

# WHAT WE DO

## DISCOVER

[DEVELOP UNDERSTANDING]

We seek to understand the current state realities of a work environment to inform our clients of its future potential. We determine context, intent, and success factors for each project through a series of workshops, interviews, surveys, and other methods. These methods are designed to identify opportunities and expectations, while also building alignment with our clients, resulting in a set strategy, schedule, and budget.

### CURRENT STATE

- Identify the opportunities
- Customer research + insight
- Organizational structure
- Budget
- Time-line
- Standards
- Brand identity

### FUTURE STATE

- Expectations
- Program
- Benchmarking
- Educate | Trends | Product
- Change consulting
- Strengths coaching

### ALIGNMENT

- Executive buy-in
- Partners

[ESTABLISH EMPATHY]

## DESIGN

We observe and study space utilization, evaluate user experience, and develop high-quality planning concepts based on data analysis, insights, and shared perspectives obtained from dialogue, workplace surveys, and other methods. We use techniques to distill big-picture challenges into tangible design solutions.

### STORY TELLING

- Visualization
- Concept development
- User experience

### TEST

- Digital proto-typing
- Physical mock-ups
- User experience
- Space analytics [Steelcase Workplace Advisor]

### VALIDATE

- Budget
- Concepts
- Approval + sign off

## BUILD

[INTEGRATED STRATEGY]

We develop a holistic approach designed to support the needs, systems, and communities within an organization. Our installers construct, assemble, and furnish exceptional spaces with comprehensive furniture, integrated technology, and custom build solutions via the ease and convenience of having Custer as one reliable resource.

### COORDINATION

- Product
- Logistics management
- Other trades

### INSTALLATION

- Furniture
- Technology
- Custom solutions

[CREATE INNOVATION]

## EMPOWER

We bring a wealth of insight, experience, and attentiveness to each detail of a project, even after the client moves in. Our change management, consulting, and specialty services walk the customer through every step of the transition process, engaging people at all levels within the organization. We constantly evaluate results and adjust as needed to ensure success.

### MANAGEMENT

- Asset
- Move
- Facility
- Change

### SERVICE

- On-site design
- AV service + repair
- Furniture service + repair
- Maintenance + support agreements