while physically elsewhere. In turn, in-person meeting attendees can easily collaborate with those outside the office and schedule spaces to be ready for their meetings. These meetings build camaraderie between teams regardless of their physical location.

Personalized Experiences

Employees can use digital signage to display tailored or personal content based on their preferences, which gives them a feeling of ownership over their workspace.

By integrating these AV technologies, companies can create work environments that are visually and acoustically pleasing and contribute to employees' physical and mental well-being. This results in increased job satisfaction, productivity, and overall quality of work life.



Ergonomic Collaboration Spaces

Interactive displays and digital whiteboards make collaboration easier during meetings, providing ergonomic options for brainstorming and idea sharing. This technology supports flexible furniture arrangements so you can do what works for you.



The Power of Intentionally Designed Spaces

A single room can do a lot for an organization. Whether that is reinforcing company culture or creating a sense of trust with clients. Today we highlight two spaces from different companies and how these rooms help each company meet its goals.

Reinforcing Culture Within A Physical Space

Accenture is an international company with thousands of employees across numerous offices. Establishing a unified culture across so many different offices can be a major feat. The photo here is a great example of how to reinforce a culture within a physical space.

Pictured right is an open workspace doing a few important things for its employees.

1. It provides a place for multiple individuals and teams to work in a collaborative environment. Seeing coworkers easily and sitting in close proximity to them can help create camaraderie and provide a sense of belonging.

2. This workspace is equipped with audio visual technology. Introducing technology to a space allows teams to easily collaborate and work through projects together, furthering their company's goals.

3. Vinyl decals and other signage reinforce the company's values. Along the back wall is imagery putting the company focus front and center for employees to see and remember daily. No organization can create a strong culture without multiple avenues of reinforcement.

Open Workspace



How To Create A Modern, High Class Space

Idaho Central Credit Union (ICCU) recently started a Wealth Management Division on the first floor of its Member Service Center West location in Meridian. Unlike most of their installations, this office has a unique look and feel. The space pictured below is a great example of how to design a modern, and timeless work environment in which to welcome wealthy individuals.

Three important design details make this space work.

1. Dark, rich finishes. ICCU harkens back to the dark finishes of wealth management companies by selecting dark wood for this private office. At the

same time, they have chosen a color that is timeless and a desk that is highly functional.

2. Cool tones. While blues and greens are very on brand for ICCU, bringing cool tones into any space helps create a sense of calm in an environment. It is a welcoming color that contrasts well with the darker finishes.

3. Lighting with glass walls. By installing floor-to-ceiling glass walls, each office has privacy without losing light. Unlike traditional stick-frame walls, the glass creates transparency both physically and psychologically. It also lets the light in while looking sleek and modern.



Private Office



Zoco
By Viccarbe

Zoco, designed by Victor Carrasco, is a modern lounge chair with a comfortable, well-balanced rounded silhouette.

Pallana
by Mooi

Practically playful! A suspended light, available in two muted colors. Spin the ring lights to assist you in any occasion. Pallana brings a touch of exuberance to any room, while supporting your flow of activities and moods throughout the day.



Red Folder Research
Meridian, ID
Everwall Installation

Exceptional Spaces
On time, on budget.

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www.oecworks.com