

Diageo Interactive Workplace Design Guidelines



*Delivering energising
working environments that
everyone is proud of*

The Brief

Diageo were seeking to deploy standardised work settings across their global portfolio of offices. In order to achieve this they were looking to significantly improve the planning, design and communication tools that define and describe the standards by making the information more accessible and easier to use, and to drive the benefits of agile working in major change projects.

The Diageo property and facility team and CBRE Workplace Consulting, with the support of digital designers Russell Media, all worked closely together carrying out a full review of content available, and identified what was needed to provide a comprehensive introduction to a Diageo Workplace.

With a great deal of information to communicate and a requirement to provide an engaging and intuitive user experience, it was decided that an interactive web-based platform built around a generic 3D model of the ideal Diageo workplace would be the best solution.

Diageo's focus has been on maximising productivity in the kind of workplace that would reflect their brand and heritage and create an environment that enhances employee well-being underlined through a

sense of community and commitment to sustainability.

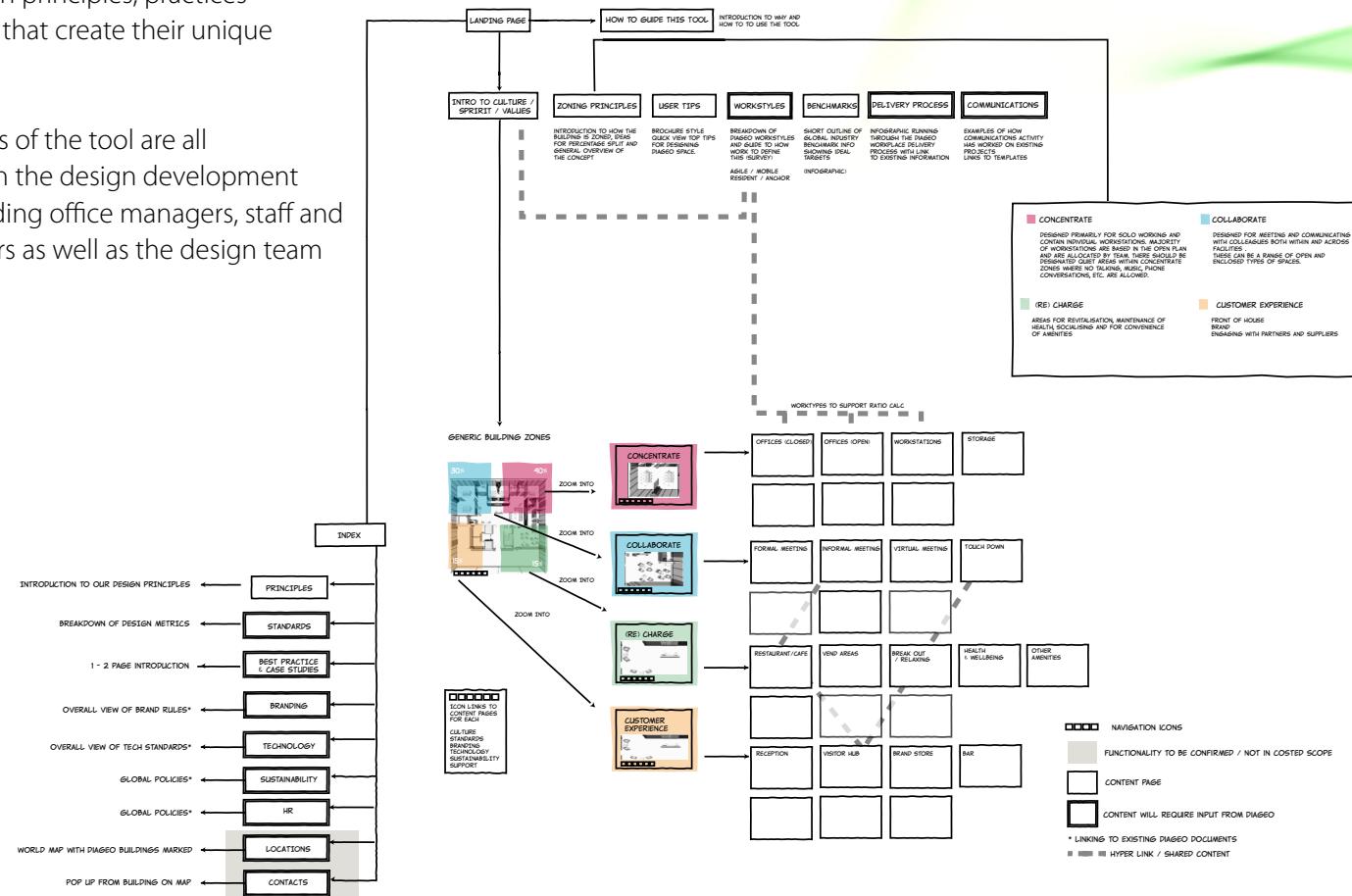
In support of these objectives, the interactive Design Guidelines were developed to provide an overview of Diageo's design principles, practices and measures that create their unique workplace.

Expected users of the tool are all stakeholders in the design development process, including office managers, staff and other occupiers as well as the design team

Diageo is a global leader in beverage alcohol with an outstanding collection of brands across spirits, beer and wine categories.

These brands include Johnnie Walker, Crown Royal, J&B, Buchanan's, Windsor and Bushmills whiskies, Smirnoff, Ciroc and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness.

Diageo is a global company, and our products are sold in more than 180 countries around the world



Wireframe showing content information architecture

The Context

The guide provides a “tool kit” for planning, implementing and executing a Diageo workplace and is also a resource and referencing guide for referencing work partners, service providers and vendors.

It provides user friendly guidelines which are interactive and clearly set out to assist user navigation. These are easy to use by project managers who have limited workplace experience and are sufficiently prescriptive to provide adequate guidance and to ensure that they add value for the users. They also provide clarity around design and space modelling/costing.

Diageo’s objective is to deliver an environment that fulfils the performance ambitions of individual staff across the

company, to align their spaces with the business needs of their clients and to emulate their reputation as a progressive market leader, signalling Diageo’s drive to retain their competitive edge in a constantly changing global environment.

Diageo is committed to providing work spaces that are functional, intelligent, adaptable, cost-effective and reflective of their brand, heritage and culture. Each Diageo workplace aims to cater for the physical, physiological and psychological well-being of its employees in order to attract and retain the best talent in the industry and to foster a climate of collaboration, creative thinking and innovation.

Diageo’s commitment to sustainability is reflected in their approach to all aspects of their business cycle, the management of their real estate portfolio and their focus on the wider context they operate in.

Diageo’s Environmental Health and Safety and Risk Management Standards apply globally to all their activities and are incorporated into the guidelines.

Diageo aims to deliver its vision through a set of guidelines that ensures best practice in its operations, taking account of a constantly changing environment.

User friendly guidelines which are interactive and clearly set out to assist user navigation



The Solution

Diageo's communication guidelines deal with setting up a project, gathering and analysing data, formulating a strategy and moving through all stages of a project to completion and beyond.

The guide is a tool kit that offers guidance and enables early, well-informed decision-making to limit errors, improve efficiency and reduce the cost of change to deliver workplace projects.

The guide ensure that the transformation of Diageo's offices and operations gives a competitive edge in the global environment.

The Workplace Design Guidelines portal includes an introduction to the Diageo Zoning concept and an detailed explanation of all four key office zones.

Designed to promote and support Agile Working, empowering employees to work where, how and when they choose to, thus enabling them to make their contribution to Diageo's objective and add value to the business. The guide promotes taking under consideration variety of workstyles & cultures within Diageo globally.

Interactive design guidelines provides an introduction to the process and ambition of Diageo Property.

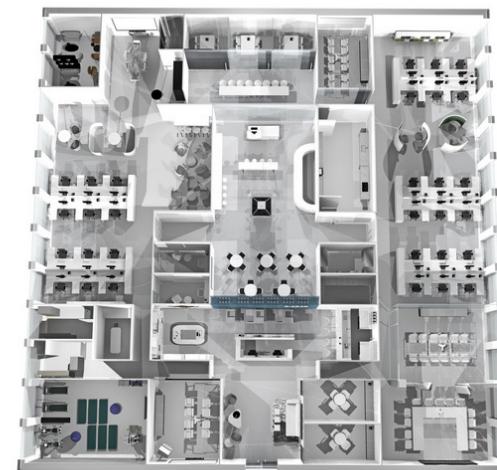
Transparent bar menu allows easy site navigation.

Clicking "Guide" tab leads us to an exemplary layout of a generic Diageo office, including all the crucial spaces, divided into four categories:

Welcome & Wellbeing
Collaborate
Communicate
Concentrate

The user can roll over rooms within the office plan linked to zone specific areas.

Interactive Guide



We have produced a generic floor plan to show an example Diageo office.

Click on the links on the plan to find out more detail for each area.



The right 'mix' & 'measures' for a Diageo Workplace



Welcome & Wellbeing Collaborate Communicate Concentrate

Each Diageo office will have four recognisable, fully integrated zones: Welcome & Wellbeing, Communicate, Collaborate and Concentrate. The Design Guidelines provide information on the general configuration of each zone. Any project will adopt a flexible approach to zoning taking account of the size of the office and regional requirements and culture.

Produced by CBRE © Diageo Property & Facilities 2013

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We have adopted a 'drinks' theme to illustrate the correspondence between space typologies and user profiles

Diageo's design principles, practices and measures that create their unique workplace

The Design Guidelines

The portal has navigation tabs to different content areas. The user can navigate down into more detailed information in a non linear way, meaning quick access to required information or browse and discover.

When linking from the generic plan you access a zone specific area, each of these ten areas provides links to:

Function Descriptions

Design Guidance

Photo Galleries

Measurements

Downloadable PDFs

Links to Zone Pages

Continuing our cocktail / drinks analogy, each area has guidance on 'Ingredients' the elements required with the area and the 'Recipe' how to implement the ingredients into the space.

DIAGEO Workplace Design Guidelines

Back to guide Introduction Guide Help Reference

Reception, Visitor waiting area, Client waiting area

INGREDIENTS

First impression for any visitor or client
Showcases Diageo's standing as a leading, world class alcohol beverage company

Client waiting area

Dedicated and screened off waiting area with a relaxed, functional yet sophisticated ambience to gather thoughts and make last minute preparations

RECIPES

Diageo personnel meet and greet clients
No business conducted here and no deliveries taken
Keep and clean and uncluttered at all times
Keep noise to a minimum

Reception

Access control guidelines
Emergency escapes guidelines
Any display to be current, secure and compliant with local regulations

Client waiting area

Provision of high-quality, free snacks and beverages
Clients only
Dedicated reception support

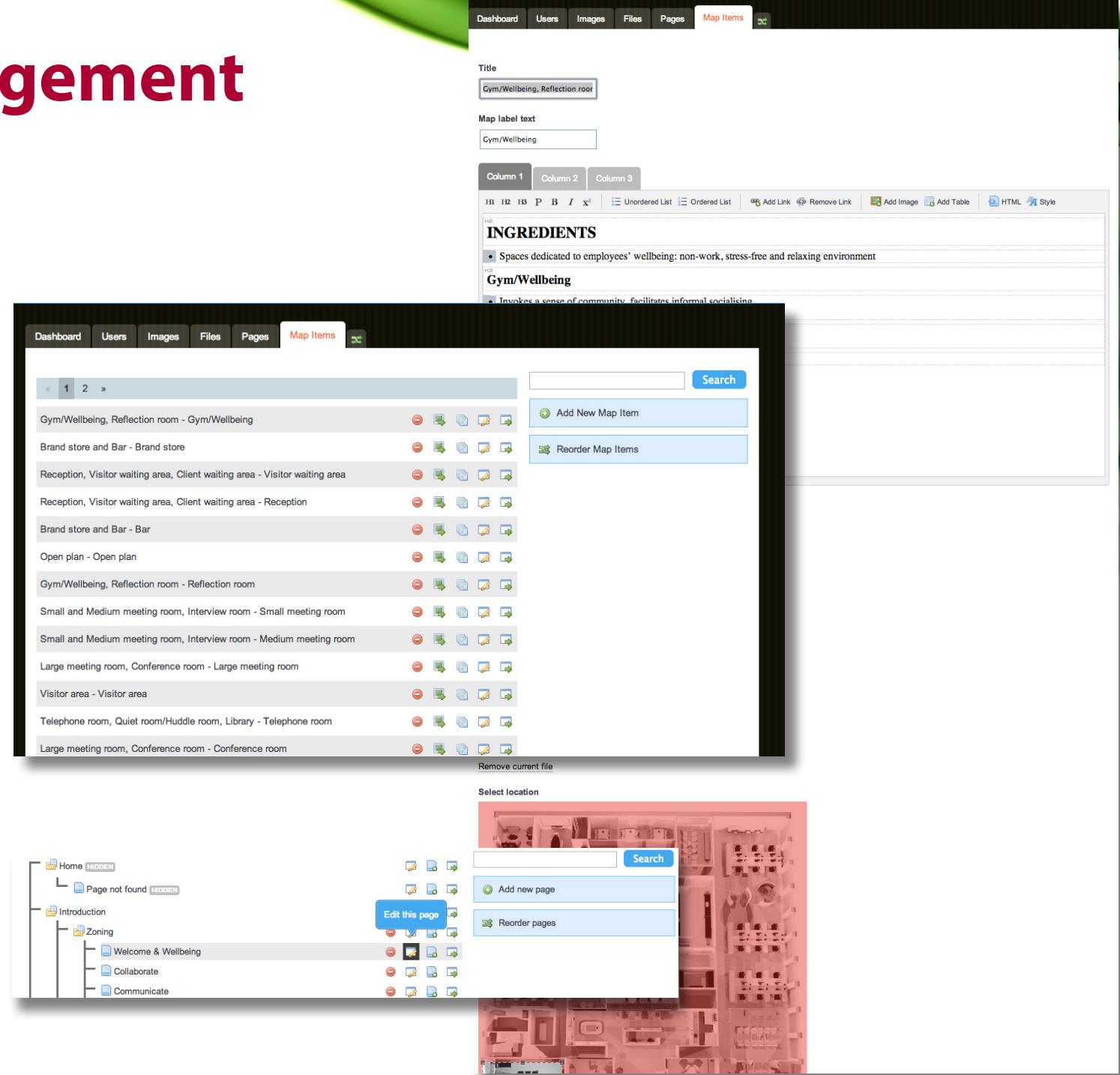


Content Management

The Design Guidelines Portal's key feature is its interactiveness. Not only does it allow a user to freely navigate the website, but it also has a comprehensive content management system allowing administration users to intuitively create and change content allowing updating of resource documents, text, images and navigation items.

Allowing quick and easy updates and easily managed version control without reissues or any third party support.

Intuitively create and change content allowing updating of resource documents, text, images and navigation items.



The screenshot displays the Design Guidelines Portal's content management system. At the top, a navigation bar includes links for Dashboard, Users, Images, Files, Pages, and Map Items. The Map Items tab is active, showing a list of items such as 'Gym/Wellbeing, Reflection room', 'Brand store and Bar - Brand store', and 'Reception, Visitor waiting area, Client waiting area - Visitor waiting area'. Each item has a set of icons for editing, deleting, and managing files. To the right of the list is a detailed view of the 'Gym/Wellbeing' item. This view includes a title field ('Gym/Wellbeing, Reflection room'), a map label text field ('Gym/Wellbeing'), and a rich text editor with a toolbar for bold, italic, and other styles. The rich text content includes an

INGREDIENTS

 section and a

Gym/Wellbeing

 section with a bulleted list. Below the list of items is a sidebar with buttons for 'Add New Map Item' and 'Reorder Map Items'. At the bottom, there is a sidebar for 'Select location' with a search bar and buttons for 'Add new page' and 'Reorder pages'. The background of the interface features a green and black abstract design.

Case Study One

The Diageo Interactive Design Guidelines Portal has been successfully used over the past twelve months to configure a number of global office locations including the new Dublin office located on the St. James's Gate guinness brewery site.

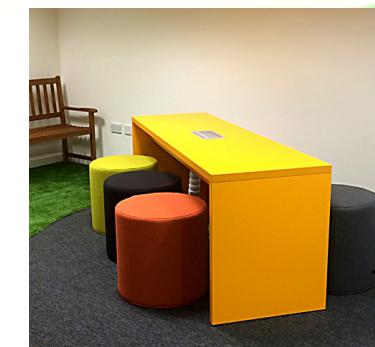
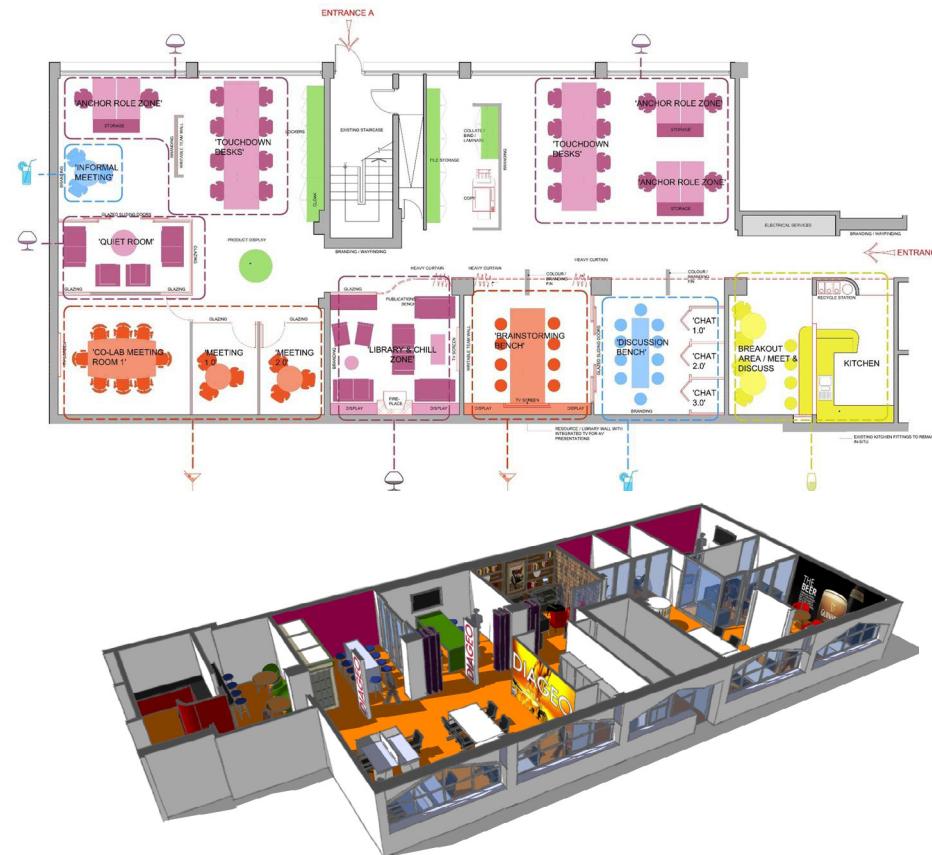
"Crane was our first application and practical test of the IDG (interactive design guidelines). The IDG made it possible to easily show business leaders how a new concept of workplace could support the business units therein and facilitate the various work activities and work modes that were required. The online nature of the IDG made it possible to share scenarios virtually and collaborate with design teams remotely."

John Priest
Global workplace projects manager

Benefits:

Hugely reduced layout and preparation time

HR have a better understanding of the design principles and can support design with confidence



"The new office space designed using the IDG has transformed the way we work, increasing collaboration opportunities and energy levels in a more dynamic and agile working environment."

Valerie O'Riordan, HRD Ireland

Case Study Two

The Diageo Interactive Design Guidelines Portal has been successfully used over the past twelve months to configure a number of global office locations including the new Turin office.

"It is extremely clear, accessible and made our job much easier."

Monica Battaglino
Property and Facilities Manager
Southern Europe

Benefits:

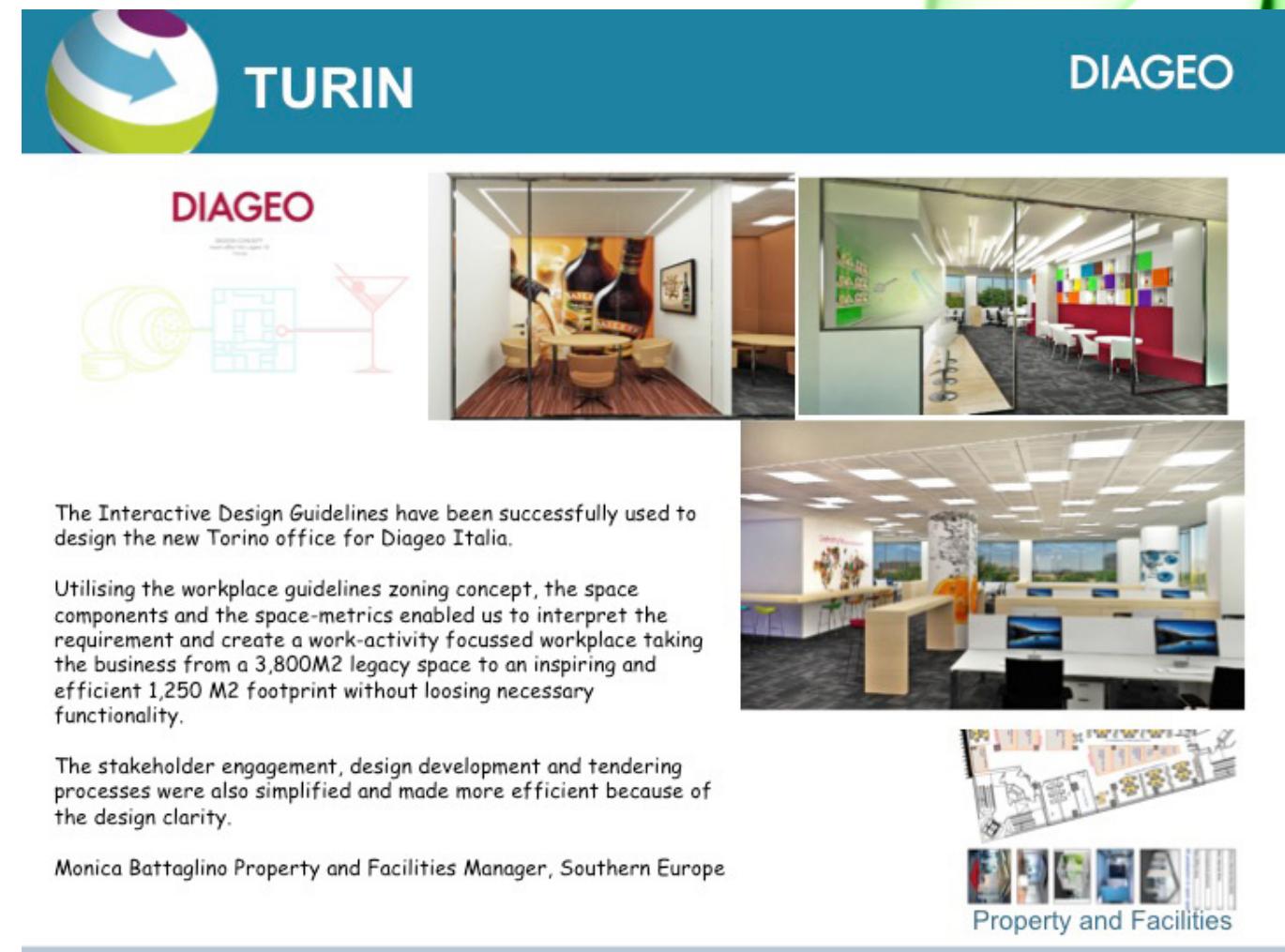
Shorter project delivery and design time

More consistent outcome

Space efficiency

Activity based workplace

Variety and functionality of agile and dynamic spaces



The image shows the Diageo Turin office interior and a screenshot of the Diageo Interactive Design Guidelines Portal. The portal interface features a blue header with the Diageo logo and 'TURIN' text. Below the header are two images: one of a bar area with a bottle and a cocktail glass, and another of a modern office common area with colorful walls and seating. The main content area of the portal includes a 'DIAGEO' logo, a stylized globe icon, a floor plan icon, and a cocktail glass icon. A text box states: 'The Interactive Design Guidelines have been successfully used to design the new Torino office for Diageo Italia.' Below this is a paragraph about the design process: 'Utilising the workplace guidelines zoning concept, the space components and the space-metrics enabled us to interpret the requirement and create a work-activity focussed workplace taking the business from a 3,800M2 legacy space to an inspiring and efficient 1,250 M2 footprint without loosing necessary functionality.' Another text box quotes Monica Battaglino: 'The stakeholder engagement, design development and tendering processes were also simplified and made more efficient because of the design clarity.' At the bottom, there is a 'Property and Facilities' section with icons for various office functions.