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“The Collision of Performance, Value & Risk in Workplace Design”

*-- Noted Workplace Expert, Franklin D. Becker, Featured
at Latest Hixson Knowledge Sharing Forum --*

(CINCINNATI; October 23, 2014) – When corporate giants such as Google, Apple, and Facebook make a change to their office design, it must be something that the rest of the world should emulate, right? Not necessarily so, according to leading workplace design expert Franklin D. Becker, PhD. Becker, who presented at a Knowledge Sharing Forum sponsored by Hixson Architecture, Engineering, Interiors held at the firm’s headquarters in Mt. Adams, said that the workplace strategies adopted by these companies are not the right move for most other organizations.

“Some companies have so much money to spend that they can afford to take great risks in their workplace design,” said Becker. “Most of us don’t. Instead, we have to be much more careful with



the choices we make.” However, according to Becker, we can learn from the decisions of the Googles of the world. “80% of what you see Apple and Facebook adopt in their workplace design won’t work for most companies, but 20% of the other ‘stuff’ may make sense for your particular needs.”

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In a 90-minute, dynamic presentation centered around the idea of performance, value, and risk in workplace design, Becker also told the audience, which represented many leading companies throughout the region, that measuring workplace performance is a good idea, but not often done correctly. “While there are many stories and lots of hype around “cool” office spaces, there is little in the way of actual performance data,” said Becker. “Initial statements and intentions from the architect and building owner about what they HOPE the building will achieve is not the same thing as actual performance data. It’s like expecting that investing \$10 million to generate a 15% ROI truly *IS* a 15% ROI.”

Understanding the correlation between performance, value and risk is a subject Becker knows well. As Professor Emeritus at Cornell University and a co-founder of Cornell’s Facility Planning and Management Program, the first of its kind in the world; as well as the International Workplace Studies Program, internationally recognized for its research on new ways of working and innovative workplace strategies, Becker is frequently sought after for his knowledge and insight in the field.



At the Hixson event, Becker noted that future workplace design strategies will share many of the same characteristics we all know. “They will be flexible, allow for individual and team mobility, be balanced between cost and efficiency, take advantage of modern technology, and allow for global operations and relationships,” said Becker. “It is how we apply those characteristics to our company’s unique circumstances that will truly set a company’s workplace design apart from their competitors and enhance employee satisfaction and retention.”

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Companies wishing to learn more about best practices in workplace design or about the next Hixson Knowledge Sharing Forum are invited to contact Scott Schroeder, Hixson Manager of Client Development, at 513-241-1230 or via email at info@hixson-inc.com.

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