



AreaLogic is a strategic consulting practice that uses a simple, fast, data-driven process to create delightful, cost effective workplaces.

Creating workplaces that address new ways of working starts with using a new design process. The AreaLogic Workplace Strategy, developed by Dr. Margaret Serrato helps organizations improve space utilization and boost employee engagement by focusing on mobility and collaboration patterns rather than conventional headcount projections and workstation sizes. A typical AreaLogic Workplace Strategy has three steps that take about one to four weeks.

- 1** *Workstyle Patterns*
The first step uses temporary chair sensors for three weeks to confirm space utilization. The results provide insightful, unbiased data to inform planning. Or, clients may use average industry data in place of a study.
- 2** *Workplace Attributes*
Optional staff workshops and / or surveys gather information about the ideal attributes of the organization's workplace. The results include a scorecard that can be compared to post-occupancy results.
- 3** *Settings and Concepts*
Next we develop free-address concepts that include a variety of individual, group, and community settings. We test the concepts using Space Syntax to ensure that they support natural patterns of mobility and collaboration.



Margaret Gilchrist Serrato, PhD MBA AIA LEED AP

With thirty years of research and design experience, Dr. Margaret focuses on creating high-performance workplaces. Her education in architecture, interior design and environmental psychology enhanced by an MBA and a PhD in architecture and behavior enables her to provide comprehensive and dynamic strategic planning for a wide range of clients.

Recent Clients

- Aegon Transamerica
- BECU (Boeing Credit Union)
- Columbia University Irving Medical Center
- Empowered Benefits (AFLAC)
- ESPN
- Harvard University Graduate School of Education
- John Deere
- Northeastern University
- Principal Financial Group
- RAND Corporation
- The Hartford Insurance Group
- University of Chicago Medicine
- University of Wisconsin Health System
- Wells Fargo