



Dear Readers,

Property strategy, location search, relocation, relocation management – brief concepts containing a lot of input and knowledge management. Much of it could be implemented in exciting projects such as aws or Vienna Tourism. Design and imaging of organization on space and property define a wide range of topics which teamgnesda regard as particularly important – as the talk at the IIR Conference shows.

In this issue:

aws:

a relocation means fresh impetus

Property strategy:

What questions are you asking yourself?

IIR Conference:

Organization – imaging on space and building

work in progress:

this is how teamgnesda works

exciting projects:

a short overview

Management seminar:

»New Working Worlds«

(AWS) AUSTRIA WIRTSCHAFTSSERVICE – ECONOMIC DEVELOPMENT AT A NEW LOCATION

A TIGHT SCHEDULE, MOVING, RELOCATION AND THE REDESIGNING OF THE CORPORATE DESIGN – MANY CHALLENGES WITH WHICH TEAMGNESDA WAS ABLE TO SUPPORT AWS PROFICIENTLY.

“Relocating to a new place and keeping business operations fully running requires excellent planning and implementation of the whole process. I was quite overwhelmed that this somewhat difficult relocation regarding content and deadlines worked out so well,” said Edeltraut Stifinger, Managing Director of aws, after the first days at the new location.

The Managing Director Bernhard Sagmeister also stated: “We realized that the work was very structured and systematic. That was a significant contribution to the smooth progress of the whole relocation process.”

teamgnesda assisted aws with its relocation to the new location in 2nd Central on the premises of the old North Station and supported aws as one of the first businesses to establish itself on the currently largest and most significant inner-city development zones in Vienna. →

ST. STEPHAN'S
CATHEDRAL – IN
A DIFFERENT LIGHT

INVITATION

to “teamgnesda
St. Stephan's Cathedral Tour”
1. April 2014

After the exciting “teamgnesda WU-Campus Tour” last autumn this time we are focusing on a quiet different type of topic. We want to have a closer look at the Vienna St. Stephan's Cathedral from an architectural, historical and spiritual point of view. In an exclusive guided tour by Toni Faber, cathedral priest, and DI Wolfgang Zeheter, cathedral master builder, we want to look behind the scenes of Vienna's landmark.

Programme:

2.00 pm: After the welcoming a guided tour by Toni Faber, cathedral priest. The exclusive guided tour through the cathedral sheds light on unknown historical aspects and reveals the spiritual character of the building.

3.30 pm:

DI Wolfgang Zehetner, cathedral master builder, will take us up to the attic of St. Stephan's and we will get an insight into the “church” from a property, structural and building engineering point of view.

5.00 pm:

Get-together with snacks, drinks and interesting conversations

Date: April 2014

Participation is free of charge

Registration: tour@teamgnesda.com

T: 01 486 70 70 – 10

Please note: limited number of participants



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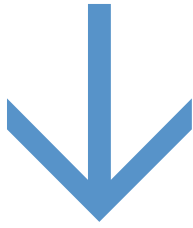
After the first phase of the project “Moving” initiated by aws the project was taken over by **teamgnesda**. **teamgnesda** was in particular responsible for:

- the project management – based on a tight schedule
- the final coordination and operative implementation of the new office furnishings
- the coordination of the moving
- the negotiations with the lessor
- and of course the adherence to the budget for all contract work.

At the same time as the moving a new corporate design was developed during the relocation of aws which had to be also considered from an architectural point of view.

For the aws as an organization the project required various future-oriented further developments. With a better space utilization concept the work flow could be streamlined, not least because of setting up considerably more group offices. A further big “opportunity” was a related project which involved a relaunch of the aws visual identity. At the same time as the relocation “On Air” the corporate design underwent a new design and new information material and a new homepage were provided. **teamgnesda** implemented this new identity by relating it to the new building.

teamgnesda wishes austria wirtschaftsservice all success at its new location and above all plenty of stimuli for the Austrian economy.



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PROPERTY STRATEGY – GROUNDBREAKING

NEW LOCATION, NEW PROPERTY, BUYING, RENTING, RUNNING COSTS, POSSIBILITIES - NUMEROUS QUESTIONS ABOUT AN EXCITING TOPIC.

Decision-making processes about office properties are often influenced by matters outside the company - such as the end of a rental contract or new assignments which require more operating space. The management reacts to these impulses, whereby new locations often result from random offers from personally known estate agents or recommendations from the board of supervisors.

Many successful companies however have realized that developing a property strategy which constitutes the decisive basis and also the evaluation and design standard for all decisions regarding work processes, space and properties, creates an enormous potential of many, long-term improvements in the company. What is property strategy all about? In a structured and systematic manner answers to the essential questions are prepared – such as:

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- How much space do we really need?
- Are the expected costs complete and in line with the market?
- Which building has the right layout for our needs?
- What is the optimal imaging of the work processes on the given space? Individual offices, group offices, open space?
- How can we improve communication and collaboration through individual planning of the work environment?
- How flexibly can we react to future changes with the new location?
- How can we take qualitative factors into consideration in a professional way?

Have you got the right answers to these questions?

With the experience of more than 300 successful projects **teamgnesda** develops comprehensive solutions for everything concerned with the issue of property. This very individual property strategy gives above all high priority to the improvement of collaboration and communication among the employees. The earliest sign of the success of a property strategy is that the employees identify themselves considerably more strongly with the company.



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teamgnesda AT IIR CONFERENCE IN VIENNA

ANDREAS GNESDA ON SUCCESSES FOR COMPANIES AND THE SIGNIFICANCE OF THE NEW WORKING WORLDS FOR ORGANIZATIONS.

“Rethinking organization in companies”, was the title of the Organization Conference on 28 and 29 January 2014 in Arcotel Kaiserwasser. About 100 people focusing on organization development and organization management participated in the conference and investigated the question “How companies must set up their organization so that they remain viable and competitive in the future”.

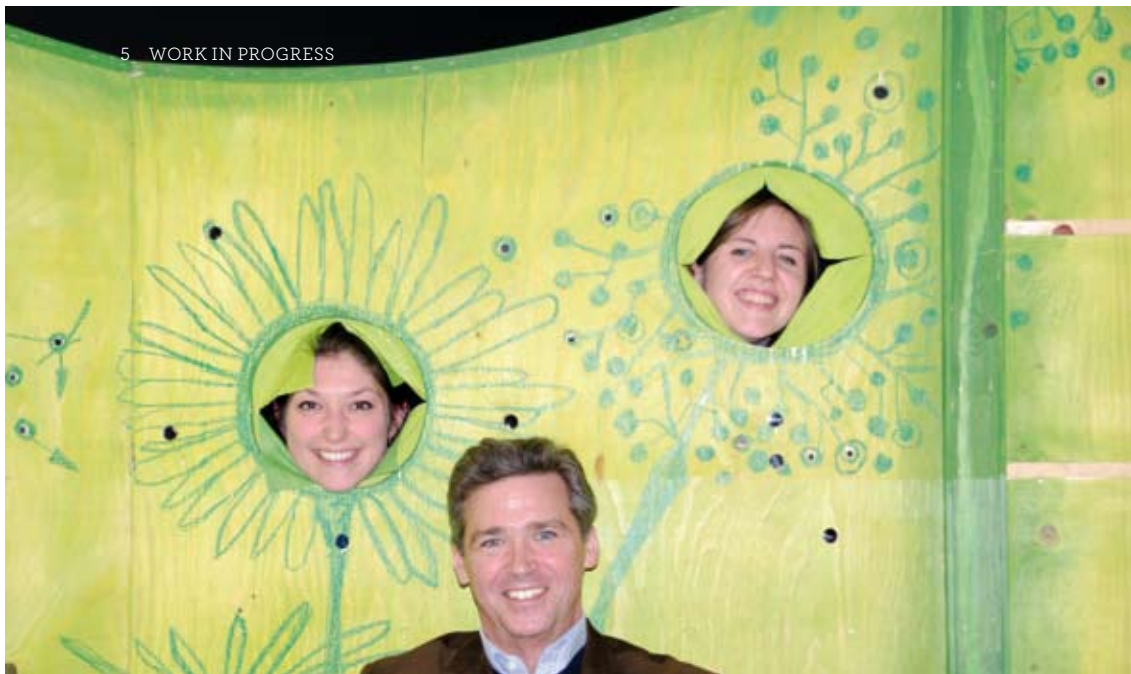
One focus was on lean and change management. Current trends and practical experience were exchanged. The question about how organization managers have to react to changed markets, increasing complexity and changes in branches was given priority. Other aspects were working in projects and organization analysis methods.

Special emphasis was placed on the topic “The New Way of Working”. What will the future mean for the office and what influence does new working have on organization structures. This is where teamgnesda come in. In his talk Andreas Gnesda spoke of the interaction of organization - new working worlds and spatial infrastructure.

“We do our job, because we know that with infrastructure, space, surface and property we can have a decisive influence on the success for companies. Our challenge is to make companies more efficient in their set-up and thus to achieve long-term measurable successes.”
 That is his creed.

“Office is more than space. It is a complex instrument that functions structurally, culturally, socially, mentally and of course spatially and temporarily. Our task is to work out the correctly balanced combination for our clients, to define office policies for day-to-day cooperation and ongoing operations and to support the change process flanked by change and communication measures”, Gnesda adds.

“MOVE to SUCCESS is our motto for 2014 - we will create the basis and thus a significant contribution for measurable success for our clients. New paths open up by going forward“.



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teamgnesda: WORK IN PROGRESS

REVIEW, OUTLOOK, OVERVIEW – THAT'S HOW teamgnesda WORKS

In 2013 lots of big, exciting client projects kept us on the go. Nevertheless, or perhaps because of that, we pursued the further development of our consulting offer internally and intensively. An important contribution was the **teamgnesda** user survey which gave us a great deal of convincing arguments on the topic "Property". (See reports 1-3/2013).

The future came a bit closer with a school project. Together with the 6th class of the Bundesrealgymnasium Klosterneuburg we looked for answers to the topic "New Working Worlds". The areas communication, creativity and flexibility regarding the workplace supported by IT proved to be especially important. Also high demands were placed on the employer. Values and transparency applied not only to the employees, but should also be applied generally within the company. (See report 3/2013).

In December we experienced how a change of location often results in a change of perspectives, thus offering room for creative ideas and solutions. In the "Theatre Workshop" at the regional theatre of Lower Austria in St. Pölten a work group devoted itself to the topic "New Working Worlds" for a whole day which led to extremely interesting results. The experience of being on the stage, taking on different roles and being free from the "daily routine" to tread new paths was a challenge for all of us. Looking behind the scenes some of us were able to enjoy the transformation to the full – many thanks to the excellent team at the regional theatre of Lower Austria who gave us an entertaining tour through the building and a unique insight into theatre life

All these experiences led to a "kick off" meeting in the new year during which all the **teamgnesda** employees expressed their creative potential. The result was an unbelievably colourful group picture and also a meaningful one. As from now it will bear witness in our office to the existing potential. A working year could not begin better and we ourselves are eager to see where the journey to the new office 2014 will take us.



Director Norbert Kettner, Vienna Tourism



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VIENNA TOURISM – NOW OR NEVER!

STRATEGIC PLANNING AND DETAILED ANALYSIS MAKE THE SELECTION EASIER AND LEAD TO THE SUITABLE PROPERTY.

The Vienna Tourism Organization (in short Vienna Tourism) is the official destination marketing agent for the tourist branch in Vienna and supports the local tourist offices with numerous services, tips and information.

Vienna Tourism has resided in a building near the Augarten for two decades. Then came the starting signal for a redevelopment. The project aimed at combining the main location and several smaller properties at one location in order to promote communication and to put strong emphasis on the mutual, future-oriented work.

teamgnesda accompanied Vienna Tourism under the leadership of Director Norbert Kettner during a year full of exciting incidents and important decisions. After an intensive property strategy phase during which the focus of the project was defined, there were two viewing tours at the beginning of the year, whereby three properties proved to be the favourites. In cooperation with a committed project team zoning and occupancy studies were developed. With these it was possible for **teamgnesda** and the project team to define the final property in Wien Mitte (part of Invalidenstraße) as the new location.



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NEW DESIGN AND PLENTY OF ROOM FOR RELAXATION

teamgnesda SHAKES UP A VIENNA LAW FIRM

What can one do when the available space is no longer enough for the demands of daily business?

A Vienna law firm decided to make use of further space in the property which up until then had been unused. This space, originally studios, was not suitable for use as law offices.

First of all a concept had to be worked out and a ground plan created with as simple means as possible. On the one hand the idea was optimizing the space for the legal offices in the whole building and on the other hand to reposition the social area for the employees and make it attractive accordingly. The interests and requirements were

undertaken in cooperation with representatives and partners of the law office and also with our partner Wideshot Design in a very individual way.

The new offices are in the attic of the building. After the planning phase the implementation was the next big challenge. During the reconstruction work it turned out that various adaptations were needed in order to make the new offices and the employees' lounge really usable.

In December 2013 the offices and the lounge were handed over to the partners and employees and were enthusiastically received. The success of the design was noticeable as the lounge was completely taken over by all the employees and present day office life could not be imagined without it.

Kunde: BFI Wien

Project: BFI Vienna is going to move into three training centres in Rampengasse, 1190 Vienna, in March 2014. With the setting up of a room reservation system and a control system the merger will ensure an efficient use of the training rooms. Thus there will be an optimal learning environment for the

BOARDING PASS



participants. With the support of teamgnesda necessary adaptations could be made during the building phase. The communication via the intranet platform ensured that the employees and trainers at BFI were integrated in the project at an early point.

Rental area:

approx. 7.000 m²

Passengers:

750 people (of which 70 were trainers)

teamgnesda

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INVITATION
to the
Management Seminar
30. April 2014

8 SEMINAR

NEW WORKING WORLDS

IMPROVING OFFICE TOOLS AND AT THE
SAME TIME REDUCING COSTS
ROADMAP FOR IMPLEMENTATION,
BEST PRACTICE EXAMPLES

"My office is where I am" – that is the reason why the issue of "new working worlds" is experiencing a renaissance. At the start of the 1990s we were dealing comprehensively with new cooperation models, the "mobile telephony" technology and the change in values in society. Now we are experiencing a new beginning. And this happens during a time of the economic crisis and globalization?

Why is that? We want to get to the bottom of this question. As well as social and technical developments, space and cost optimization are a driver of this topic.

We will present a roadmap for the implementation of new working worlds and with the help of best practice examples show you the advantages and the critical points.

Our thesis: Office is not only a place but rather a spatial, temporal and technological image of organization, communication needs and company culture on space, in properties and at many other places. With "new working worlds" we can motivate, increase performance and thus contribute to the flow effect and reduce costs at the same time.

Speakers:

Johanna Dorfer, MSc

Dipl. Ing. Wolfgang Grande, MBA



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Programme:

Up to 9 am

Participants arrive. Welcome coffee and tea.

9 to 10.30 am

New working world - why?

Reasons for change

Changes in society, technology and values

10.30 to 11 am

Pause mit Kaffee, Tee und Häppchen

11 to 12.30 pm

Roadmap for developing new working worlds

General framework, inputs, KPIs and project organization

the first steps to implementation

12.30 to 1.30 pm

Mittagessen

1.30 to 3 pm

Interactions "Project new working worlds"

Influence on processes, organization and company culture

a complete project approach

3 to 3.30 pm

Coffee break with original Sacher cake and whipped cream

4 to 5 pm

Implementation "Project new working worlds"

Project implementation, milestones

Best practice examples and finding solutions

Date: *Wednesday, 30 April 2014*

Place: *Hotel Sacher Vienna, 1010 Vienna, Philharmoniker Strasse 4*

This seminar is part of our initiative "Office tools"

We charge a fee of EUR 179,— including 20% VAT. This includes comprehensive documentation, seminar documents, lunch and drinks during breaks and the seminar room rent.enthalten.

Registration: *managementseminar@teamgnesda.com*

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Please note: *limited number of participants.*