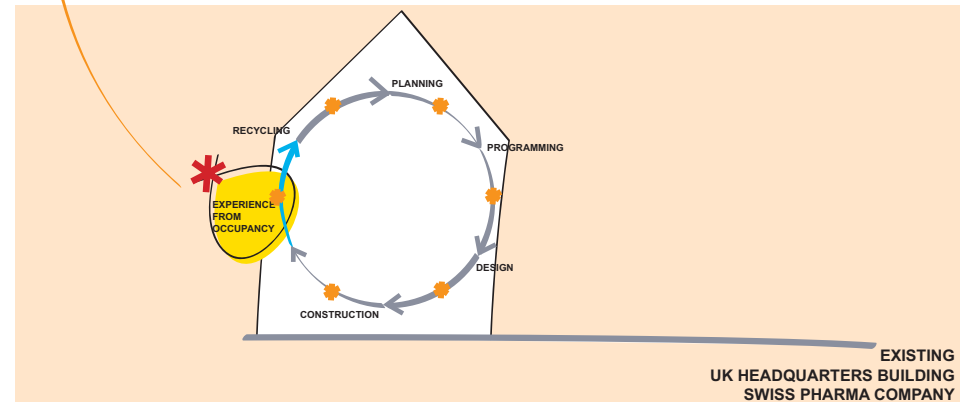
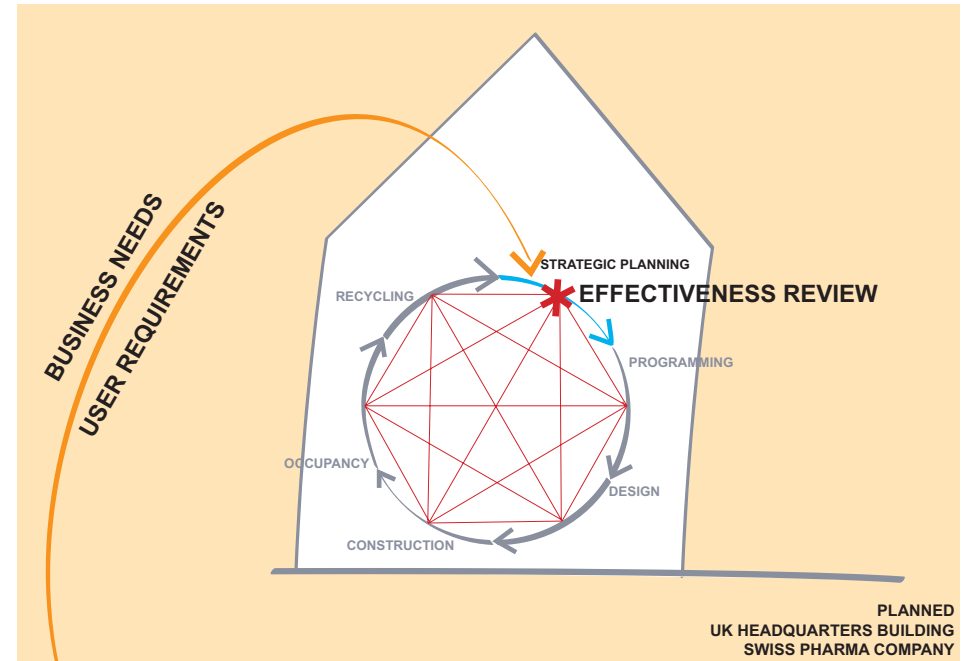
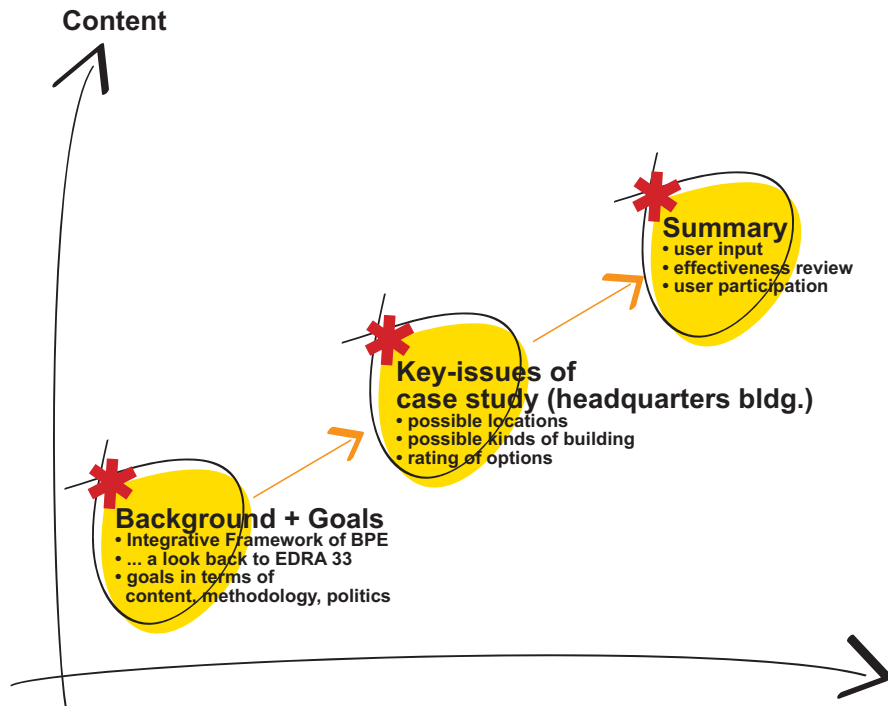


**Performance Evaluation  
of Office Buildings**

**Building Performance Evaluation  
at the Beginning Point of the Building Life Cycle:  
Strategic Planning for a UK Corporate Headquarters Building**

**by Ulrich Schramm, Ph.D.**



**What is the structure of the presentation?**

- starting point: background + goals
- report from the practice: key-issues of case study
- summary: results in view of content, methodology, politics

**What are the goals of this presentation?**

- to talk about a BPE case study at the point of strategic planning
- methodology: effectiveness review as part of strategic planning
- content: user input in the planning process
- politics: user participation in the process of decision-making

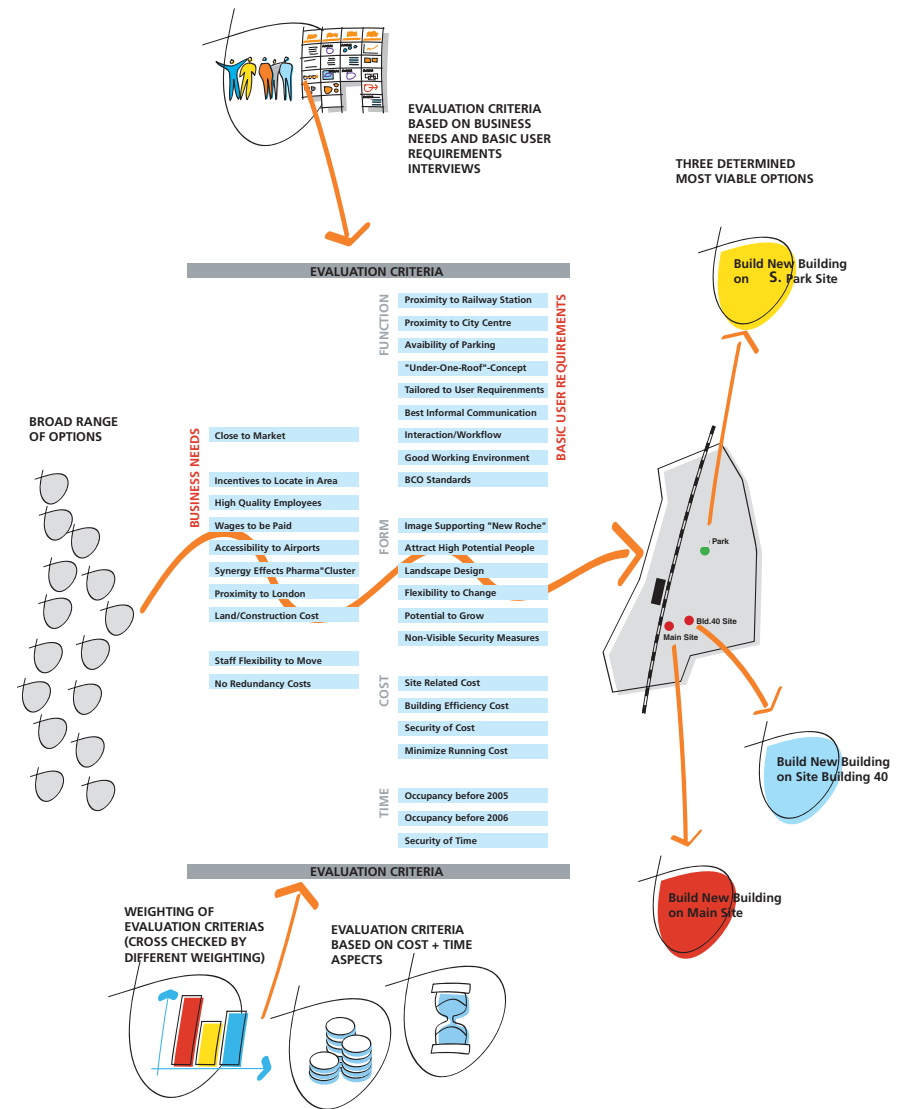


BEING IN THE GREEN BELT OF PHARMA  
"TALENT POOL"  
IS BIG ADVANTAGE

PROXIMITY TO AIRPORT  
IS IMPORTANT

BEING CLOSE TO STATION IS  
IMPORTANT TO COMMUTERS

RELOCATION OUTSIDE OF 20.M RADIUS  
WOULD GENERATE REDUNDANCY COSTS

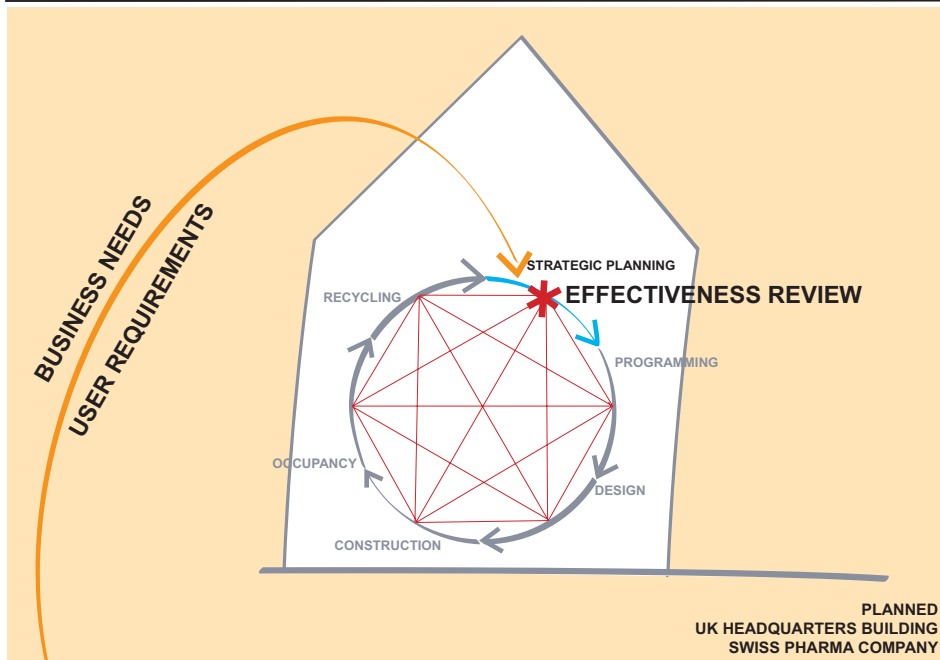


### How did we start the work process?

- interviews with decision makers: on business strategy (Switzerland)
  - interviews with heads of departments: on business needs (UK)
  - workshops with selected building users: basic user requirements
- ==> user involvement in the process of strategic decision-making

### What are the results of the case study?

- possible locations + kinds of building were evaluated
  - based on business needs + basic user requirements
- ==> most viable options were identified
- ==> Swiss strategy was reviewed in terms of effectiveness



**What could be summarized at the end of this presentation?**

- content: users input helped to identify the most viable options
- methodology: effectiveness review proofed to be crucial
- politics: users had a say in the process of decision-making
- in summary, BPE during 'strategic planning' was beneficial

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