

# I JOURNEY I

## ASSOCIATES CASE HISTORY

### AVC MEDIA ENTERPRISES

*“The research highlighted the need for fresh thinking and a change in the way that some of our departments operate. This independent review was very effective in getting a clearer picture of requirements and will hopefully create improved efficiency in the future. Staff commented that it was good to see that their suggestions had been taken on board.”*

Keith Main, Chairman and Managing Director

### THE PROJECT

**AVC Media Enterprises** is a Media and Communication Agency, established in 1976 that provides audio visual services, conference and training facilities, and media, marketing and digital services to a range of private, public and academic clients. In response to extensive growth of the company, AVC required a strategic design brief and operational briefs for their business divisions, to guide the interior design of new and refurbished workspaces in line with a new strategic business focus.



### OUR APPROACH

Following a tour of the facilities and observing teams in their workplace, in-depth interviews with the senior executive team were undertaken to understand the strategic objectives and the aspirations for the new workplace.

The next phase of the research involved an evaluation of the existing workplace, in order to explore the integration of business functions and identify the potential for improved joint working practices, to enhance creativity and innovation. This involved interviews with a range of staff across the organisation to determine the main managerial and operational requirements for departments. To encourage an innovative approach, information was also elicited on the strategic and managerial considerations that would allow for workflow efficiencies and improved teamwork.

### OUTPUTS AND BENEFITS

The strategic brief highlighted key considerations that would improve operational efficiency and facilitate the integration of business functions with a view to increasing creativity.

In addition to the workplace evaluation, staff-informed operational design briefs were devised for each of the 14 departments providing an objective overview of the workplace requirements. The management team reacted quickly to staff recommendations for change, confirming that their opinion is valued and leading to improved morale.

**FOR MORE INFORMATION: JOURNEY ASSOCIATES 83A CANDLERIGGS GLASGOW SCOTLAND G1 1LF**

**T: +44 (0) 141 553 4705 E: [INFO@JOURNEYASSOCIATES.COM](mailto:INFO@JOURNEYASSOCIATES.COM)**