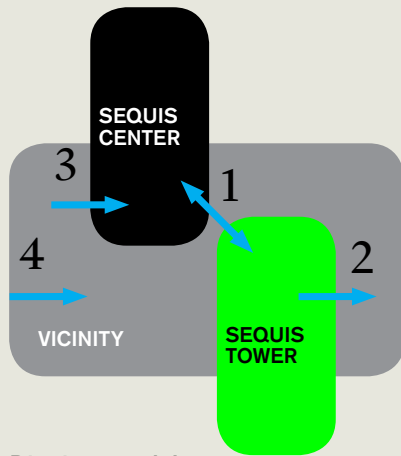


STEFAN KAHN

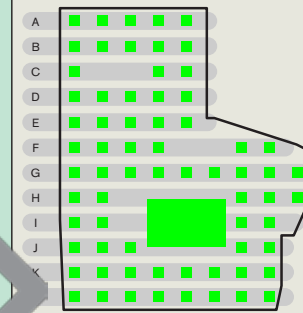
Representative work:
Wayfinding, Systems & Strategy



Districts model

For the ordering of wayfinding information the primary relationships are:

1. Buildings relate to each other
2. Buildings relate to vicinity
3. Vicinity relates to buildings
4. Site boundary relates to vicinity

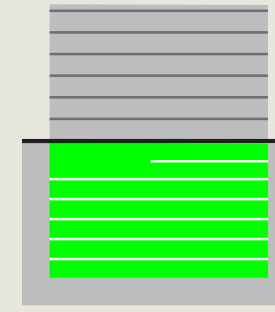


Plan - diagram only

Column location coding

Recommendation:

- Alpha codes to rows only - regardless of frequency of identified column.
- A system that is non-sequential, used for orientation and proximity reference only.
- Rows begin in North West corner, acknowledging prevailing architectural grid for consistency.



Elevation - diagram only

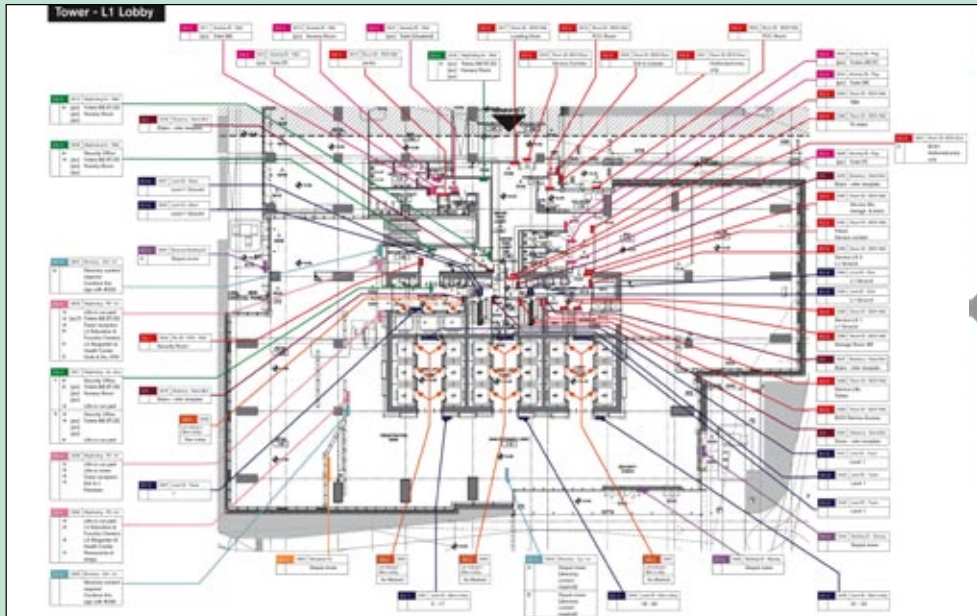
Floor level coding

Recommendation:

- Maintain prevailing sequential number order from ground level down.
- For signage purposes, replace 'B' prefix from construction phase with 'P' for 'Parking' as relevant to operations and international pictogram usage.
- In common use these will become known as 'parking level 1, 2, 3' etc. reducing use of a prefix.

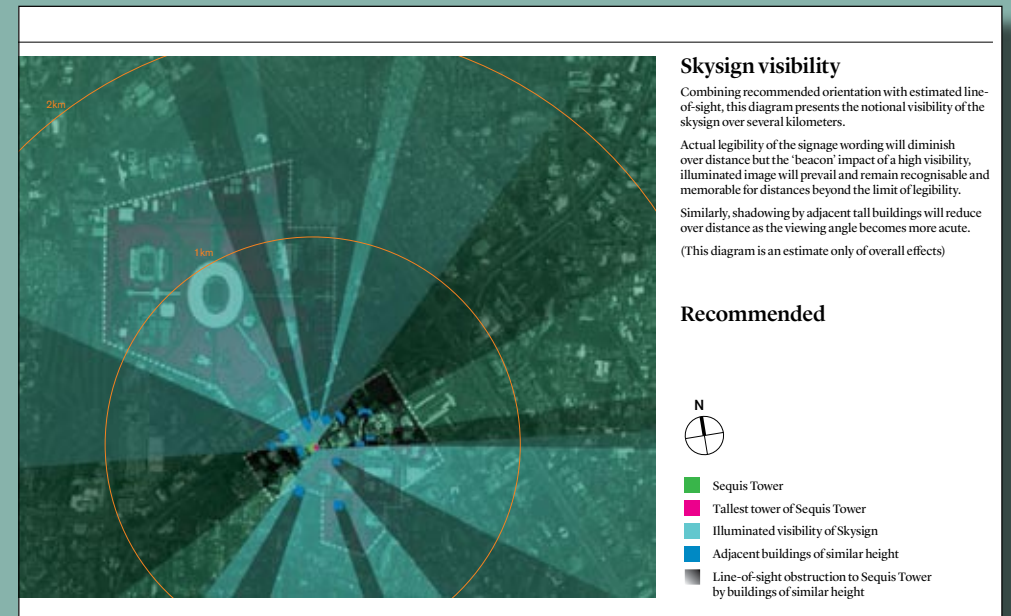
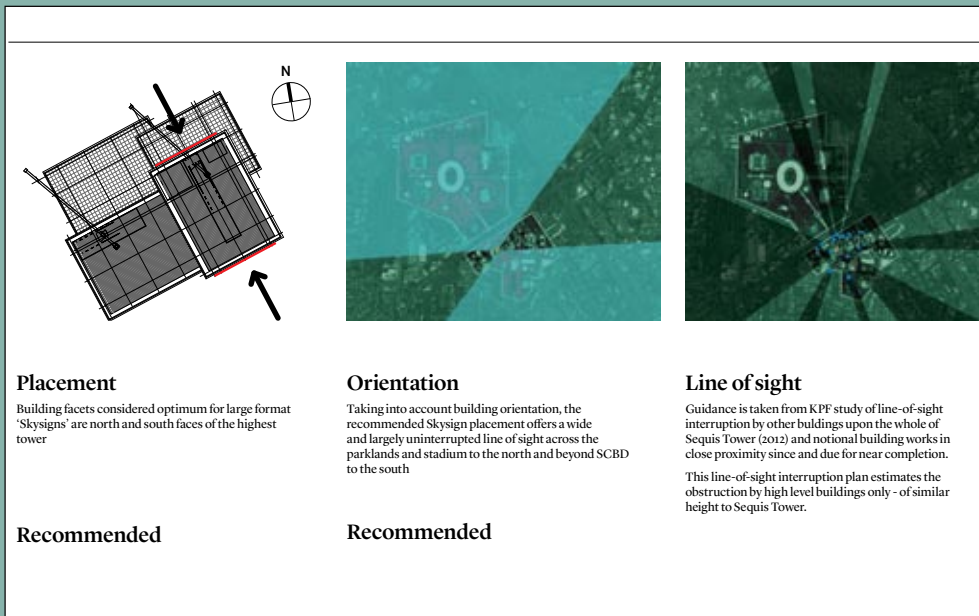
B1 mezz	P1moto	1moto
B1	P1	1
B2	P2	2
B3	P3	3
B4	P4	4
B5	P5	5
B6	P6	6

SYSTEM DESIGN

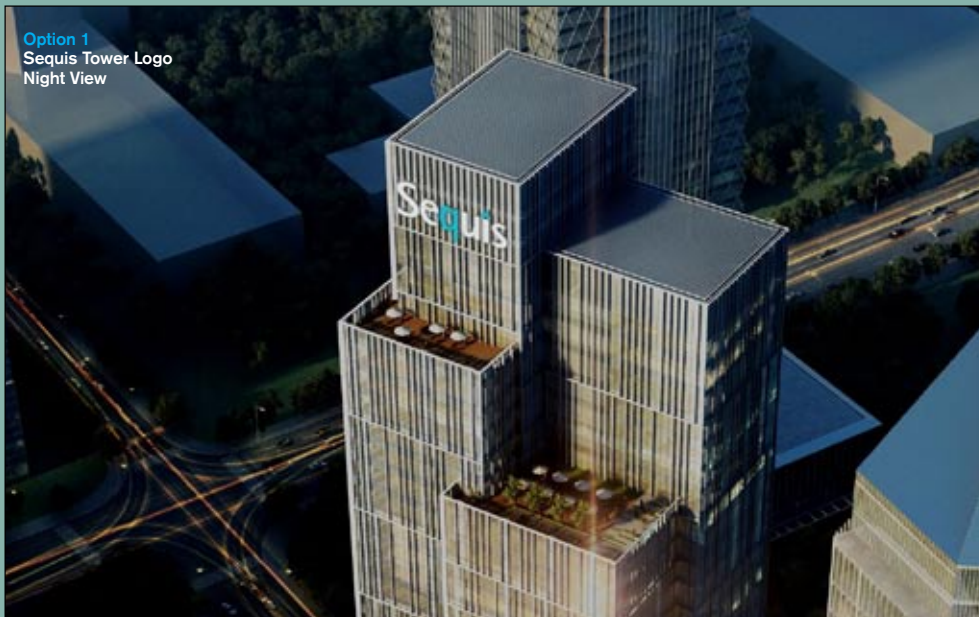


MASTERPLANNING



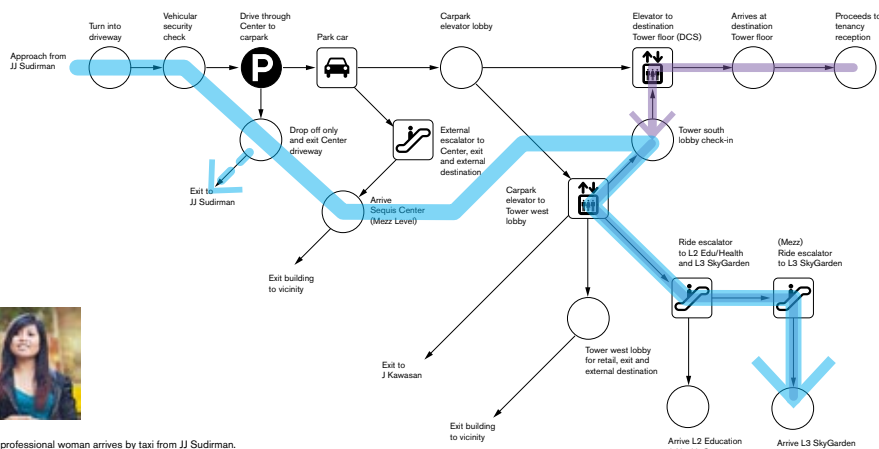


ENVIRONMENTAL IMPACT

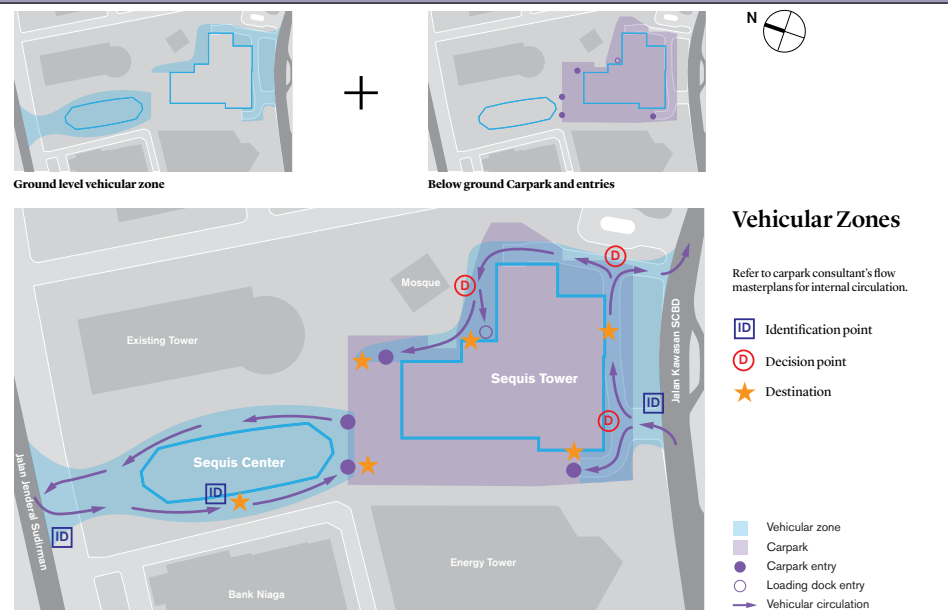


ENGINEERING DESIGN INTENT

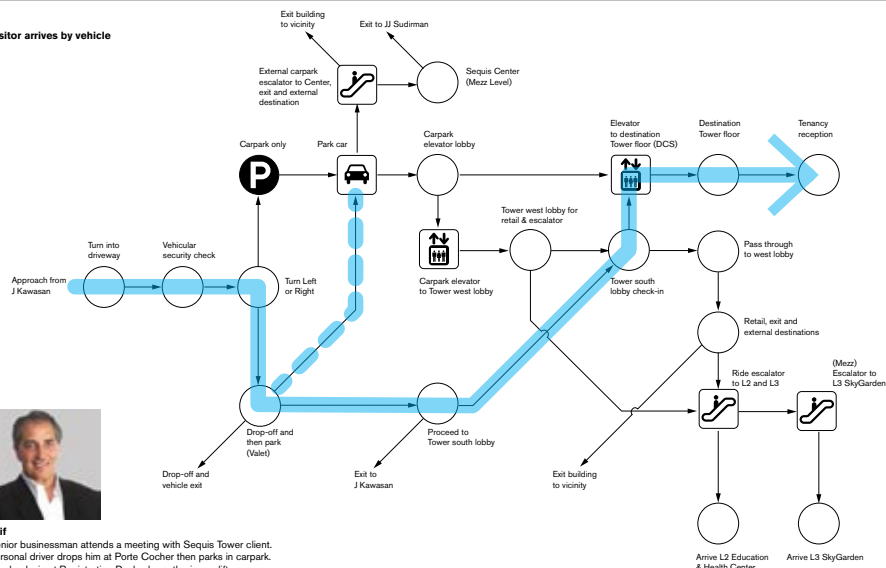
Visitor arrives by vehicle



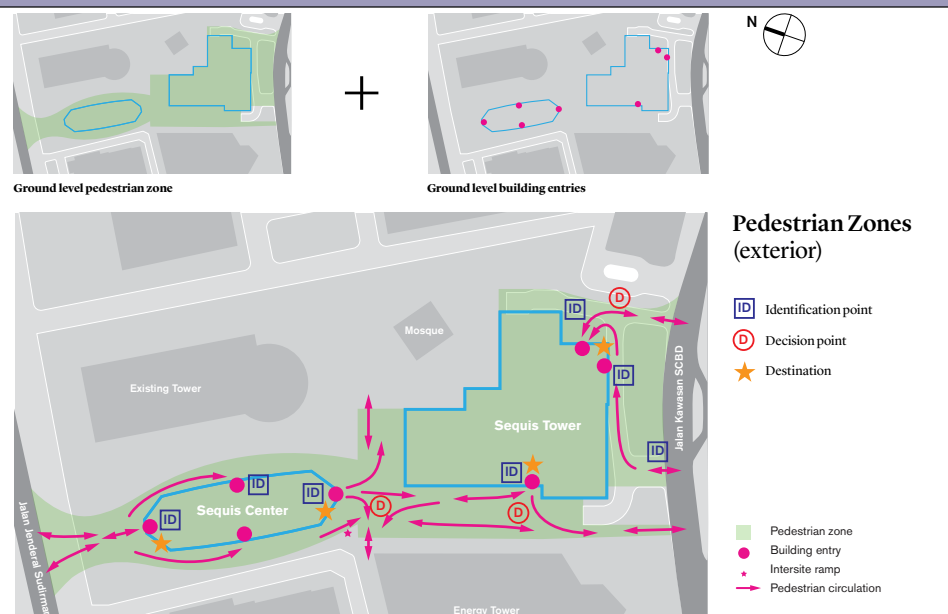
Anna
Young professional woman arrives by taxi from JJ Sudirman. Taxi drops her at Sequis Center then leaves the site. She meets her friend who works in Sequis Tower in the lobby. Then they go together to L3 Sky Garden for lunch.



Visitor arrives by vehicle



Arif
Senior businessman attends a meeting with Sequis Tower client. Personal driver drops him at Porte Cocher then parks in carpark. He checks in at Registration Desk who authorises a lift pass. He proceeds to client's reception floor.

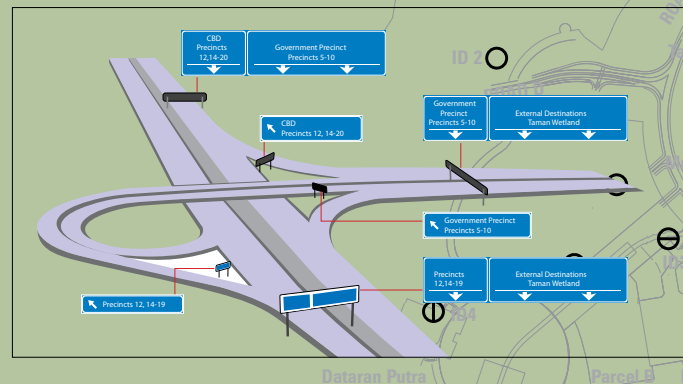
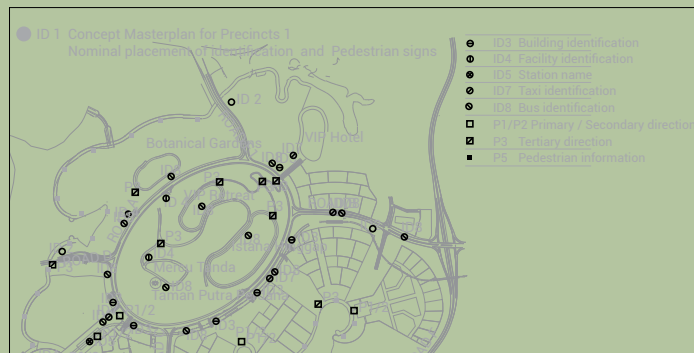
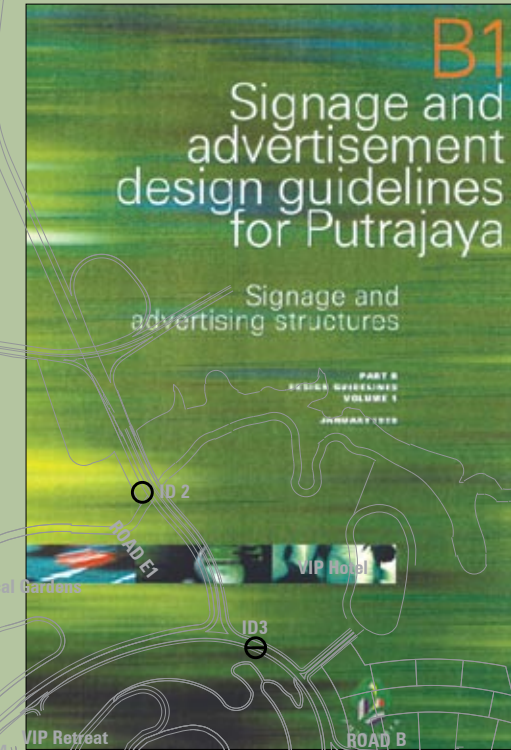
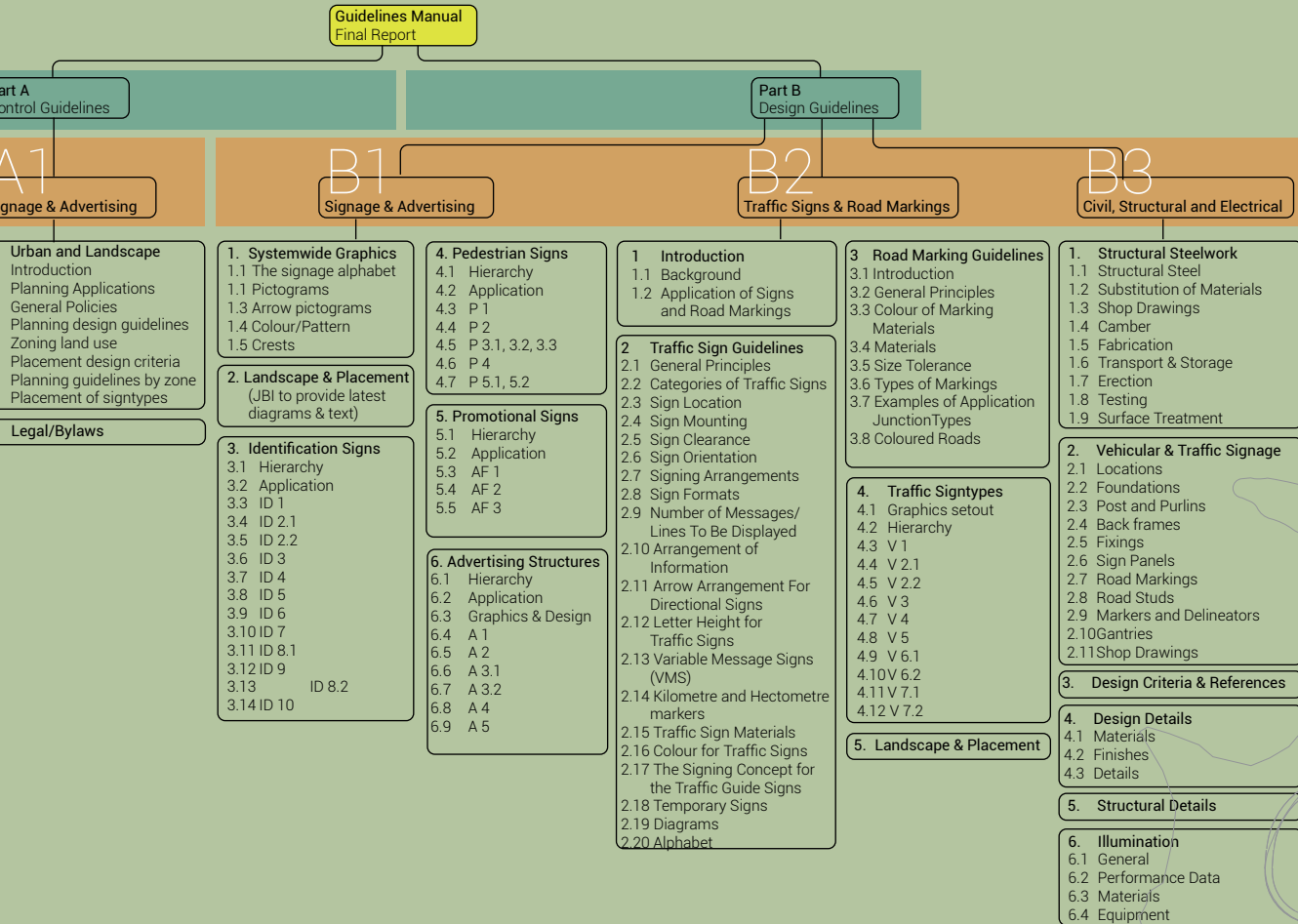


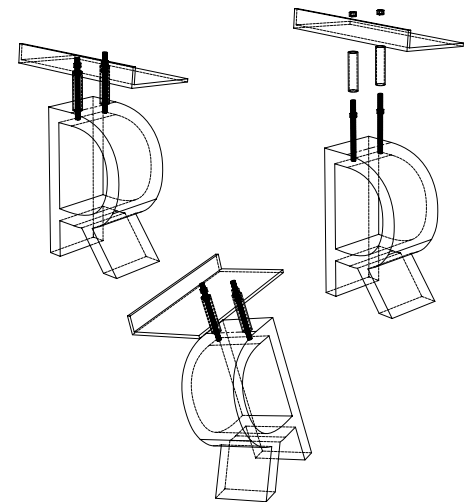
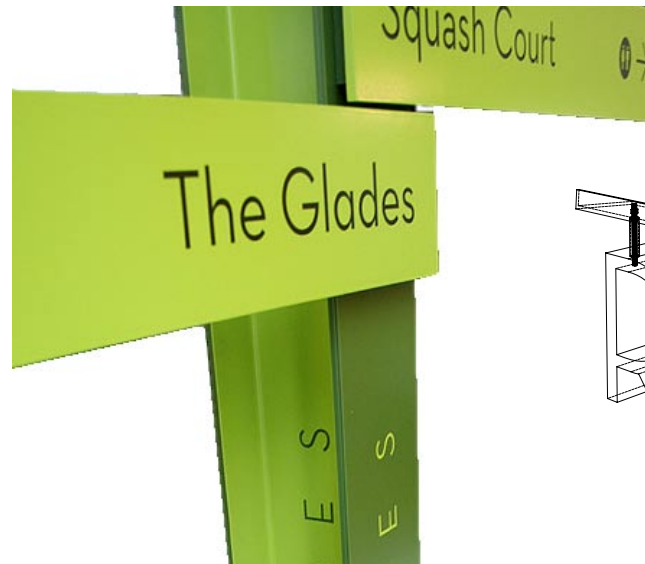
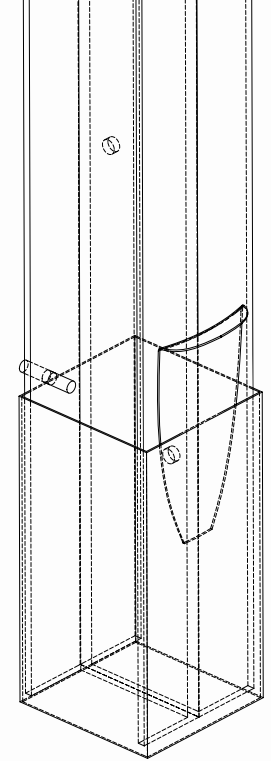
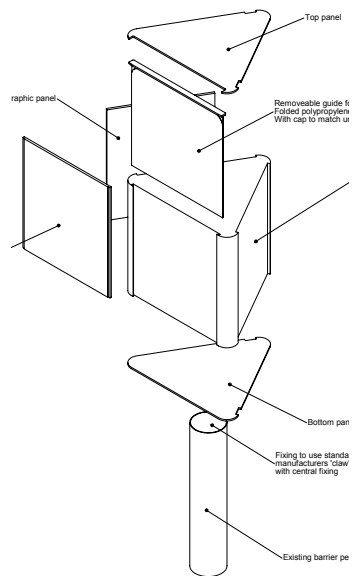
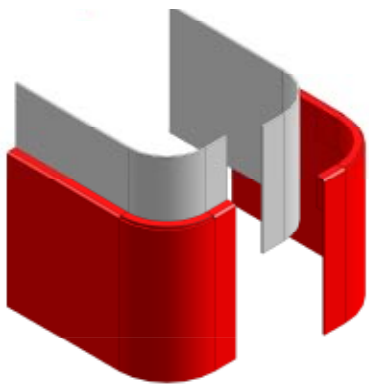
JOURNEY MAPPING / PERSONAS

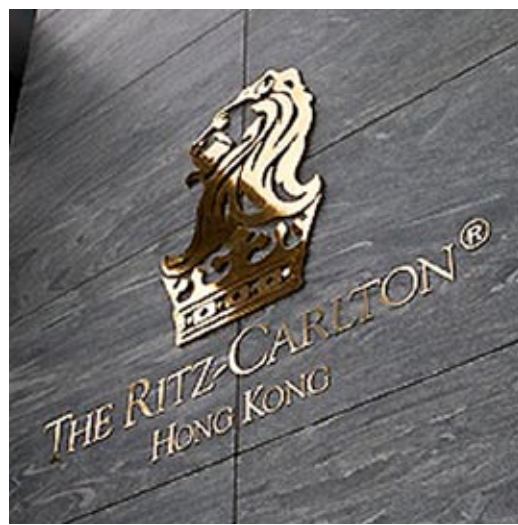
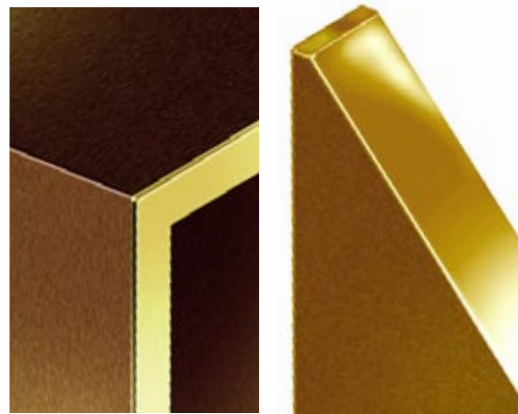
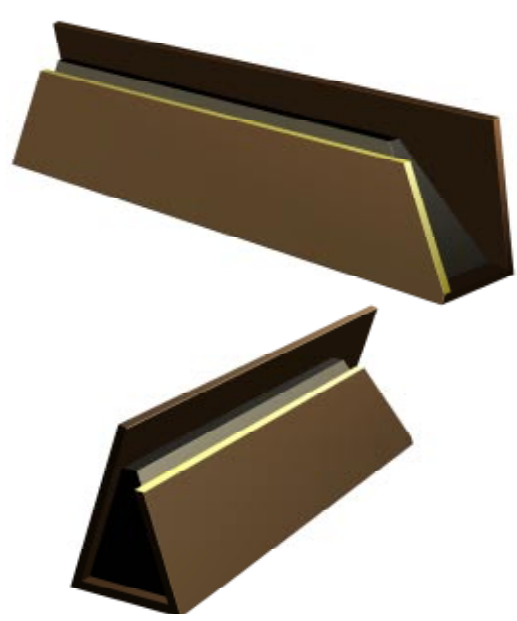
WAYFINDING STRATEGY

GUIDELINES CONTENT STRUCTURE

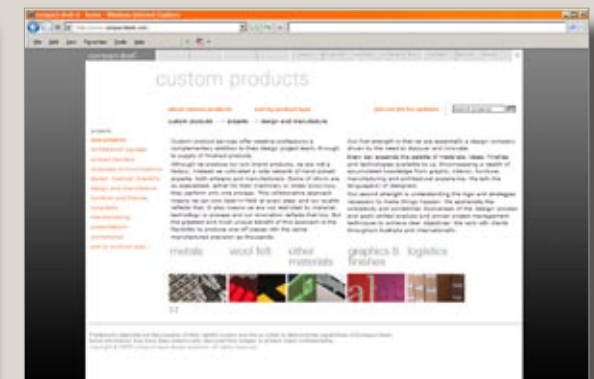
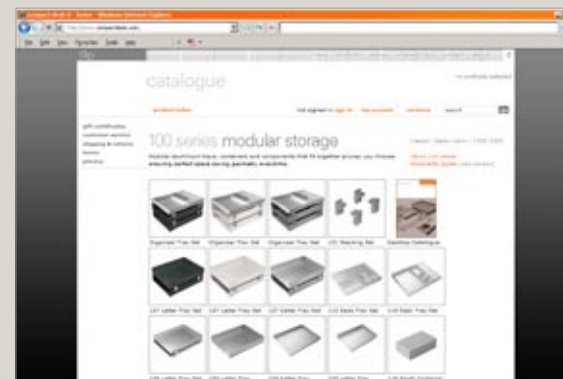
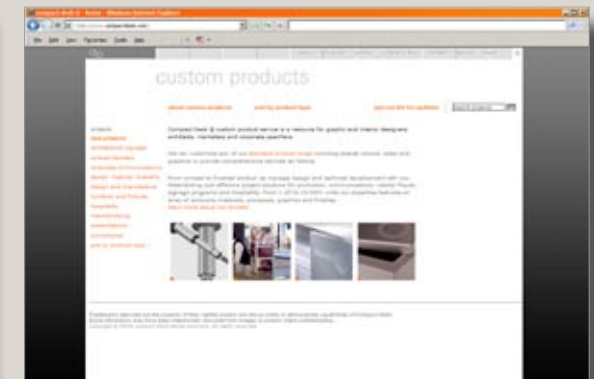
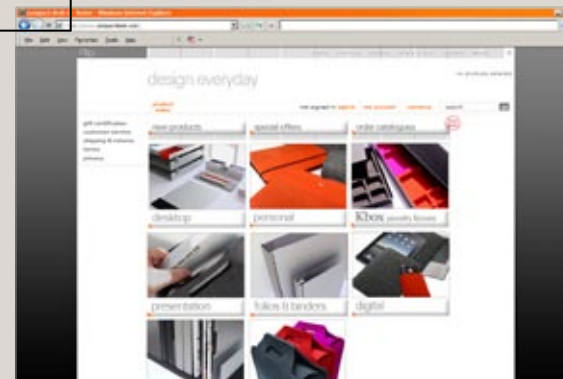
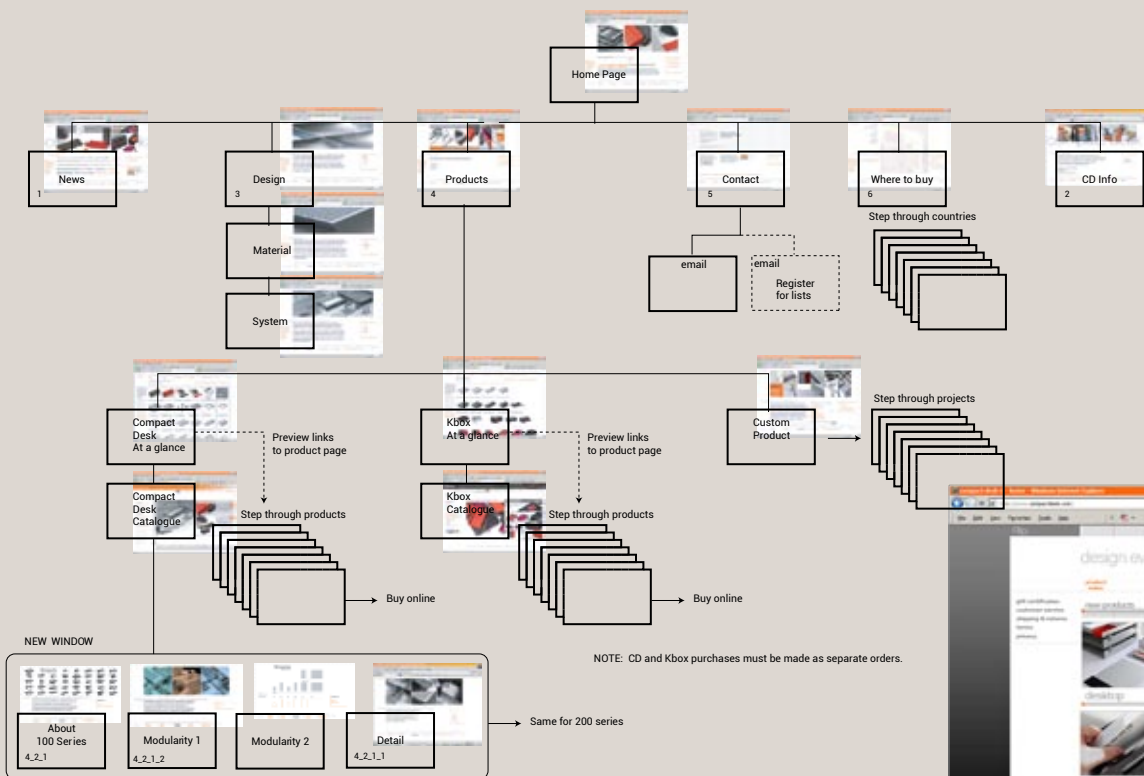
SIGNAGE AND ADVERTISEMENT DESIGN GUIDELINES MANUAL FOR PUTRAJAYA, MALAYSIA









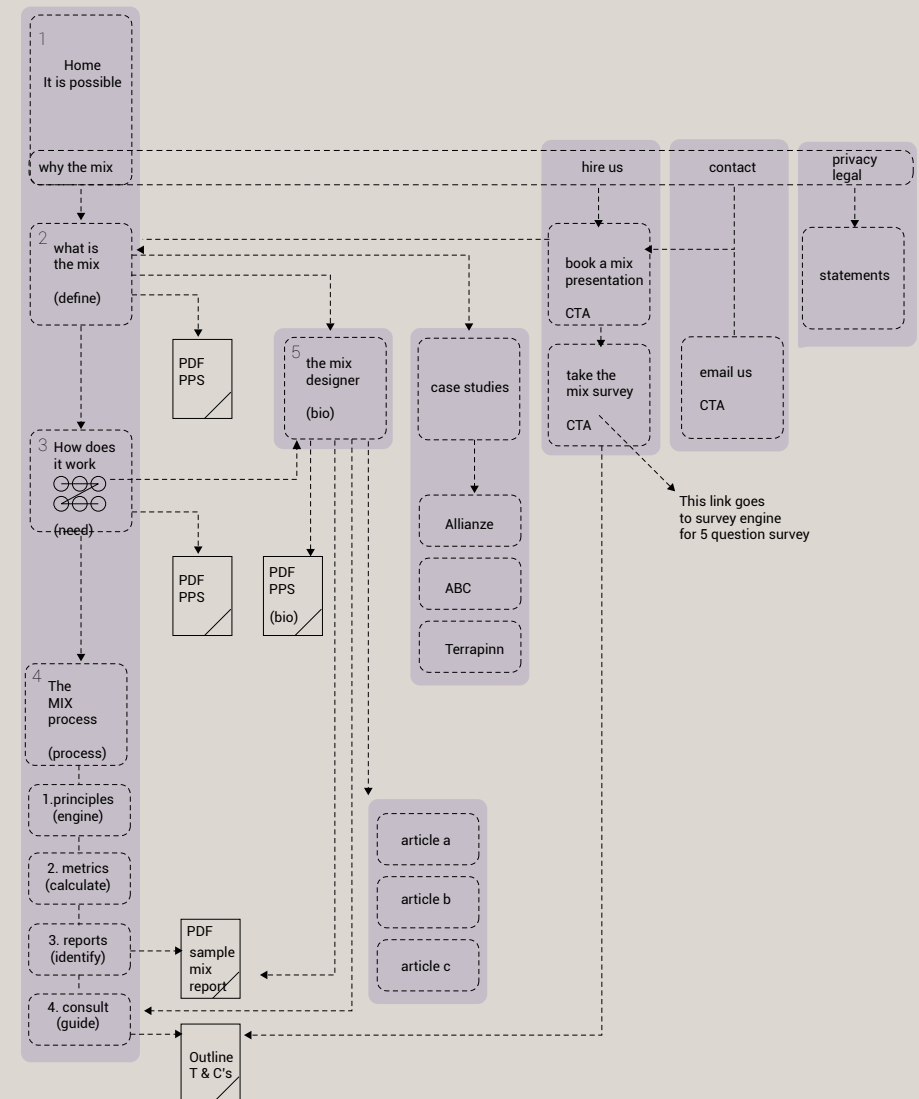
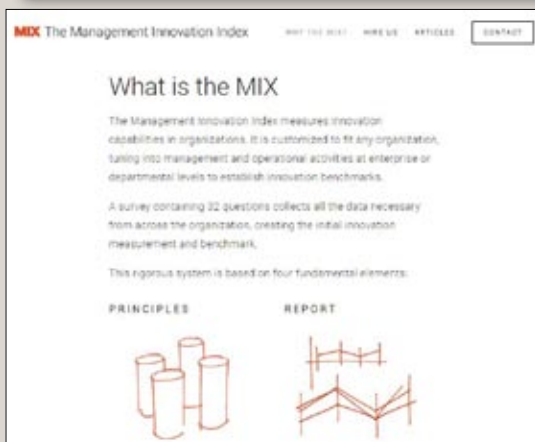
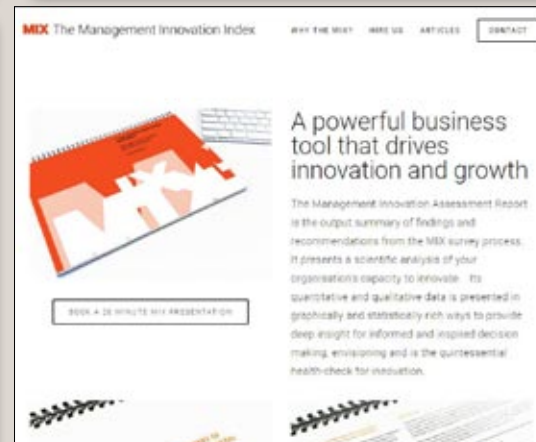
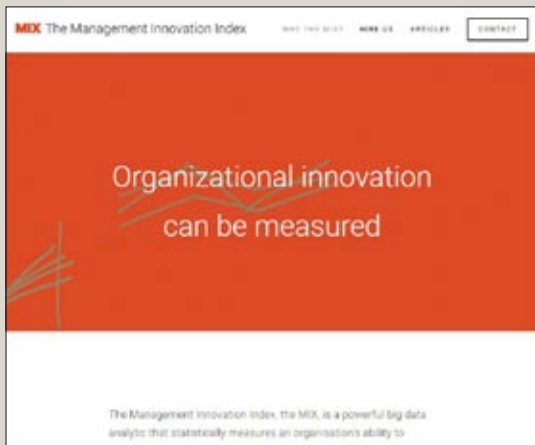


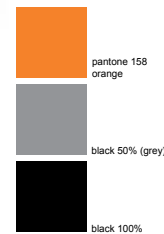
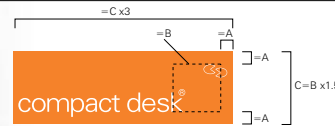
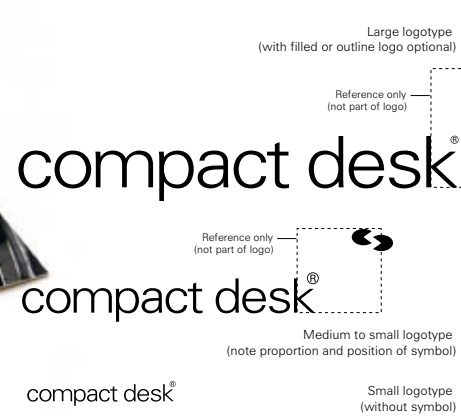
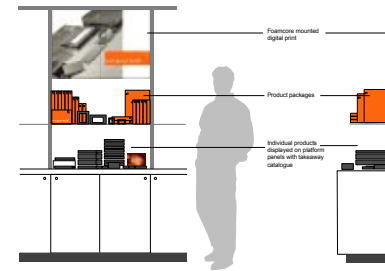
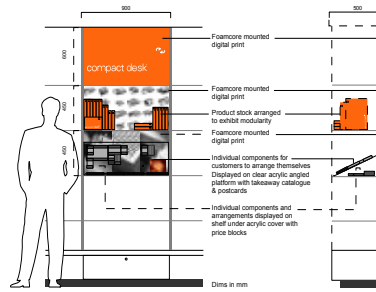
EDM : B2B & B2C

Wholesale portal

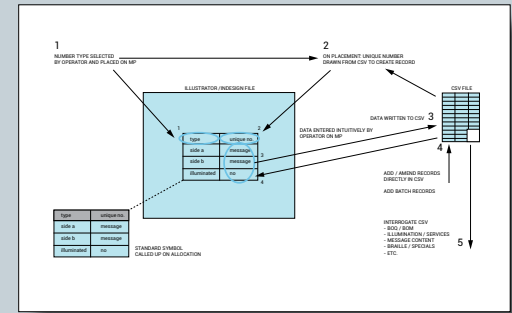
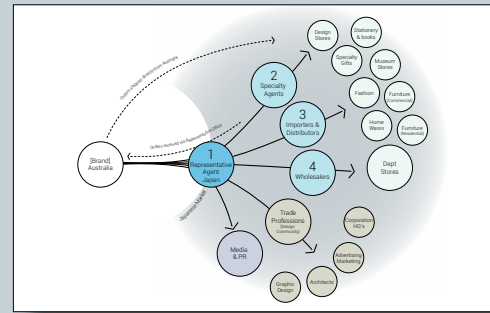
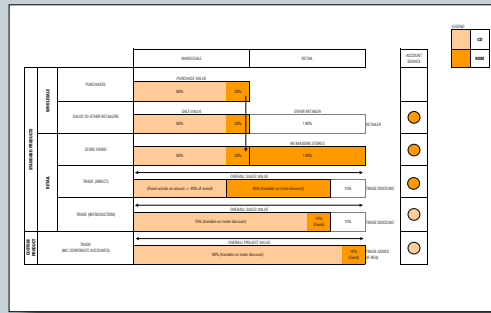
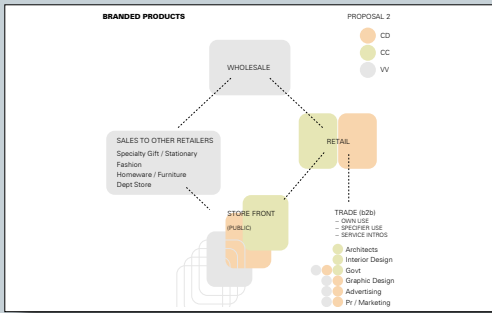
B2C ecommerce

B2B project portal

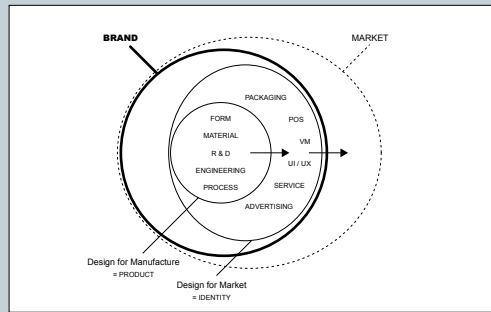
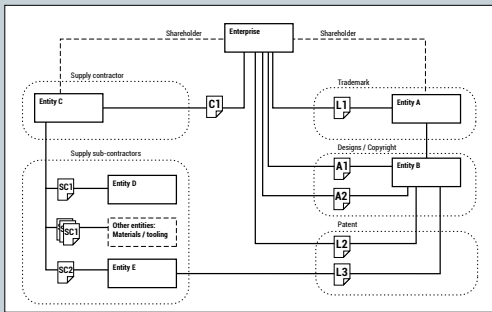




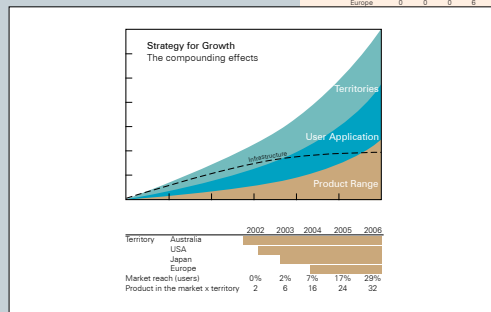
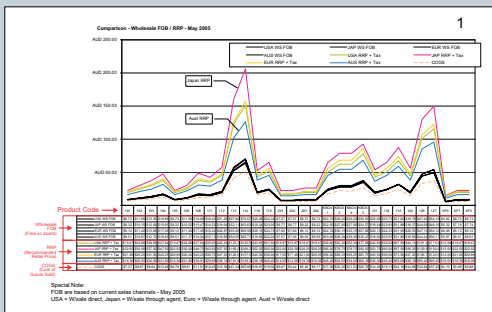




MARKET INSIGHTS



ORGANISATIONAL STRUCTURES



PROCESS MAPPING

Appendix E2

OPERATIONS IN DETAIL

Sales Channels

The table below profiles sales channel on effort, profitability and volume.

Channel	Effort	Profitability	Volume
Global	High	19%	High
Local	Low	33%	Low
Regional	Medium	38%	Medium
Specialty	High	61%	High
Direct	Low	+65%	Low

Appendix B1

COMPETITOR PROFILES IN DETAIL

Company	Origin	Est	Products	Markets	Sales Channels	Comment
Helit	Germany	1980	Desk accessories	Global	Prestige retailers only	Key association w Norman Foster
Helit.com	Germany	1980	Desk accessories	Global	Corp & Trade specifiers	Use leading name designers
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	Manufactures in own factory
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	Manufactures by contract in Asia
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	Material: plastics but some aluminium
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	Narrow distribution but highly specialised
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	Typical rrp AUD\$60 to \$350 per item
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	Wide variety of 'design' products
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	Use leading name designers
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	Manufactures by contract in Asia
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	Material: plastics but some aluminium
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	Broad distribution through regional agents
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	Typical rrp AUD\$25 to \$150 per item
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	Wide variety of 'design' products
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	Use leading name designers
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	Manufactures in own factory and in Italy
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	Material: plastics but some aluminium
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	Est revenue Euro 7m. (Print only)
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	Typical rrp AUD\$12 to \$500
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	Use leading name designers
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	Manufactures in own factory
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	Extensive range commercial accessories
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	Material: plastics but some aluminium
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	Have several 'iconic' products
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	Typical rrp AUD\$50 to \$1000
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	Specialise in aluminium products
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	Manufactures in own factory
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	Narrow distribution - primarily USA
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	Offers custom product capability
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	Material: only aluminium
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	Not available in Australia but typical rrp is AUD\$40 to \$300
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	Typically high volume low-cost products
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	Low on design, reliability and quality
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	Main competitors: aluminium specialists
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	Typical product collections uncohesive
Global	USA	1980	Desk accessories	Global	Corp & Trade specifiers	focus on colour and quality

Appendix A1

MARKET & SALES MODEL IN DETAIL

Assumptions

Volume

Consumer product series active per territory

Territory	FY02	FY03	FY04	FY05	FY06
Australia	1	1	4	6	8
USA	1	1	4	6	8
Japan	0	0	4	6	8
Europe	0	0	0	6	8

Scale

(Retail) Consumer

Stock purchase per store, per product series

Product Series	Scale
Specialty/Design	x4
Furniture/Homeware	x3
Stationery/Book	x4
Fashion	x4
Department Stores	x4

Territory

Market Size multiples

Factor used to estimate other territories

See Page 8 and 9 for principles of assumption.

Territory	Factor x
Australia	x1
USA	x8
Japan	x6
Europe	x7

Market Share

Percentage of allocated market reached

Territory	FY02	FY03	FY04	FY05	FY06
Australia	1.0%	2%	10%	20%	30%
USA	0.1%	0.2%	1%	8%	25%
Japan	0%	0%	1%	8%	25%
Europe	0%	0%	1%	5%	10%
Average	0.3%	1.3%	6.1%	14.8%	27.5%

Internet Sales

Single visit totals allocated as potential sales

Territory	FY02	FY03	FY04	FY05	FY06
Australia	0	0	5000	15000	40000
USA	0	0	10000	30000	75000
Japan	0	0	0	0	0
Europe	0	0	10000	18000	48000

Industrial projects

Average value of contract

Est. number of contracts per firm

Territory	Value	Contracts
Australia	\$5,000	0.3

% of potential visits converted to sales

Normal purchase per online sale

Territory	% Conversion	Normal Purchase
Australia	3%	275

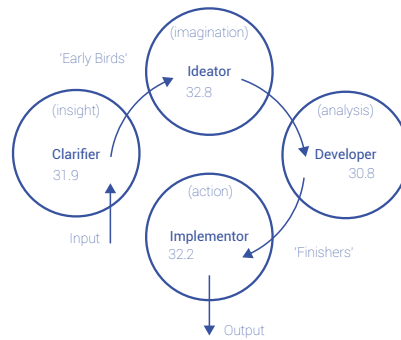
FINANCIAL & DATA MODELING

BUSINESS ANALYSIS & STRATEGIC PLANS

Workshop Themes



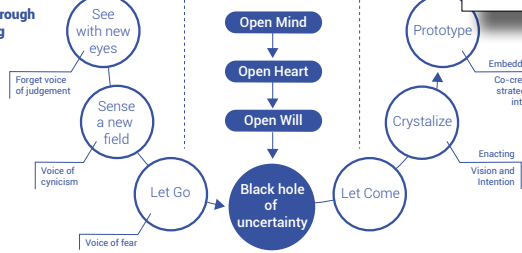
Creative Thinking Style - Personality Types



Business-As-Usual Thinking



Breakthrough Thinking

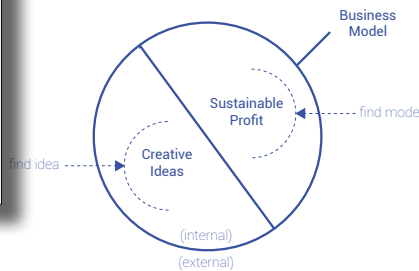


Pain Points and Pain Relief

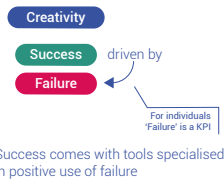


- How do I translate ideas into revenue or growth
- How do I capture all the ideas
- Where are the idea and implementation blockages
- What should I be doing to allow creative flow
- What are the key differentiators in my organization to attract the right innovation talent?

Model of Innovation



Individual (Leader)



- Imagination
- Dreaming
- Risk
- Iteration (trial & error)
- Adaptation
- Solution finding
- Problem solving

Organisation



- Strategy
- Deliberate Design
- Human Centred Design
- Technology
- Agility
- Persistence
- Discipline

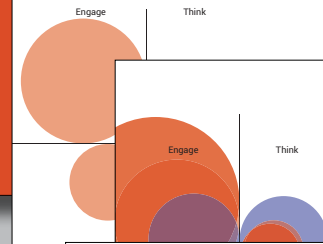
Creative Leadership Capability Assessment

Compiled by Dr Ralph Kerle & Associates for:

Is it possible to measure the affects of creativity in leadership teams?

Department / Team Levels

Your team Creative Leadership Profile



Where you are in the Creative Leadership ecology

Combined Creative Ecologies

