

PSD

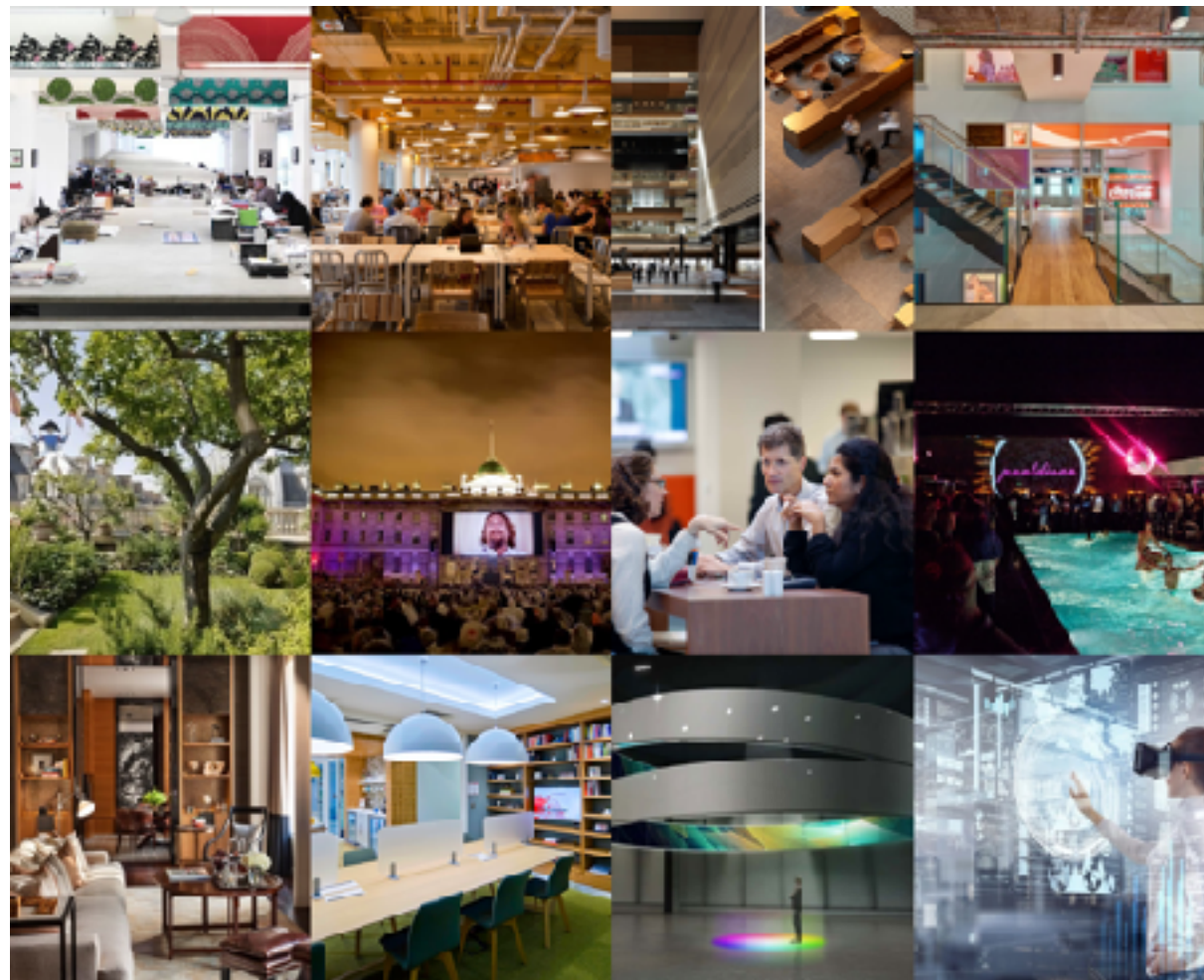
Psychosocially Supportive Design

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Personalities

A place for all personalities

- The office should NOT be a leveller but as an enhancer of personality traits,
- Productivity remains the target in terms of optimum team performance and engagement,
- Workplace provides the calming or reassuring settings that help bridge and bring about cohesion across work personalities.



People Focused

Accommodating
Collaborative
Empathic



Inspiration Driven

Adaptable
Flexible
Spontaneous



Big Picture Thinking

Conceptual
Imaginative
Radical



Extraverted

Sociable
Demonstrative
Takes Charge



Outcome Focused

Tough
Competitive
Logical



Discipline Driven

Purposeful
Structured
Reliable



Down to Earth

Practical
Evidence-based
Cautious



Introverted

Observing
Measured
Intimate

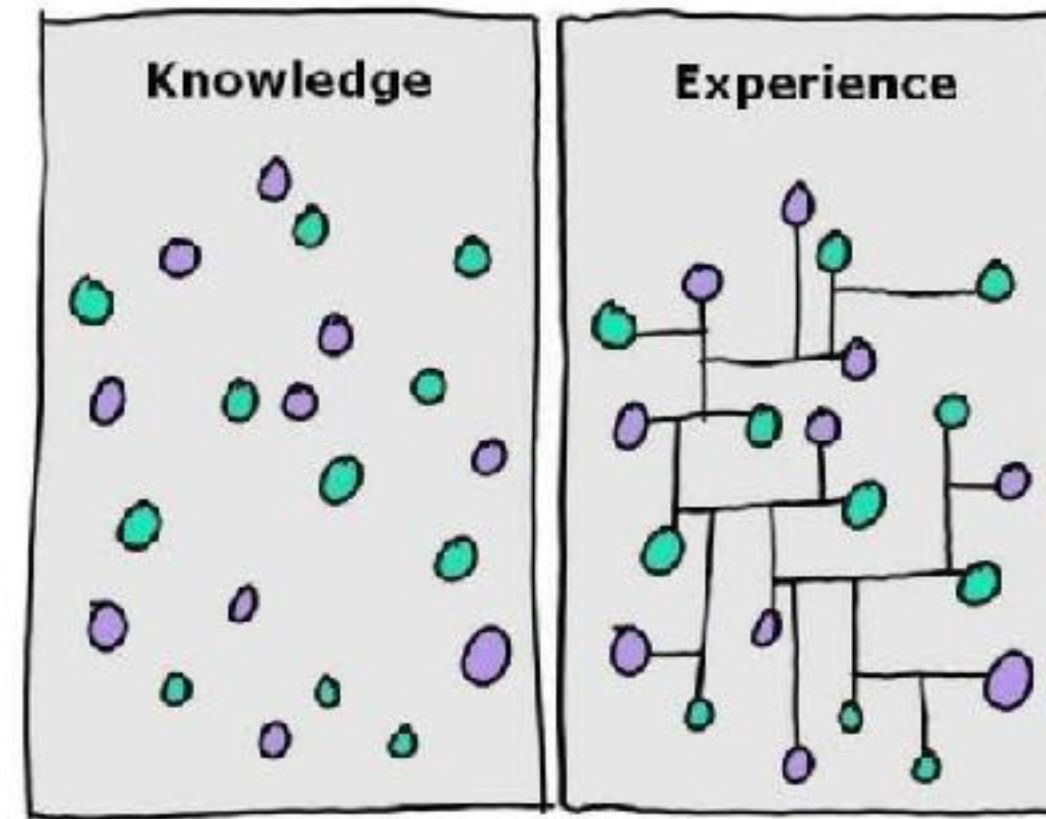


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Feeling

The feeling workplace

- The feeling workplace is about an alignment of space and behaviour on an experiential level,
- Such an environment recognises and supports the distinct moments of work as it unfolds in its constituent activities,
- The benefits of a successful workplace are as much derived from the enjoyment of the experience itself as from the achievement of tangible outcomes.



Touchpoints

Workplace choreography

- I seek to create such touch points within the work stage set, where space meets behaviour,
- In an effort to enshrine 'how things are best done' into space I identify and enhance the ritualistic nature of your work,
- This gives the Actors of work an empowering stage set.,
- As in a choreographed play, the script and corresponding stage directions go hand in hand,
- Timely and effective work performance is delivered in a scripted manner to great effect, using props when and where necessary,
- Not all components of a work environment need to be expressed with equal intensity,
- The bright, as well as the dark, the loud and the quiet, the open and the sheltered, are all scripted and notated to elicit the desired response through spatial design.



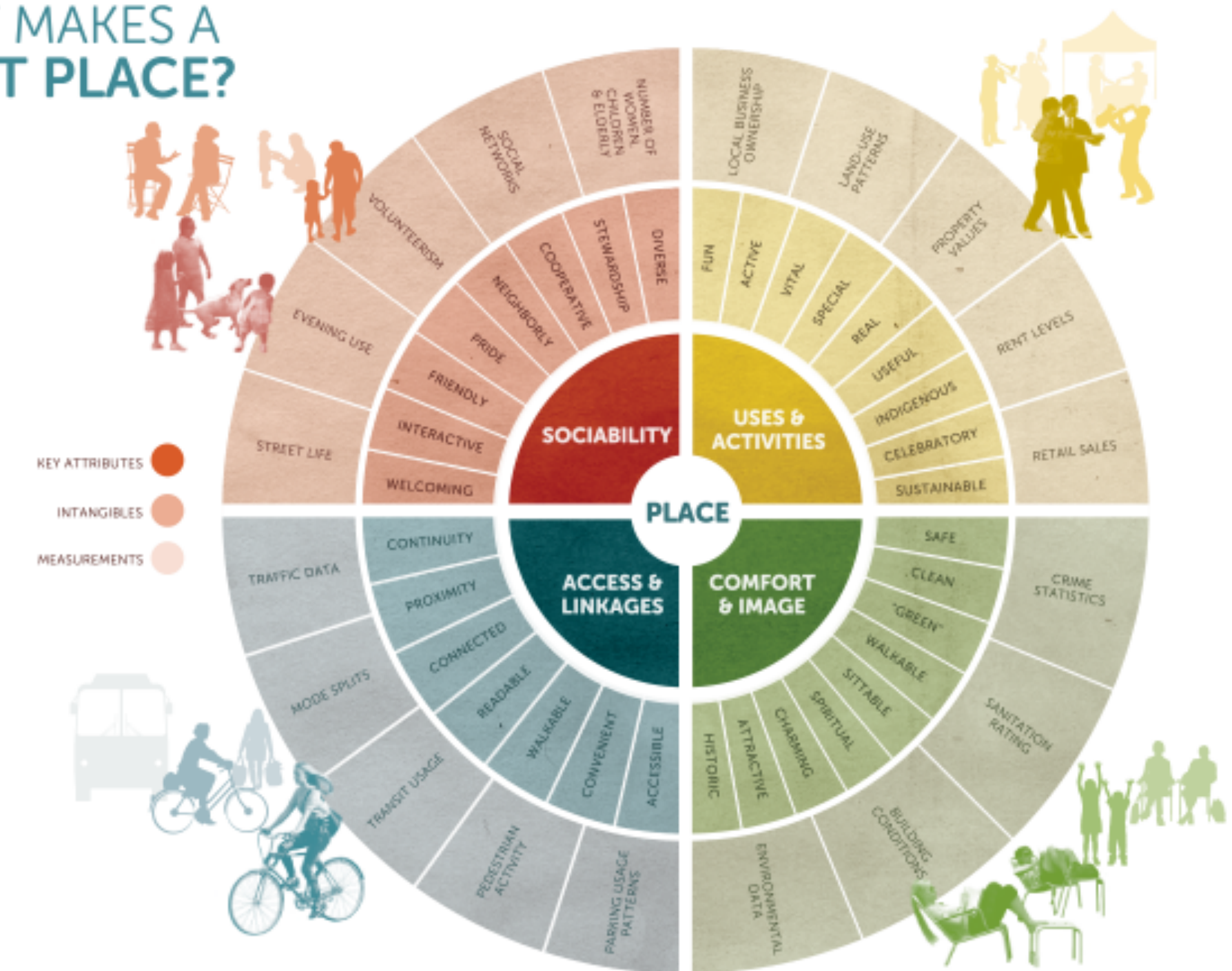
Psychogeography

Psychogeography of the workplace

- Psychogeography is an approach to geography that emphasizes playfulness and drifting (dérive) around urban environments,
- It's about how we're affected by being in certain places – the architecture, the weather, whom you're with – it's just a general sense of excitement about a place,
- In a dérive one or more persons during a certain period drop their usual reasons for movement and action, their relations, their work and leisure activities, and “let themselves be drawn by the attractions of the terrain and the encounters they find there.” Guy Debord 1958.

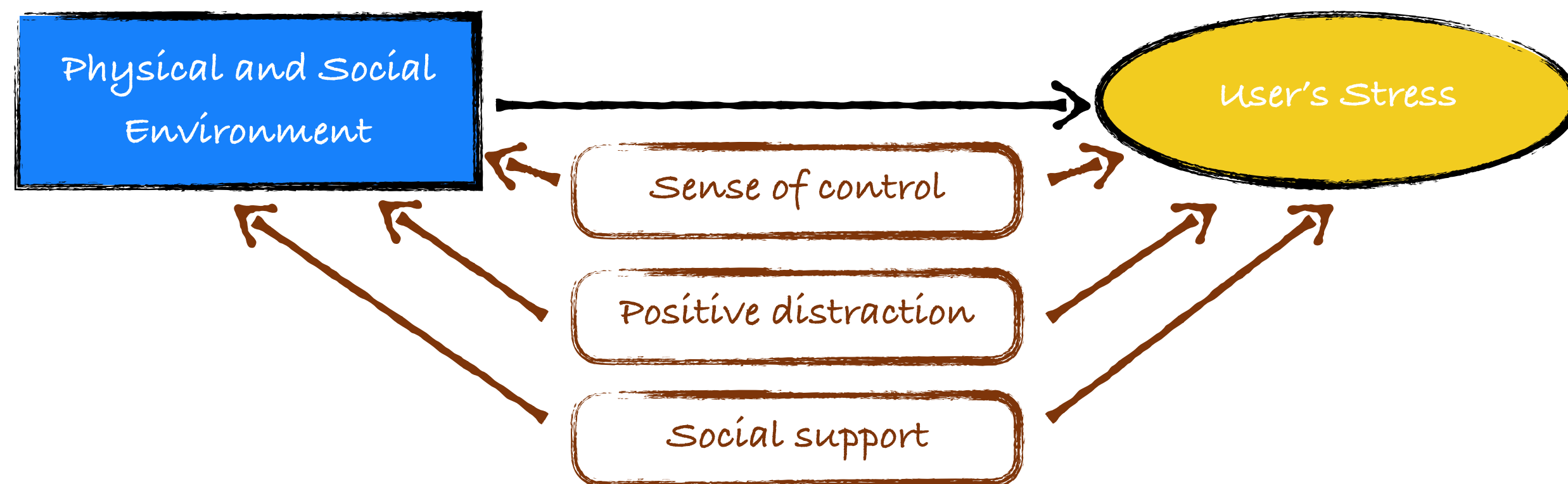
- There are key moments of interaction with the environment,
- A more precise and nuanced understanding shall describe:
 1. what makes people come back
 2. what compels them to go elsewhere
 3. what they value and what they dislike

WHAT MAKES A GREAT PLACE?



Psychosocially Supportive Design

- Mindful of the need to navigate the divide between space and behaviour at work I have devised a programme of workplace change and awareness through Psychosocially Supportive Design,
- The term was coined by Dr. Dilani, Founder and Director of the International Academy for Design and Health (IADH),
- PSD stimulates and engages people, both mentally and socially, using space to trigger positive behaviour in the environment.
- This approach, derived from the healthcare sector, is predicated on better engagement of employees through a deeper understanding of their personality profiles by means of co-creation workshops and the Lumina Spark psychometric assessment tool.



Playbook



PSD Playbook

- The outcome of this work takes the form of a PLAYBOOK designed to affect both space and behaviour; it sets out a detailed specification and implementation schedule of aligned spatial and behavioural interventions and specifically includes the following deliverables:

1. BEHAVIOUR

Personality Profiling
Brand & Tone of Voice
Etiquette of Engagement

2. SPACE

Space Assessment and Planning
Air, Light and Noise Design
Material Quality Specification

PSD Playbook

*An illustrated guide to psychosocially supportive
Space and Behaviour in your workplace.*

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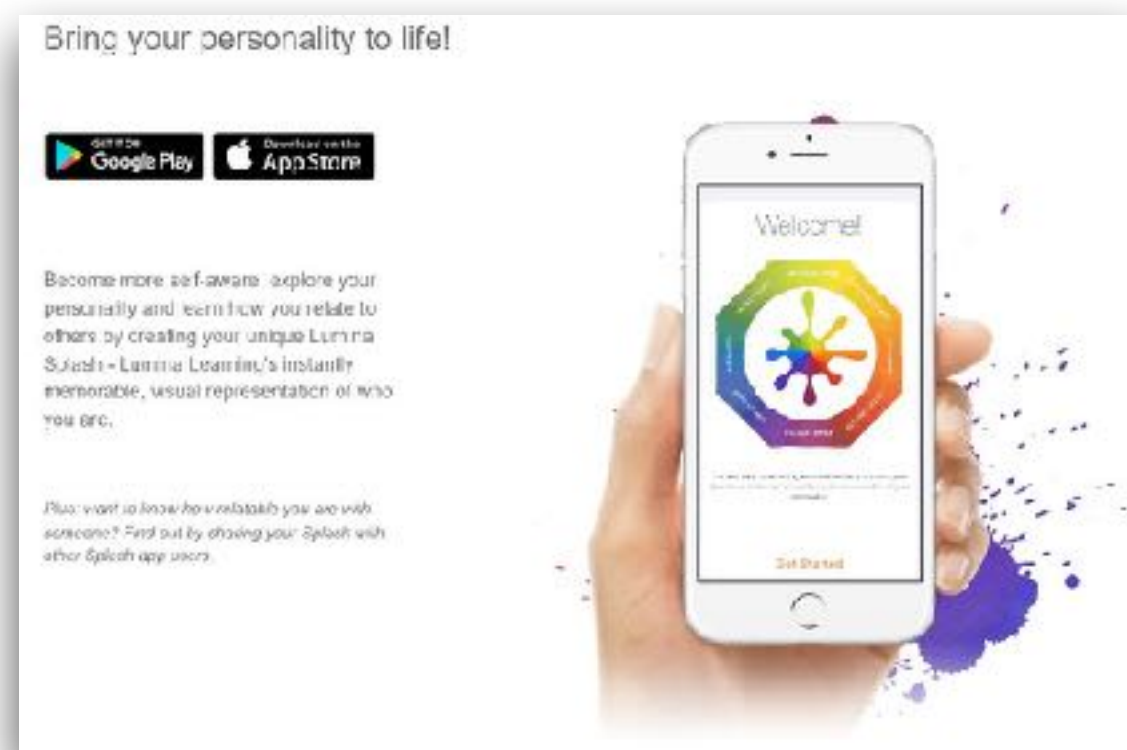
Behaviour

1. Personality Profiling
2. Brand & Tone of Voice
3. Etiquette of Engagement

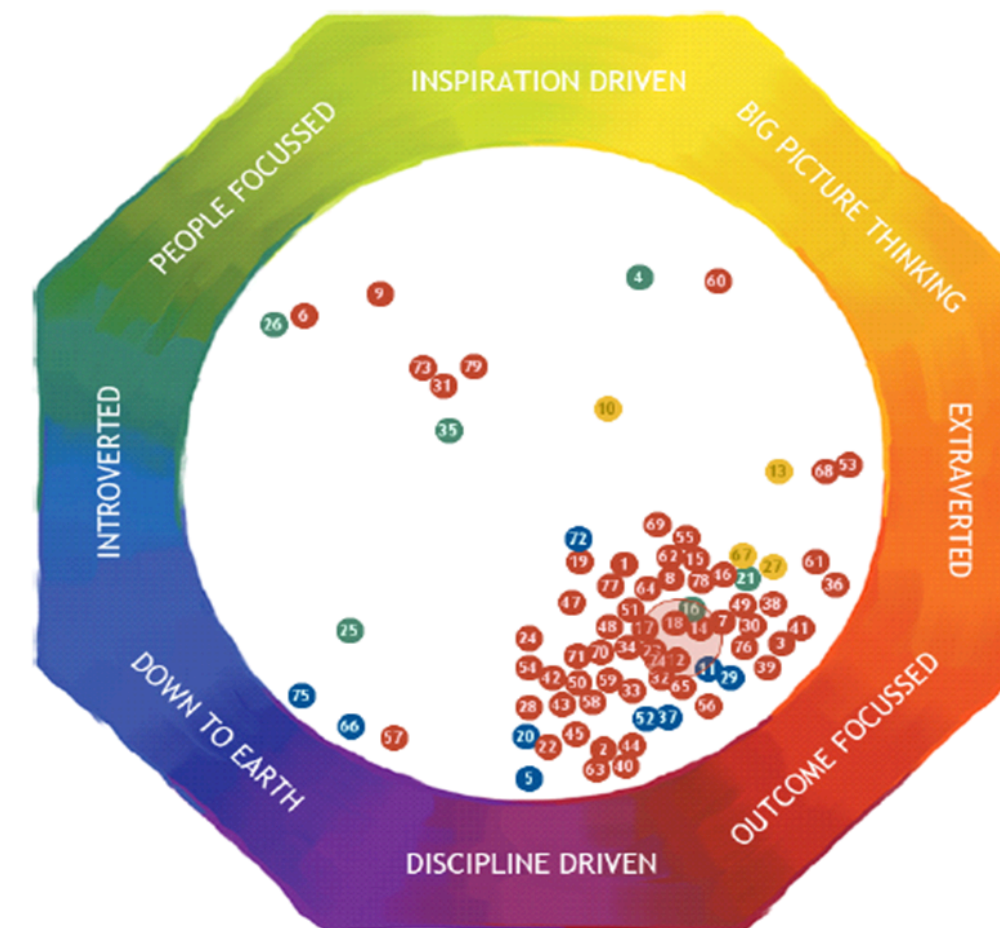
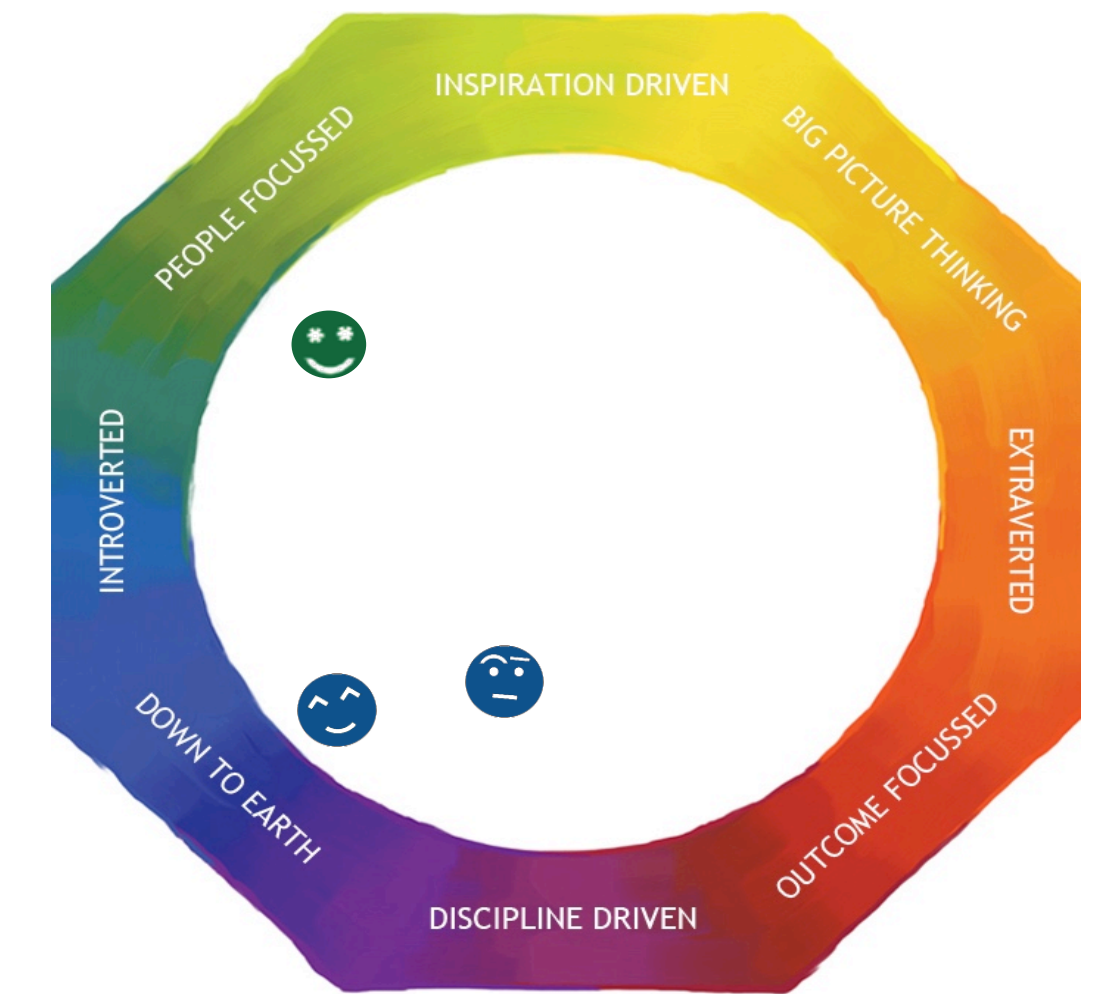
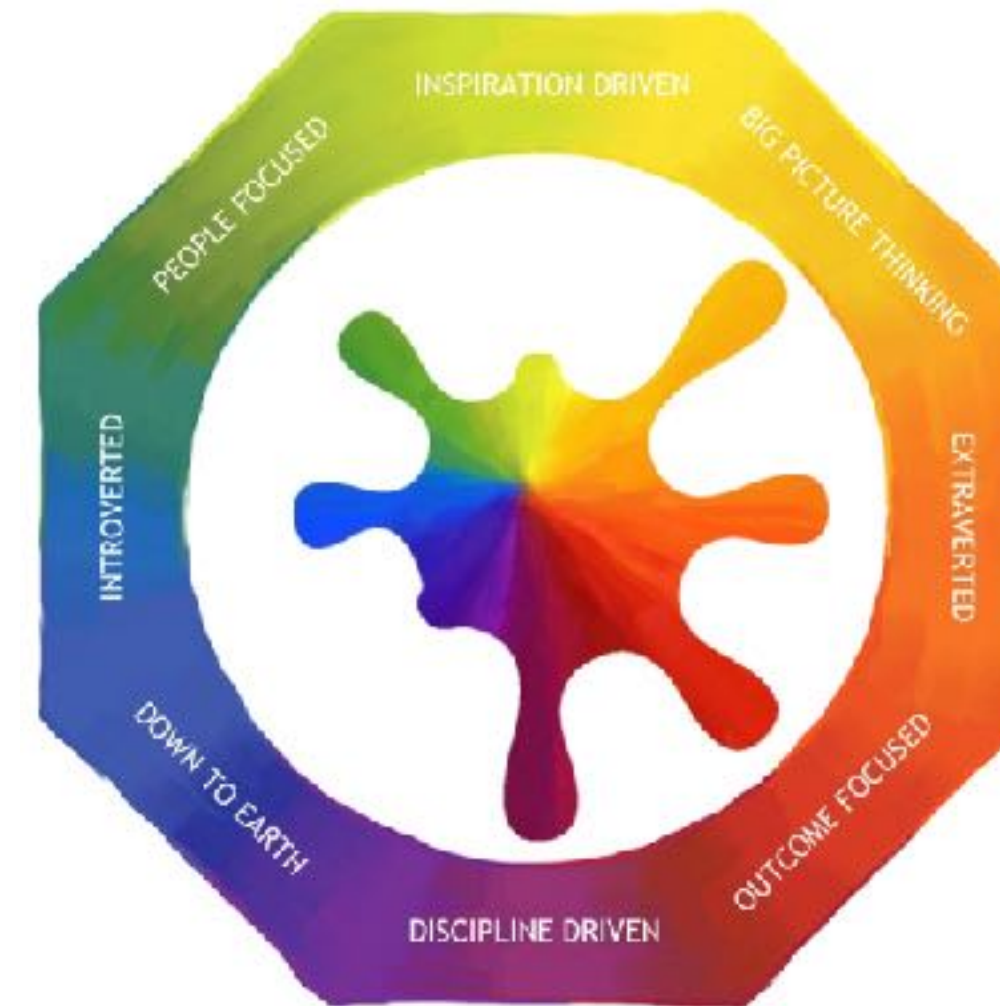
Lumina Portrait

Lumina Spark provides a highly interactive experience in which participants explore who they are, using an individualised psychometric profile tool called a Lumina Portrait:

- Provides scientifically validated personality model that allows us to explore the interaction between personality and office environment,
- Takes an individual-centred approach to the design of the workplace environment,
- Equips teams with a new lens with which to see how they can work together more effectively,
- Gives a fresh insight on organisational culture through an anonymised analysis of personality patterns,
- Equips employees with an App allowing them to get to know each other better and to explore how their personalities relate.



Profiling



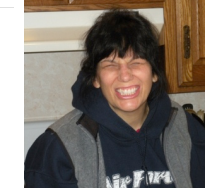
underlying



EVERYDAY



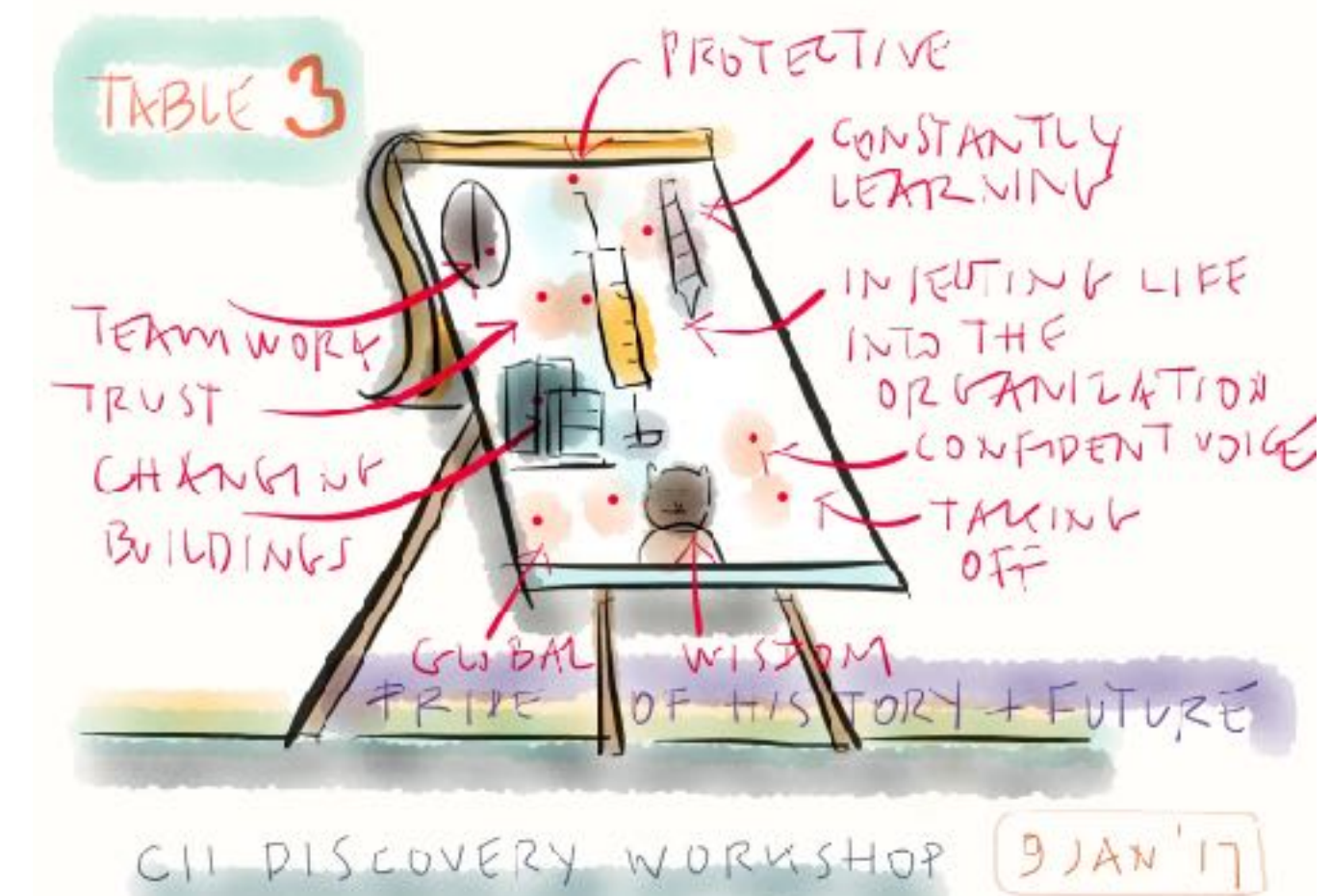
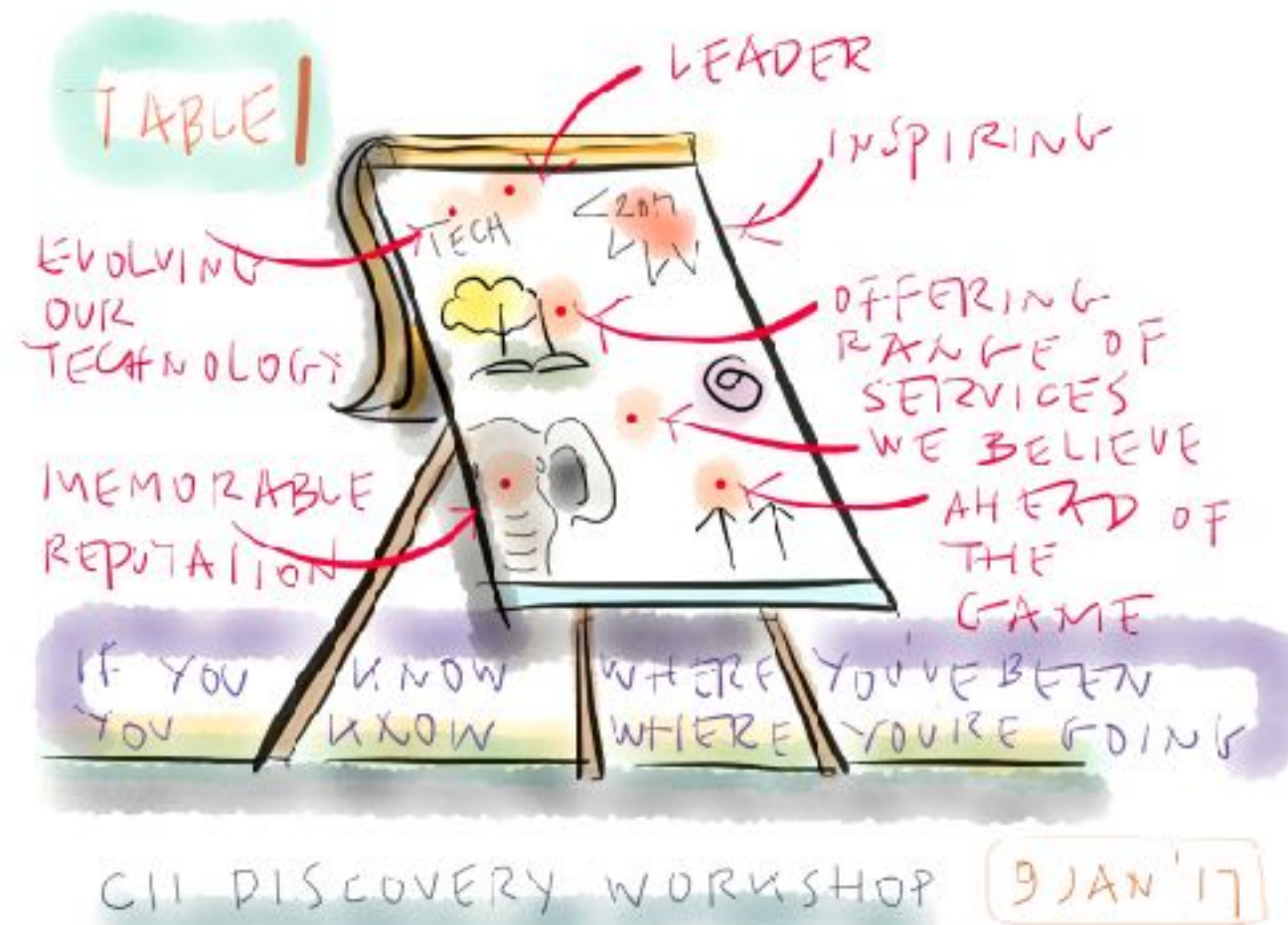
Overextended



Brand

Tone of voice and brand identity

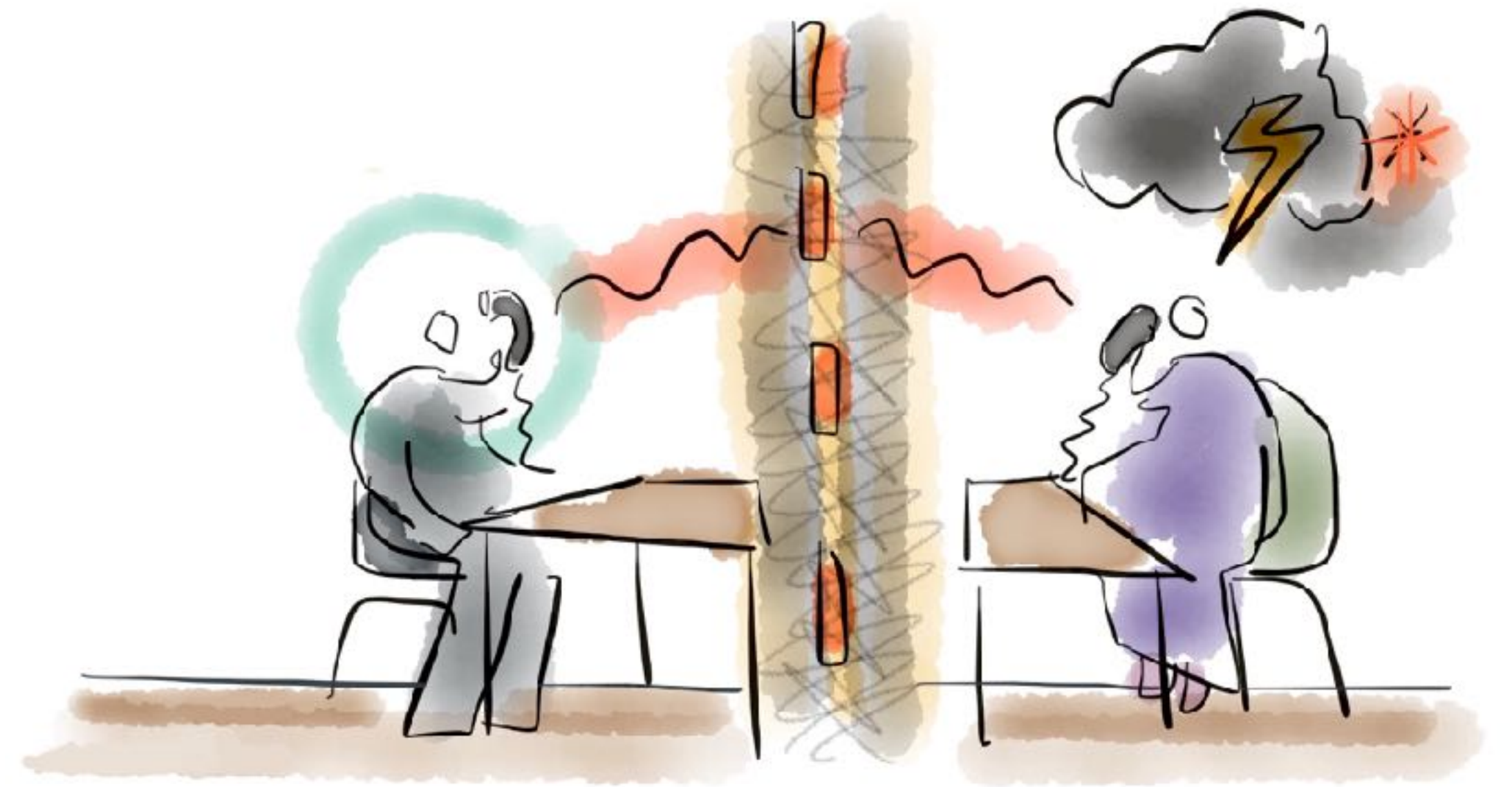
- In the context of workplace design, brand is often misunderstood for corporate identity, that is the collective of colours, logos and slogans that define the external appearance of the company; that is particularly so with manufacturers of consumer goods,
- The brand of a workforce is measured through its personality and made up of individual ambitions,
- The coherence of the messaging is captured in words and images and forms an important part of the Playbook.



Etiquette

Policy of use and etiquette of engagement

- The way in which we collectively and individually use workspace is generally poorly scripted and when it is the primary concerns are safety, security and confidentiality,
- These scripts, which fall under the term "Policies", are enforced when the protocol of use is fundamental to the performance or enactment of business-critical activities,
- This is true for Clean Desks, Quiet Zones, Chinese Walls, BYOD, On-boarding and the like,
- I draft and illustrate the online guide that help users on a daily basis navigate the "good manners" that form the backbone of a strong work culture,
- The guides form part of the PSD Playbook and are referred to in the new employee induction process.



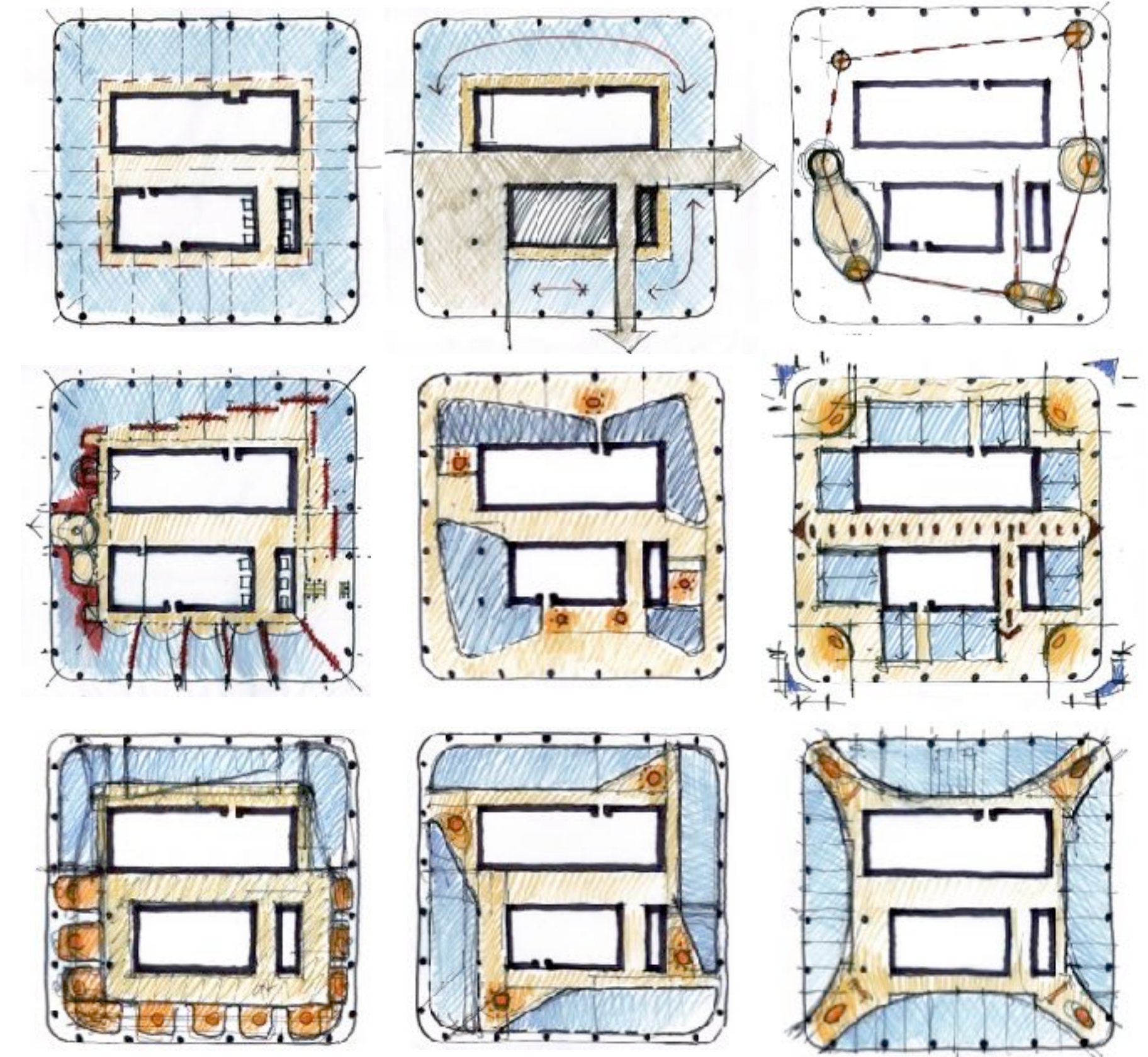
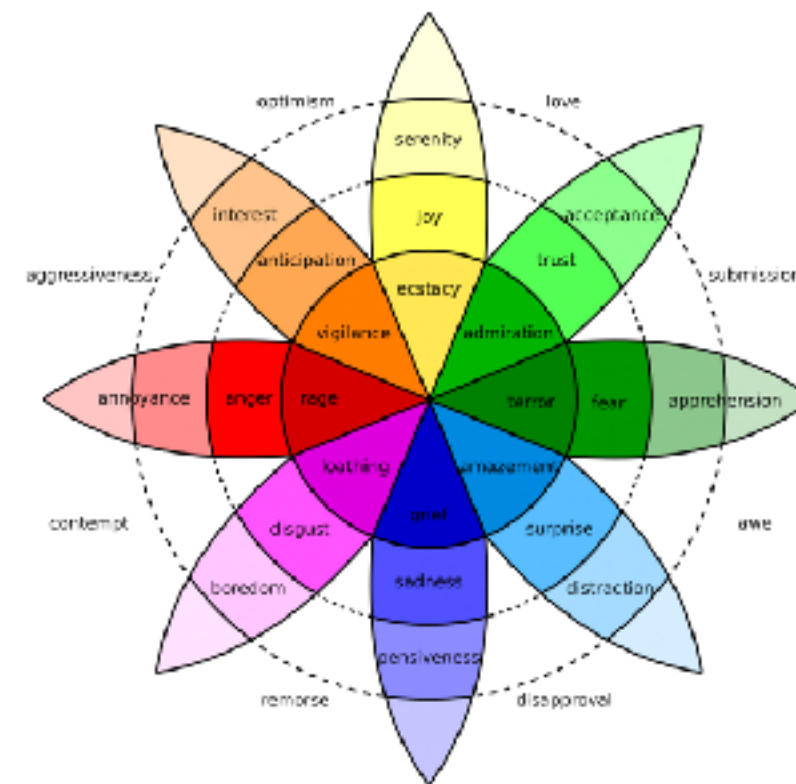
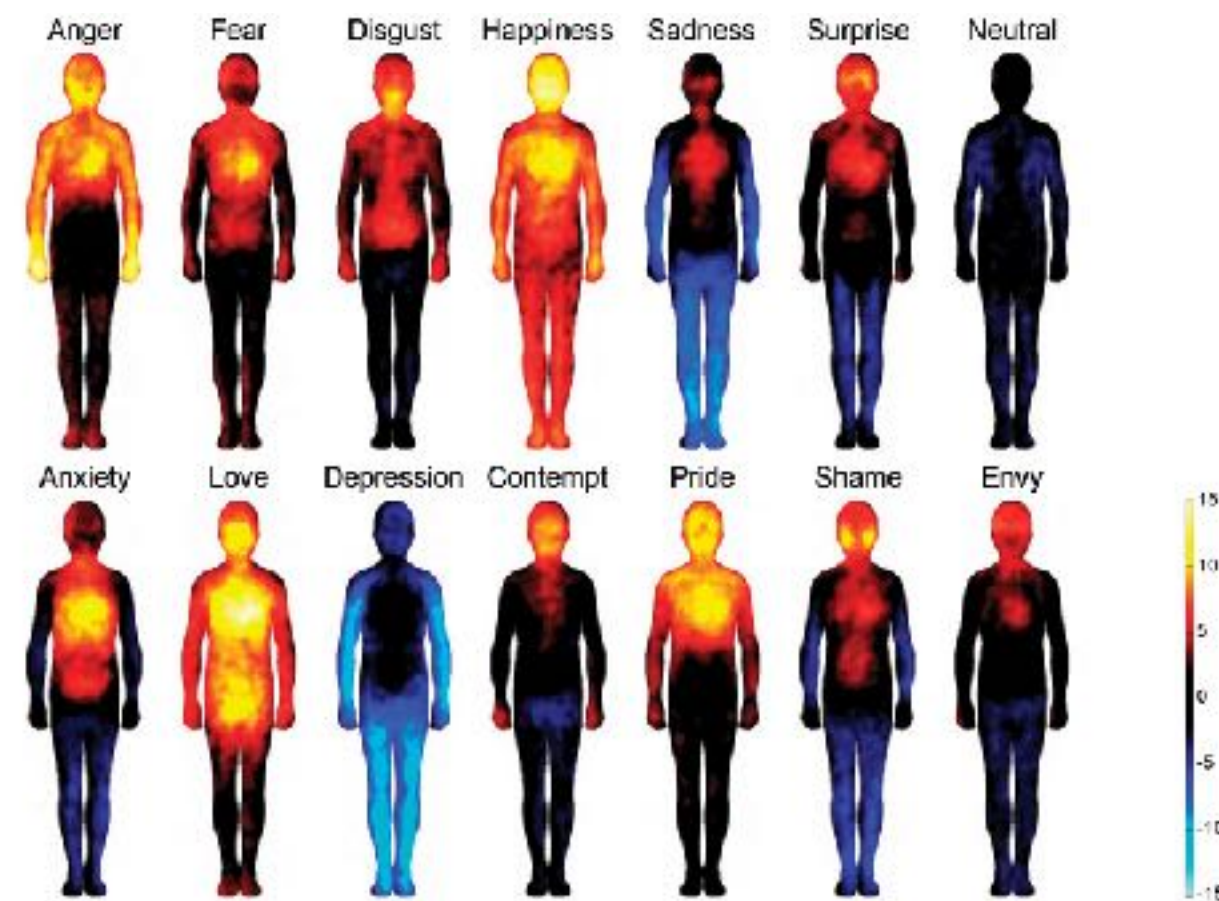
Space

1. Space Planning & Emotional Mapping
2. IEQ - Air, Light & Sound
3. Material Quality Specification

Space Planning

Space planning & emotional mapping

- Space planning and assessment is undertaken through the filter of a journey of discovery and in relation to the emotional responses it engenders,
- Emotional Mapping is a new and exciting innovative design tool,
- It enables users to navigate through their emotions, feelings, sentiments and sensations,
- The emotional map of the existing environment is the first step in compiling the PSD Playbook.



Air, light and sound

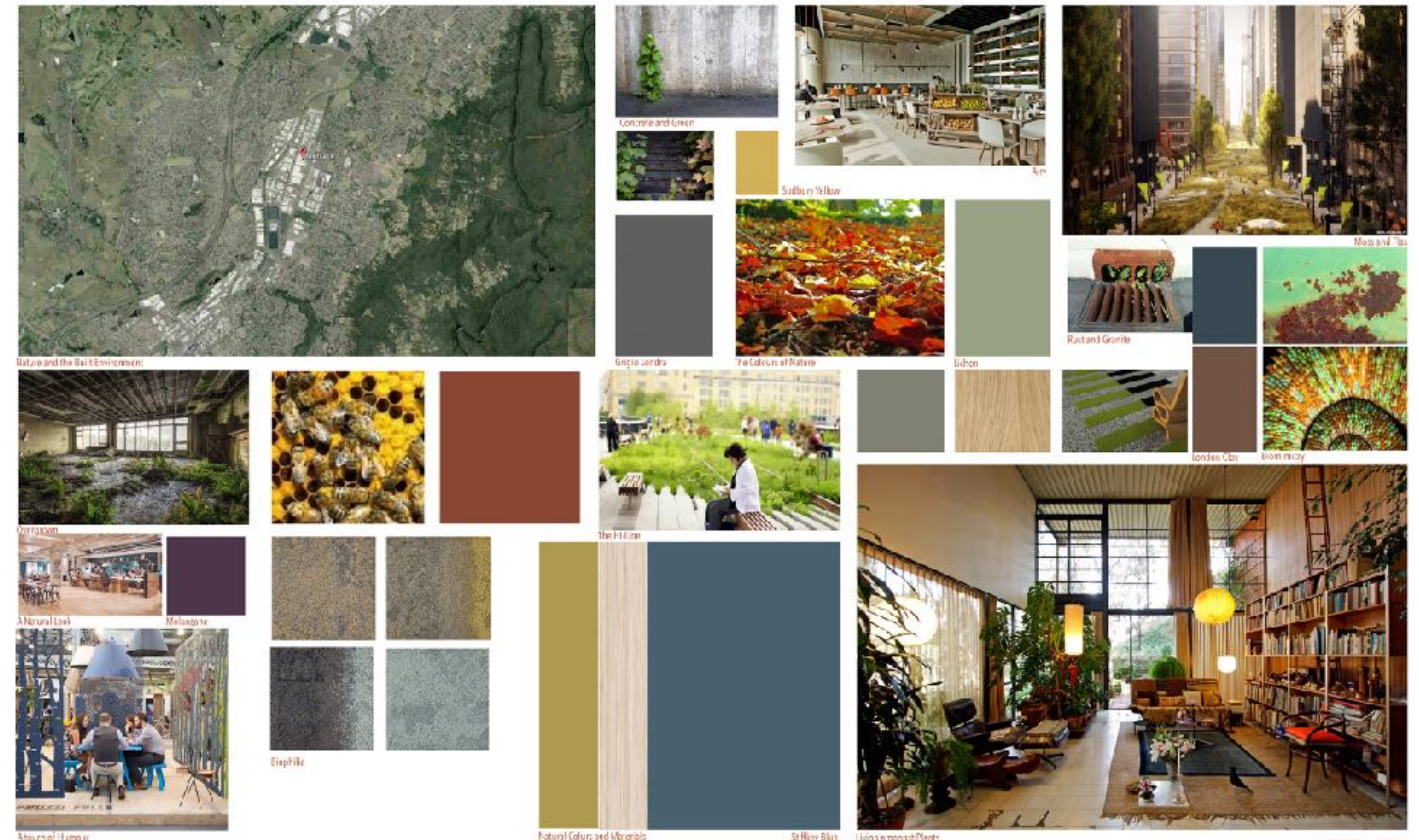
- Indoor Environment Quality is consistently rated as one of the most significant influencers of workplace performance,
- It is often one of the main factors affecting productivity at work,
- Workplace Design is often and mainly perceived as a matter of furniture and finishes selection,
- There are however imperceptible factors which dramatically improve comfort at work,
- By analysing temperature, relative humidity and carbon dioxide levels as well as any contaminants, it is possible to optimise levels of comfort and hence staff effectiveness,
- I have partnered with premier engineering consultants to deliver an analysis of key IEQ characteristics as part of the PSD Playbook.



Materiality

Material quality and specification

- Materials are charged with emotional value, not just because of their intrinsic beauty but also through their association with concepts such as permanence, transparency or playfulness,
- A material palette will be compiled to relate to the dominant character of the business or of its departmental units,
- This will draw from references and examples and will be arrived at in a participatory way through a co-creation workshop or through a "Like It or Loathe It" online campaign.



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IEQ

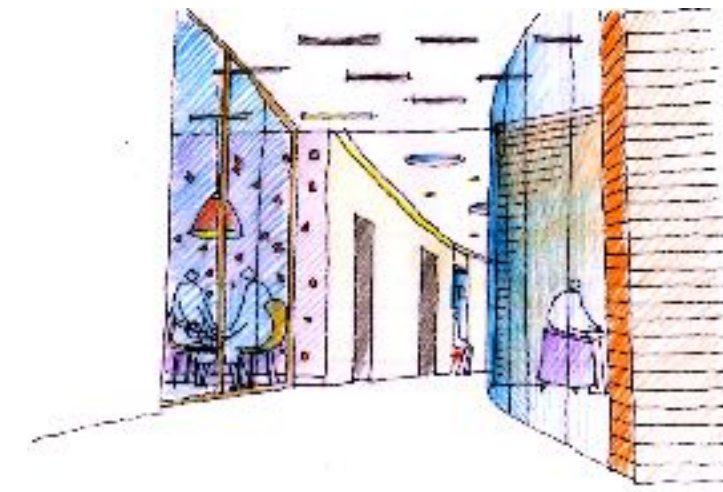
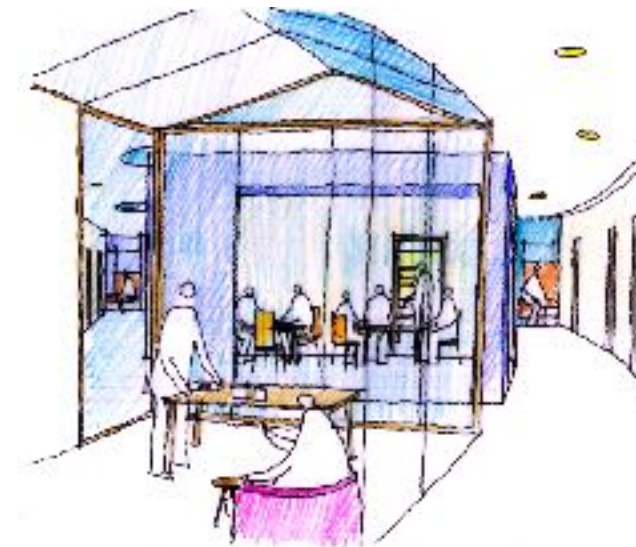
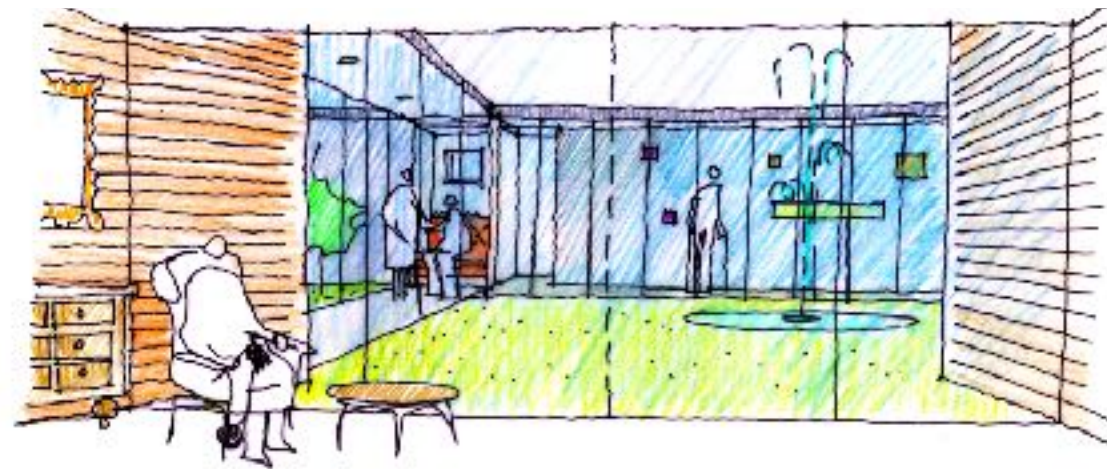
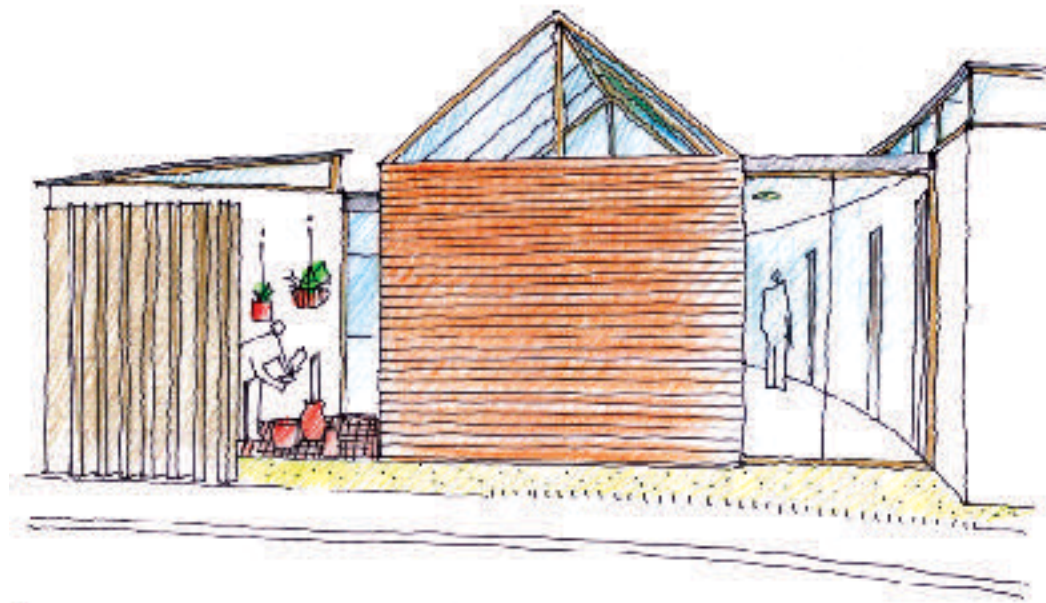
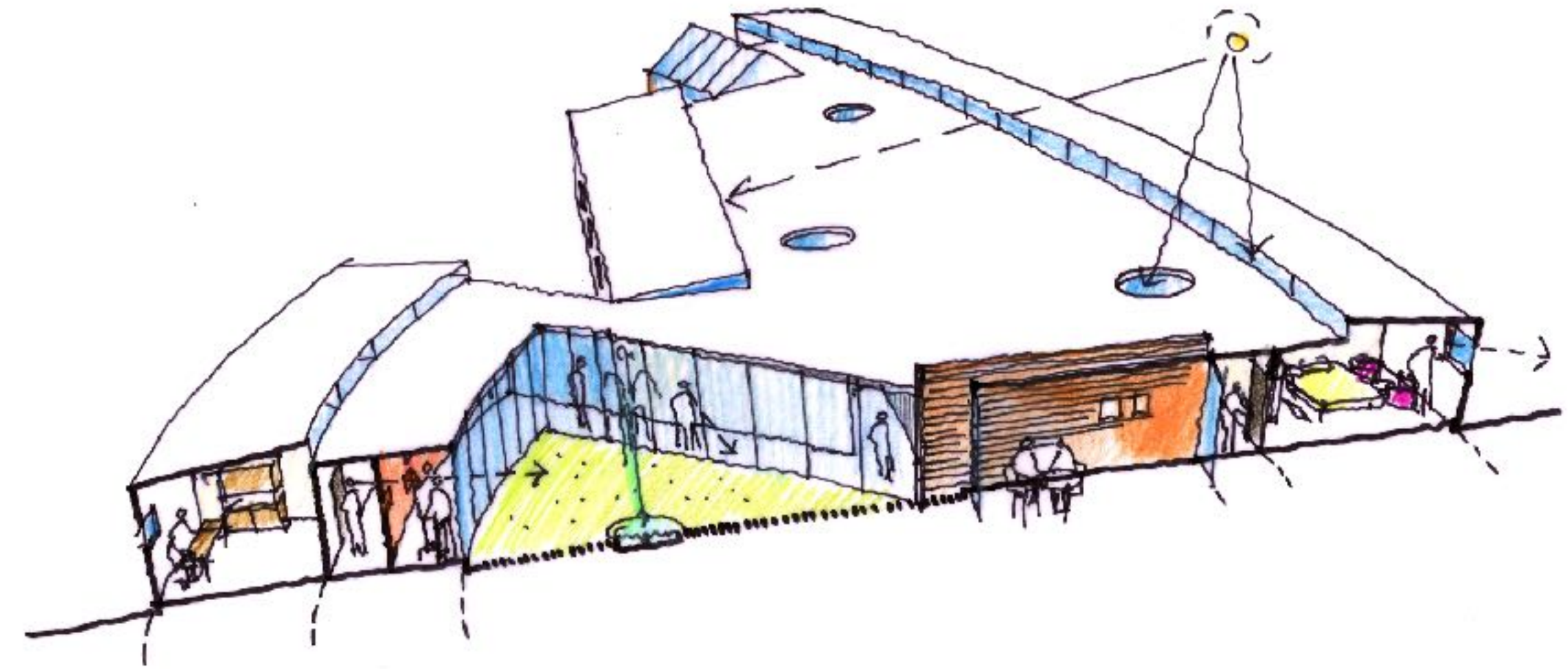
Indoor Environmental Quality

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Salutogenesis

Sense of Coherence

- Health processes can be strengthened and promoted by implementing design that is salutogenic – i.e., that focuses on the factors that keep us well, rather than those that make us unwell,
- The aim of psychosocially supportive design is to stimulate the mind in order to create pleasure, creativity, satisfaction and enjoyment,
- There is an important relationship between an individual's sense of coherence and the characteristics of the physical environment.



Objectives

Stimulus and familiarity

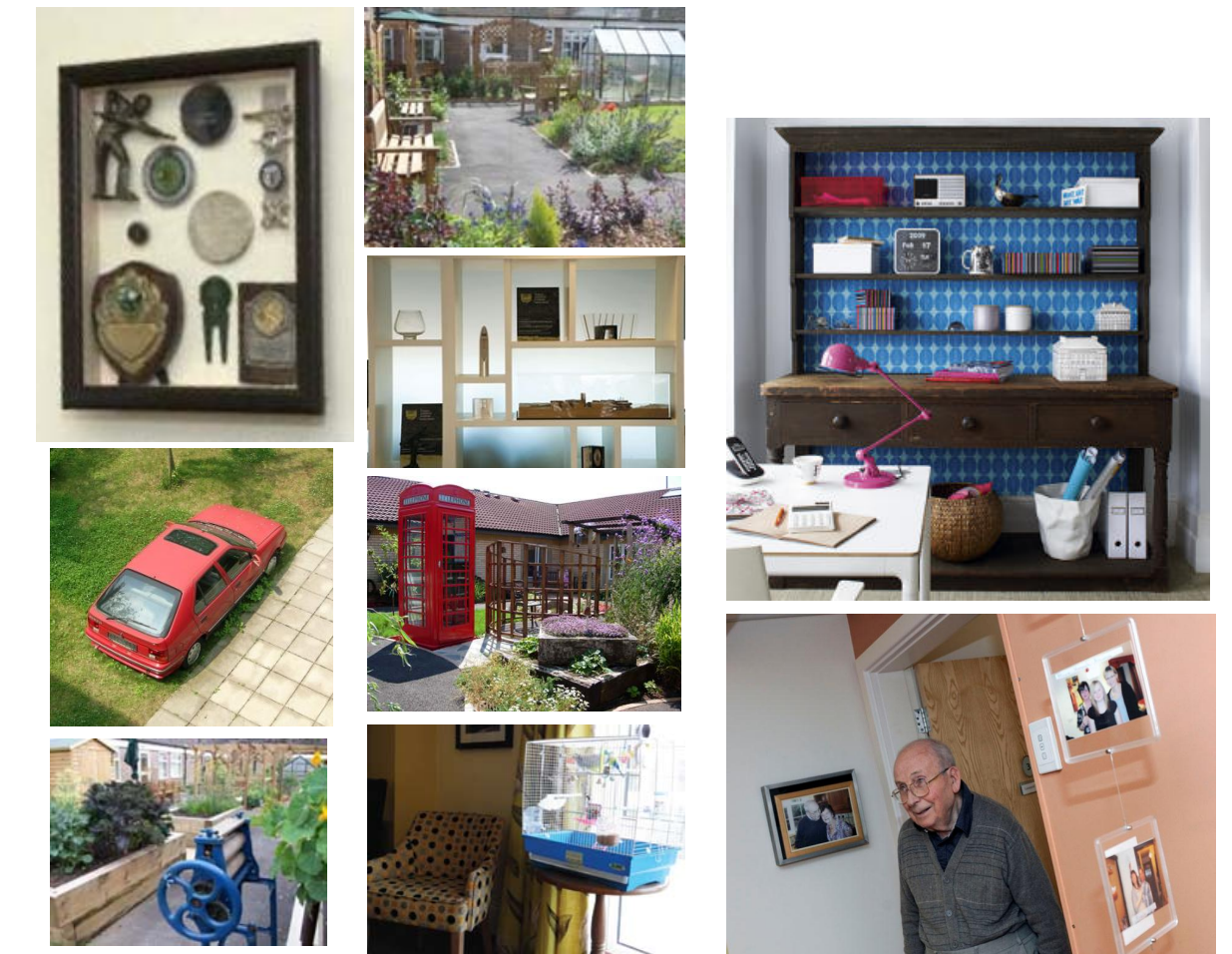
- The decisions that lead to a good design brief are the outcome of the balance between four factors which are determined by comfort conditions,
- These are:
 1. Physiological
 2. Psychological
 3. Emotional
 4. Physical
- There should be spaces for
 - Educating
 - Calming
 - Energising
 - Bonding
 - Improving Concentration
 - Motivating to succeed
 - Provoking reaction
- An ideal environment is a function of two types of need:

STIMULUS



- The knowledgeable use of colour is helpful in creating the most supportive environment for independence and emotional wellbeing,
- The use of colour can help assist the identification of, or alternatively conceal where appropriate, environmental features such as rooms, doorways or service areas.

FAMILIARITY



- Make crucial information obvious,
- Conceal the unnecessary,
- Offer multiple cues,
- Make recognisable/familiar a key principle
- Use high levels of visibility,
- Preserve identity/stimulate memory.

Senses

Sense sensitive design

- understanding how our five senses work - and how they interact with the physical environment at work - can have a profound effect on the experience of places of work:



1. VISION - Colour provokes hormone release that affects mood, mental clarity, energy levels and body systems,



2. HEARING - Noise affects attention, memory, problem solving and decision-making,



3. TOUCH - Plants absorb toxins Airborne toxins, formaldehyde, benzene, carbon, monoxide trichloroethylene etc.,



4. SMELL - Floral and fruit fragrances aid concentration, slow respiration, lower blood pressure/heart rate and relax muscles,



5. TASTE - Good food and drink improve nutrition, increase energy levels, give pleasure and reduce allergies

Vision – impaired

- Impaired vision – Impaired learning
- Myopic
- Astigmatism
- Diabetic retinopathy
- Tunnel vision
- Blind
- Muscular degeneration
- May all occur together



Air, Light and Sound

Indoor Environment Quality is consistently rated as one of the most significant influencers of workplace performance

- Environmental Quality is often one of the main factors affecting productivity at work,
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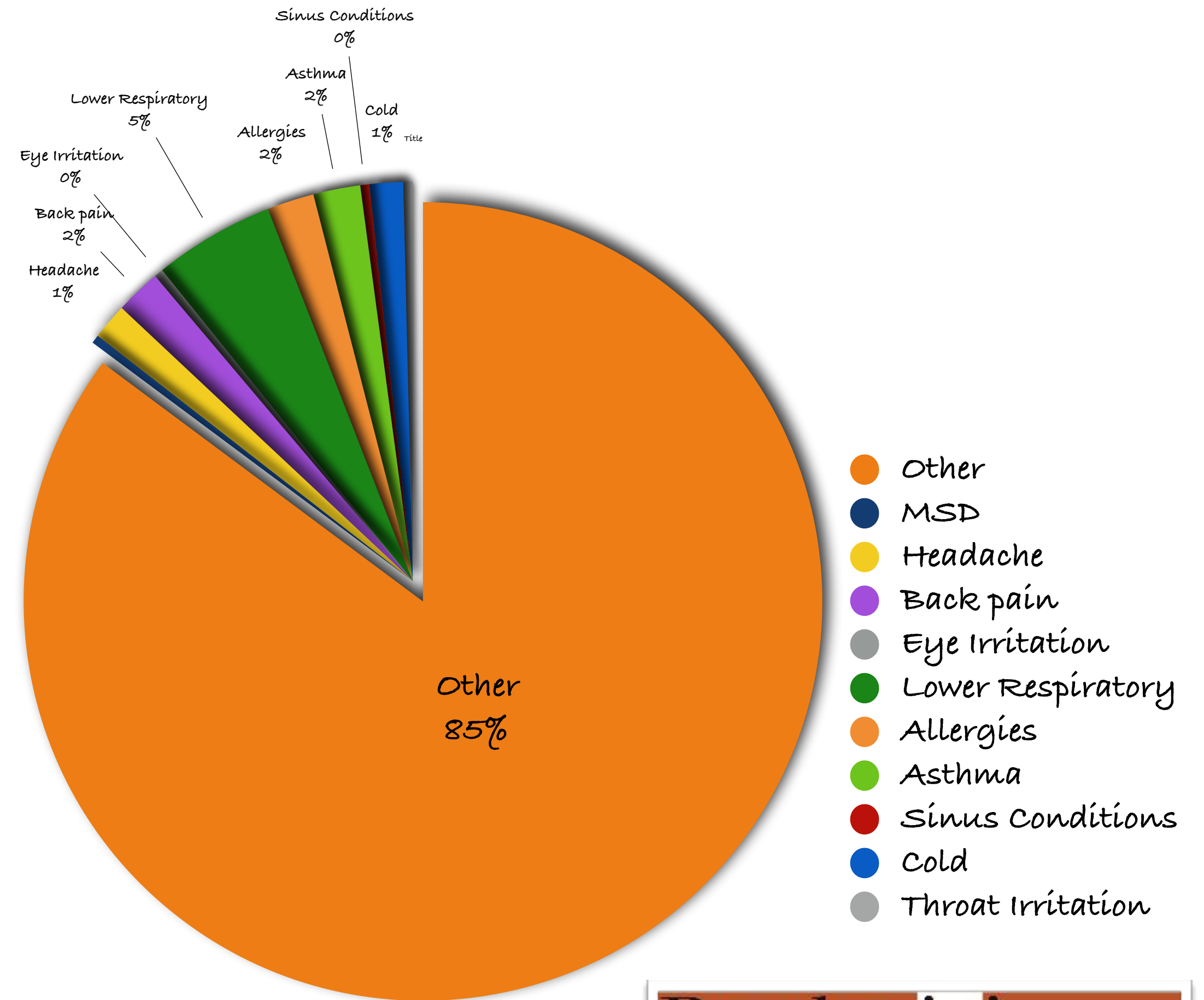


Health-related productivity costs

- Productivity loss may result from absence from work, but is more often due to reduced effectiveness on the job,
- In total, productivity losses from building-related health problems are equivalent to more than 10 days per employee per year,
- Treatment for illnesses and health conditions that are influenced by the indoor environment costs employers at least £750 per employee annually, accounting for approximately 14% of all annual health insurance,
- Indirectly this further affects:

1. Initial Expenditure
2. Operations/ FM
3. Annual and Peak Energy
4. Occupancy Turnover
5. Individual Productivity
6. Organisational Productivity
7. Individual Health
8. Attraction/ Retention
9. Spatial Churn
10. Technological Churn
11. Tax/ Litigation/ Insurance
12. Salvage/ Waste

Health Cost



Noise

Noise management

- Effective communication is essential in the workplace, whether it is a factory, building site, call centre, or school,
- Good speech communication (5) requires a speech level at the ear of the listener that is at least 10 dB higher than the surrounding noise level,
- Noise is the largest distraction complaint among office workers,
- 53% of employees point to its effect on reduced productivity,
- 17% of employees say noise in their office is detrimental to their wellness leading to employee absenteeism,
- The impact on business performance can be substantial.



Tom Dyckhoff of Channel 4's 'The Secret Life of Buildings' dons a cap that measures his brain activity for an experiment about open plan offices. The results showed clear signs of acute distraction in Dyckhoff's brain when in the office. (Image: Telegraph)

Light

Artificial lighting

- Maximise the use of daylighting without glare,
- Separate task and ambient light,
- Select the highest quality lighting fixtures,
- Design plug-and-play lighting and dynamic lighting zones.

Natural daylight

- Comparative studies of day-lit offices and classrooms demonstrate 10-25% performance gains, 5-10% reductions in SBS symptoms, and over 30% energy savings.



Healthy ventilation

Increased outdoor ventilation rates and natural ventilation significantly reduces respiratory illness, flu and absenteeism by 9-20%

- Maximise natural ventilation with mixed-mode HVAC
- Separate ventilation air from thermal conditioning
- Provide task air for individual control
- Ensure pollution source control
- Improve the quality and quantity of outside air
- Provide access to operable windows reduces energy use, absenteeism, SBS symptoms, and improves productivity and test scores



Environmental impact

- Employees, aided by appropriate controls and efficient technologies, have a crucial role to play in driving operational efficiencies and reducing environmental impacts,
- Engaging and training staff; and empowering them to affect their own environments (for example by enabling them to control local temperature and lighting conditions) would not only enhance comfort levels, but could help to significantly reduce carbon emissions and occupancy cost.

