



**Want to Make the Most of Your Space? Call Workplace Strategies.**

Ever wondered if you could make better use of your office space? Whether it's new construction or reconfiguring an existing space, there's a Winston-Salem company that can help by thinking inside and outside the box: Workplace Strategies.

Founded in 2000 by husband and wife team Alicia Hardin and Peter Marsh, Workplace Strategies focuses on commercial interior design, but the company does much more than selecting pleasant wall colors or picking out an attractive carpet. Although selecting colors, materials and furnishings is part of what the design professionals at Workplace Strategies do, their first goal is to step back and look strategically at a business and its space needs.

"Our predesign team looks globally at a building's parameters and then defines the space requirements," said Alicia Hardin, president of Workplace Strategies. "Sometimes we recommend adding more space, but at other times we suggest that a business can function more effectively with less space."

"We are much more extensive in scope than a typical interior designer. Much of our emphasis is on predesign services: we literally work from the inside out," said Peter Marsh, vice president of Workplace Strategies. "We bring a true strategic level to our clients' investments in business capital and resources."

Among the clients who have turned to Workplace Strategies are Wake Forest University Health Sciences, Piedmont Triad Research Park, Wake Forest University Baptist Medical Center, Triad Guaranty, Novant, The Russell Agency, DeutscheBank, Wachovia and R.J. Reynolds Tobacco Company. Workplace Strategies also is at the cusp of downtown revitalization and the quickly evolving green movement. Currently, Workplace Strategies is working with Family Services to open the first completely green office building in Winston-Salem in March 2008.

In addition to space planning, Workplace Strategies incorporates graphic arts, such as business logos on walls, into its interior space planning and design. Workplace Strategies' commitment, however, does not stop when a building is complete. The professionals at Workplace Strategies continue to work with businesses during the post-occupancy phase to make sure everything has been executed to perfection.

"If we've done our job well and delivered our goals within budget, we help our clients to be more productive, better market themselves and to be more efficient businesses overall," Hardin added. "Workplace Strategies believes in being an advocate for our clients by doing more than just 'creating designs.' We take our clients in new design directions, show them how to make their spaces perform better and help them with improved revenue generation."

“Like us, the professionals at Butler + Burke view themselves as advocates for the firm’s clients,” Marsh said. “They don’t just deliver the product – they discuss lots of options and take Workplace Strategies in new directions. We like that way of thinking because it mirrors our own way of doing business.”

For more information about Workplace Strategies, please visit [www.workstratinc.com](http://www.workstratinc.com).