

REPORT 0214



Dear Readers!

People are always at the centre of all our thinking and projects. This is the reason why we include staff early on in all change processes - including the 3M location. For our strategic focus we always consider feasibility, efficiency and functionality in connection with factors such as motivation, self-responsibility and self-fulfilment - and we consider this across »all« borders and generations.

Gabriele Schwarz, Managing Director

In this edition:

3M:
Ideas wanted

teamgnesda international:
Warsaw: We are on our way!

New working environments:
This is what the
»Generation Y« wants

L'Oréal:
Stylish with hairdryer

on top:
Vienna from above -
Stephansdom

Managementseminar:
»Property strategy -
Office structures«

NEW, COLOURFUL, TRANSPARENT - 3M

**THE MOVE INTO THE EURO PLAZA
MADE FOR OPEN, COMMUNICATIVE
OFFICES - IDEAS FROM STAFF
REGARDING DESIGN WERE WELCOME!**

3M Austria has been owned for over 40 years by a holding company based in Perchtoldsdorf near Vienna. A strategic change in the company's policy meant that the previously important warehouse was no longer needed and therefore 3M Austria started the search for a new property: The decision was made in favour of the Euro Plaza. The new building part »J« fully met 3M's requirements.

The foundation was laid ...

... and teamgnesda was commissioned to handle external project management, representing 3M for planning and development of the new location, interior design concept, creation of a specification list for removal services and coordination during the actual move. Initially, the requirements and needs of staff and departments for the new working environment were assessed. Then a communication matrix was created and the results were implemented into a detailed room plan.

After coordination with the project team and the user representatives, a start was made on the in-depth furnishing plans which were used as the basis for the tender. Staff were able to state their wishes for the interior design concept during many workshops. They were included into the design of social rooms, meeting rooms, work spaces and quiet rooms. →

**22. ATGA
FACILITY CONGRESS**

**25th and 26th June 2014
FLORIDO LOUNGE
1210 Vienna**

teamgnesda INVITES YOU!

The motto of this year's ATGA Facility Congress is »Supporting the core business: Better buildings. Better management.«

For this purpose we present the latest trends and developments. Furthermore, the congress will also set out important trends on the topic of changing working environments.

New: In 2014, the »Austrian FM Awards« are integrated for the first time as a fixed programme item.

The teamgnesda focus for the ATGA Facility Congress: 25. June, Talk 2:00 pm

**»Arbeitswelt im Wandel: Herausforderung Mensch - Kultur - Technik«
Andreas Gnesda**

**»Property challenge«
Mag. Michael Zöchling,
BAR bareal Immobilientreuhand GmbH, Vienna**

15:15: Excursion Ö3 Studios

16:30: Excursion DC Tower

6:15 pm: Evening event

**We would like to invite 10 participants to these two exciting days.
(regular price for a 2 day ticket: € 560.00)**

**Get in touch fast with:
tour@teamgnesda.com, T: 01 486 70 70 - 10
Attention! teamgnesda will pay for the first 10 participants. (Order of registration is deciding factor)**

IN CONVERSATION



Dipl. Ing. (FH) Benedikt Hofer, MSc
Management Consultant
M: + 43 664 9646973
hofer@teamgnesda.com

Staff were included into the project thanks to **teamgnesda's** communication platform »CnPView«. This allowed e.g. coordination of colour concepts for the departments or individual wishes with regards to table heights. Even a personalised specification on how to position the PC on the new desk was possible in advance.

We are moving in ...

In the middle of January 2014 everything was ready: The move was on. The main move happened on a Friday and was done in 10 hours thanks to detailed planning. The staff returned to work as normal on Monday morning but at the new location.

The focus for the entire project was to guide staff through the change project by consistently engaging them with the project. This created a transparent and modern working environment which motivates and supports work processes perfectly.

Numbers and facts:

- Staff: 170
- Work places: 135
- Meeting areas (incl. quiet rooms): 104
- Logins on platform: 1,450
- Platform clicks: 15,500

DI IRENE FROMWALD, MANAGER QUALITY, SAFETY, TECHNICAL & ENVIRONMENTAL AFFAIRS ADMIN SERVICES, CONVERSATION WITH 3M AUSTRIA:

*What effect did the use of **teamgnesda's** communication platform »CnPView« have on the project?*

DI Irene Fromwald: This communication platform was an important tool for us. Many of the managers are based in the Swiss 3M subsidiary. However, thanks to CNPView, they were always well informed despite their distance to Vienna. Staff were included into the relocation project thanks to a range of surveys. Also, further issues which occurred after the move were included into the tool. All of this contributed to the project's successful completion.

How did the communication behaviour of staff change since they moved into open space offices?

DI Irene Fromwald: Communication amongst staff has significantly improved. In the old 3M offices, we were spread across different building parts. Now all staff are located on one floor and they like to meet in one of the Café-Corners which were designed specifically for comfortable and informal exchange.

*What was **teamgnesda's** influence on the quality of the project management in their role as external advisor?*

DI Irene Fromwald: With the help of **teamgnesda** we were able to perfectly implement the 3M-internal international requirements into our new office location. Additionally, we were shown options which we would have probably otherwise not used.

How important was the implementation of CI for the interior design concept?

On the ground floor, our 3M Customer Innovation Center, we paid special attention to make the 3M's corporate identity visible. This area is also home to the »3M World of Innovation« exhibition area which matches the branding of the internationally operating technology company. Individual requests by staff were included as best as possible into the design of the upper floor, in which the staff office space is located.



SAVE THE DATE!

teamgnesda tour of Central Train Station and ÖBB headquarters, calendar week 38

The largest construction site in Vienna is in the hot final phase - And with us, you can be there - live! An exciting tour is waiting for you. Details will be announced in time, pre-registration is already possible at: tour@teamgnesda.com, Code word: ÖBB



teamgnesda consulting
Spółka z ograniczoną
odpowiedzialnością
Cube Centre
Ul. Piękna 24/26A
00-549 Warszawa

teamgnesda: POLAND

THE EXTENSIVE CONSULTING PORTFOLIO
BY teamgnesda IS NOW ALSO AVAILABLE BY THE
RIVER WISLA. HOW DID THAT HAPPEN?

Warsaw, with its 1.7 million inhabitants, is approx. the same size as Vienna. The city has just under 4 million sqm of office space which offers potential - and of course space - for the consulting portfolio by teamgnesda. And this was our thought process when we started to look closer at Poland and Warsaw. And on the 11th April this year we signed our Polish social contract.

The first joint meeting with our new partners **Piotr Stefańczyk**, **Marcin Sosnowski** and **Tomasz Krassowski** took place in Vienna in May 2013. What connected us right from the start - apart from our project experience - was the open and interested approach to a wide range of topics and the positive energy. They have understood and absorbed the teamgnesda philosophy very quickly and we are on the same wavelength. The foundation was set quickly and the contractual agreement was a mere formality.

Our three new partners bring a joint 50 years of project experience to the table; many of those years are from international projects. They are now active in Poland with immediate effect focussing on teamgnesda's core services. IT infrastructure services were added to the product portfolio in consideration of their background. The first project is already underway.

Considering that we also set up in Munich at the end of last year, »teamgnesda Warsaw« is now another important piece in the puzzle to show our customers »What we do« and »How we do it«. And it also gives us the opportunity to support our Austrian customers with international subsidiaries on site with quality services from teamgnesda. With Piotr, Marcin and Tomasz we were able to find three more important people for our business who will take charge of this task with the necessary professionalism and relevant enthusiasm.



Dipl. Ing. (FH) Tobias Hafele
Managing Director teamgnesda
M: +43 664 964 69 71
hafele@teamgnesda.com



Gabriele Schwarz, PMP
Managing director **teamgnesda**
M: +43 664 967 18 70
schwarz@teamgnesda.com

Video conference - created around 1900:
how the world in the year 2000 was imagined then¹
1 <http://publicdomainreview.org/collections/france-in-the-year-2000-1899-1910>

Why - NEXT WORLD OF WORK!

IT IS SOMETHING EVERYONE IS TALKING ABOUT: GENERATION Y (Y = »WHY«) IS FLOODING THE JOB MARKET.

People who were born between 1980 and 1995 are conquering the job market and companies want to attract this group which is rather low in numbers. The »war for talents« seems to reach its climax.

We already know that even people who are presently working are yearning for meaningful work (the better one is educated, the more they want to do something meaningful). This yearning is only going to increase with Generation Y, who consider remuneration merely as part of the deal (happiness beats money) and demand a different kind of labour market. Participants in our school project were very outspoken when we designed with them their personal future work environment during summer 2013.

A world in which work is meaningful. Work is self-determined. Performance is not only measured on how long one spends in the office. That it is possible to choose the location where an activity is carried out. It has to be possible to choose working hours flexibly. The work environment has to be nice and inspiring.



In recent years we have met many companies that are still at home in the old working environments. Some have already recognized the need to change; some have done projects with us on this topic and we have tried to make a joint contribution to the **»Next World of Work«** with new office and workplace concepts.

The result from long-standing project experience and more than 2 years of research and development work with organisational consultants, social and neuro scientists, occupational health doctors, communication specialists and system consultants have led to a unique consulting program which delivers promising results: **Next World of Work.**

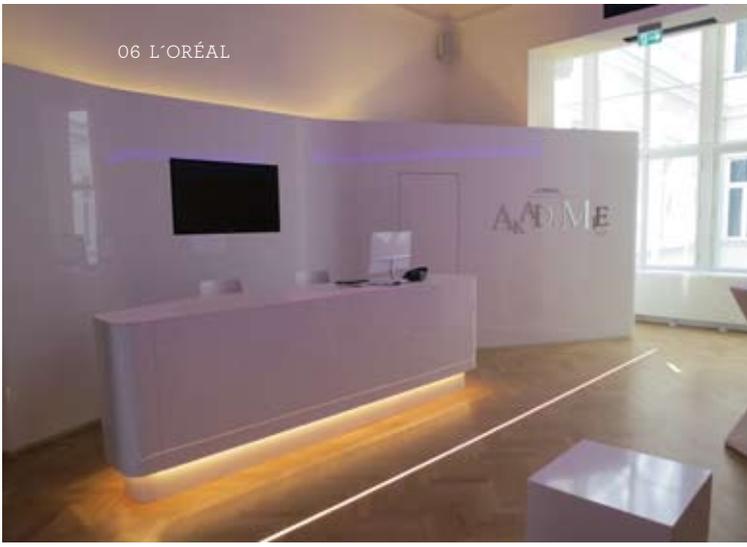
The office as a holistic tool becomes an unerring success tool. Vision, mission and model are aligned, developed and implemented with values, etiquette, communication properties, company structures, procedures, office concepts, office policies and design.

The **teamgnesda** company model includes the most important company areas in »Corporate Mission«, »Corporate Behaviour«, -»Corporate Communication«, »Corporate Structure«, »Corporate Space« and »Corporate Design«. All areas have to be aligned with each other and have to form a holistic picture both on the inside as well as the outside.

With simple questions for the »Why - How - What«, we are able to analyse the individual areas and using different tools we question on all levels of a company their mission/vision (why), processes and behaviour (how) and goals/results (what).

Why do we do this? Our intention is quickly summarised:

We want to contribute with our experience and our know-how that our customer's staff are motivated and find a sense of fulfilment when carrying out their tasks. We want to help to increase staff loyalty and hence secure investment. We want to support our customers to win the »war for talents« in the longterm by being an attractive employer.



Dipl. Ing. (FH) Tobias Hafele
 Managing Director **teamgnesda**
 M: +43 664 964 69 71
hafele@teamgnesda.com

L'OREAL ACADEMY VIENNA - EXCHANGE COMPUTER WORKPLACE AGAINST HAIRDRESSER WORKPLACE

ADMITTEDLY, I WAS SCEPTICAL IN THE BEGINNING: WILL teamgnesda BE ABLE TO GUIDE L'OREAL ACADEMY, A WELL-KNOWN TRAINING FACILITY FOR L'ORÉAL PRODUCTS, ON THEIR WAY TO A NEW LOCATION? DO WE HAVE ENOUGH SPECIFIC KNOW-HOW FOR THIS TASK? WHAT IS IT EXACTLY THAT HAIRDRESSERS AND MODELS NEED?

After some research (and yes, we know the field now with regards to L'Oréal -Professionnel, Redken, Matrix, products, cuts and styles, trends and fashion) it became clear: We will accept this challenge. According to plans by the Italian architect Guido Matta, a high quality 550 sqm training facility was built at Universitätsring 8 between August 2013 and February 2014. The training facility is split over five training rooms plus ancillary rooms which meet both functionally as well as visually, L'Oréal's brand requirements.

The 30 hairdresser stations required us to solve some technical issues: the power supply in the old building had to be upgraded to be able to operate 30 hair-dryers and straighteners at the same time (corresponds to approx. 80 kW). Air-conditioning and ventilation were also adjusted to these requirements. The hair wash places are supplied

by a circulation line which is kept continuously at operating temperature to ensure that warm water is available without waiting times and water waste. Even lighting was - with regards to controllability and, above all, colour temperature - a big topic in itself. Every room has RGB-LEDs, halogen spots were installed for good colour reproduction.

What enthused us were the sophisticated technological media applications: in our office projects, we have rarely seen such a fully equipped event space in such a comparatively small space. In addition to video walls, projections and coordinated room controls, the sound system in every room is outstanding (which we managed to fully enjoy during the opening party on the 20th March 2014).

And: There is at least ONE totally normal office. Even if we hardly discussed this room with our client Jean-Christophe Périchon.



07 ON TOP



Caroline Salzer
Marketing and PR
M: +43 664 213 71 79
salzer@teamgnesda.com

STEPHANSDOM – ON THE TOP

THE »teamgnesda STEPHANSDOM TOUR« LEAD US THIS TIME TO LOFTY HEIGHTS BUT ALSO DELIVERED PROFOUND DEPTHS AND NEW INSIGHTS ABOUT OUR WELL LOVED VIENNESE LANDMARK.

On 1st April - no, it was no April fools - teamgnesda invited customers, friends and interested parties to a »teamgnesda Stephansdom Tour«. The selected group of approx. 35 people could enjoy an exclusive cathedral tour with **Cathedral Prelate Toni Faber** »himself«. The tour included a lot of information about the history and importance of the cathedral, but also - and this is the essential point - many stories which you can only get first hand.

We were able to see the current version of the link between tradition and modernity, which is something very dear to Toni Faber's heart. In the Austrian lent, between Ash Wednesday and Easter, the altarpiece and the cross are veiled. This tradition was given a new lease of life with a rather unconventional art intervention. The Austrian artist Elke Maier covered the entire room height of the cathedral with thousands of silk threads.

The second, no less exciting part of the overall three hour long tour, was dedicated to hard facts about the Stephansdom. **Cathedral architect DI Wolfgang Zehetner** lead us to the west loft and gave us a view of the relic chamber in the Valentin's Chapel and finally »chased« us up the 120 steps to attic of the sacred Viennese landmark. The spectacular view into the attic and across Vienna from the exterior roof area rewarded us for all our efforts.

Finally, we got some refreshments in the assembly rooms. Great feedback from our guests and our own impression sealed the deal: We shall do this again.

A heartfelt thank you to our hosts - Cathedral Prelate Toni Faber, Cathedral architect DI Wolfgang Zehetner and the entire Cathedral office team for this successful tour.

Client: **Styria Media Group**

Project: The Styria Media Group will move into their new headquarters, the »Styria Media Centre« in Graz in spring 2015. Centrepiece of this new building is a large newsroom in which editors for print, radio and online programmes in the Styria family will find a new, vibrant centre.

BOARDING PASS



teamgnesda supports Styria Media Group with services for room planning and relocation management. About 800 members of staff will move in spring 2015 from various locations in Graz and around Graz into the new, impressive offices - a 12 floor office tower.

Office area (above ground):

28,100 sqm

Passengers:

About 800 staff

ON 26TH APRIL 2014

OUR MANAGING DIRECTOR GOT MARRIED AND GABY JEUTER BECAME GABY SCHWARZ!

After 13 years, Gaby Jeuter and Toni Schwarz got married on a very sunny day surrounded by friends, family and colleagues. **teamgnesda** says »congratulations« and wishes the happy couple all the best for many happy, exciting, stormy years of marriage!



Invitation
to
Management Seminar
17th September 2014

8 SEMINAR

PROPERTY STRATEGY – OFFICE STRUCTURE CONSULTING

THE »OWN PROPERTY« METHOD ALLOWS YOU TO EASILY DISCOVER MANY GENERAL ASPECTS AROUND THE TOPIC OF »PROPERTY STRATEGY« AND YOU GET IMPORTANT INPUT FOR PLANNING NEW OFFICE STRUCTURES.

Successful planning starts with asking the right questions at the right moment. The strategy game »Own Property« has exactly that aim. It offers a neutral platform in order to define important basics to ensure that the required property or planned office will actually deliver what is needed in order to implement culture, processes, communication etc.

We introduce you to a roadmap on how to implement new work environments and will talk about best practice examples to demonstrate benefits and critical aspects.

During an open game, you get a glance of the world of »Own Property«. This newly developed strategy game opens up unknown options to analyse basic decisions and how to document them.

Spend a day with us at Hotel Sacher and find out how much fun hard work can be.

Lecturer:

Gabriele Schwarz, PMP

Stefanie-Elisabeth Scheibenecker, MA



Stefanie Scheibenecker, MA

Managementconsulting

M: + 43 664 9671871

scheibenecker@teamgnesda.com

Programme:

up to 09:00 am

Arrival of participants, welcome tea and coffee

09:00 am to 10:30 am

New working environment - why?

Trigger for change

Changes in society, technology and value change

10:30 am to 11:00 am

Break with coffee, tea and snacks

11:00 to 12:30

Roadmap to develop new working environments

*Framework conditions, inputs, KPIs and project organisation
the first steps to implementation*

12:30 pm to 1:30 pm

lunch

1:30 pm to 3:00 pm

Own property - the strategy game

*Open game play which provides different approach for the topic
of property strategy and office planning.*

3:00 pm to 3:30 pm

Coffee break with original Sacher Torte and whipped cream

16:00 to 17:00

Analysis and feedback round

*What did the game show and what can you learn from it and apply
to your business.*

Date: Wednesday, 17th September 2014

Location: Hotel Sacher Wien, 1010 Wien, Philharmoniker Strasse 4

This seminar is part of our »Tool Office« initiative: We charge a fee of EUR 179 plus 20% VAT The fee includes extensive documentation, seminar materials, lunch and break refreshments as well as room rental..

Registration: *managementseminar@teamgnesda.com*

For questions, please contact: Ms Klaudia Csar,

csar@teamgnesda.com, Tel: 01 486 70 70 – 10

Gnesda Real Estate & Consulting GmbH,

Lehargasse 11, A-1060 Wien

Attention: limited space