

「DBSI+CFM」

MYTHBUSTERS

BANKING EDITION:

HEADQUARTERS

BUSTING THE BIGGEST HQ MYTHS
OF THE BANKING INDUSTRY



MYTHBUSTERS BANKING EDITION: HEADQUARTERS

A new headquarters is most likely the biggest financial investment your institution will ever make. Every decision impacts the building you and your staff will spend every day of the next 7-10 years in. And if you don't make the right decision, it will affect your company's and employee's success. That means you need to get it right the first time, which requires a thorough understanding of the facts and myths surrounding headquarters.

As a savvy banker preparing for the initiative ahead, you are wanting an accurate, highly efficient, effective, and low-risk way to ensure success.

This guide is the answer to that.



MYTH 1: ANY LOCAL ARCHITECT CAN BUILD MY HEADQUARTERS

Maybe you have a local architect that you've worked with before to build a branch. Or maybe your friend over at the credit union down the street recommended the architect that just updated their branch network. Why wouldn't you hire them to build your headquarters?

Well, just to name a few reasons:



A headquarters initiative requires an **actual HQ expert** with provable experience in building headquarters for other financial institutions. An architect who focuses on branches doesn't have the same skills as an architect who spends their time transforming headquarters.



A general architect who is not specialized in the banking industry will be able to build a headquarters, but without **understanding the science** behind how your business grows and how that relates to the space, your HQ won't be one that will last your financial institution a full 10-year lifespan.



Headquarters are **huge investments**, much larger than a branch. This means you can't afford for anything to go wrong, and hiring a 'discount architect' is the first step toward wasting money in the long run.



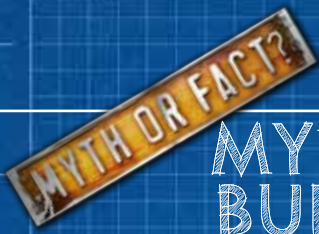
THE FACTS

We have seen many HQ projects fail under a general, local architect's watch; we've even had to step in and fix a few projects before they reached catastrophic failure.

Other architectural firms building your HQ will ask you what you want and take a few educated estimates (aka guesses) based on your plan for growth—then create a beautiful design. It will look great in the drawings, the budget will appear safe, and their presentation will sound nice, but once the project starts you will start to notice the timeline slip further and further away from your original promised date, the set budget will quickly be depleted, and you will probably have to go back to the board to ask for more money and time.

Scary, right? Unfortunately, this nightmare situation is taken from real projects. Don't let this happen to you! Hiring a firm that has experts in building and transforming headquarters for financial institutions is your solution.

How do you ensure they're experts?
Ask about their strategy and vet it out thoroughly.



MYTH 2: THE STRATEGY BEHIND BUILDING AN HQ IS MORE ART THAN SCIENCE

As one of the largest investments your financial institution will ever make and something that will define what your company embodies and the message it shares with the community, you need a solid strategy in place before diving in too deep—and that strategy is an even mixture of both science and art.



The Inputs



Historical Data



Future Predictions



Key Objectives & Goals



Feature Wishlist



Employee Input



Executive Input



Budget Range





The Process

Take time to discover who you want to be as an organization, this building needs to embody who you are for many years to come so it is important to get this part right. Get feedback from all levels of your organization to understand what works and what doesn't work.

And be well equipped with historical data on how much each department has grown or consolidated over time to help create an accurate future prediction. Building a strategy for a headquarters project requires all this and more.

Speaking of more...there are a lot of choices for building features, staff amenities, and finishes.

These can get expensive, so a balanced strategy will prioritize features that improve productivity and further your brand over unnecessary aesthetic.





The Balance Between Science & Art

Only focusing on either the art or the science of the job could look like...



Guessing on Future Predictions

Your decisions should be data-driven. Taking a guess on how many people you will need in each department is a dangerous move that will be hard to recover from. Outgrowing your space in 5 years or overpaying for unused space is both costly and damaging.



Ignoring Employee Input

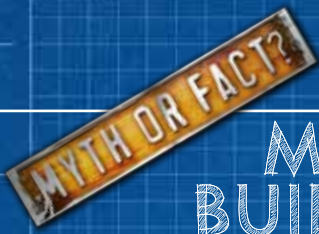
Your field staff may have ideas to improve productivity that you wouldn't be able to uncover by just talking to leadership. Getting their feedback and ideas also keeps employees engaged and excited for the duration of the project—and engaged employees can boost a company's bottom line by 20%.

(Gensler, Workplace Survey)



Over or Under Prioritizing Amenities

These features can be expensive but they can also be worth their weight. Breakrooms encourage inter-departmental communication, but spending half your department budget on a slide that rarely gets used won't help your bottom line. The best amenity strategies prioritize flexible workspaces that make any amenity an option to use as a workspace.



MYTH 3: IT IS IMPOSSIBLE TO BUILD A PERFECT PROJECT PLAN

Once your strategy is discovered and defined you can move forward to make decisions that support your strategic intent. These decisions belong in a project plan, and most people think it is impossible to build a perfect one. Well, those people are wrong.



A Perfect Project Plan Includes...



A Strategy to Drive
Your Decisions



A Formula
for Space Planning



Intimate Understanding
of the Trends



A Team
of Experts



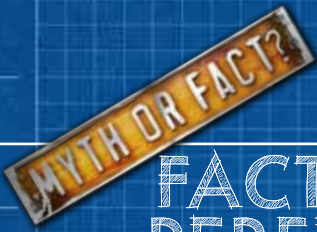
Getting a Handle on Space Planning

You've already set your strategy, up next: space planning. And remember, it's called space planning, not space guessing for a reason; yet for some reason so many get this part wrong. Why? Most likely because there is a lot to take into consideration for each department that you need to plan a space for in your HQ. Each department has its own needs for space, sound control, access to amenities, and strategic adjacencies. For example, call centers need noise control and marketing needs collaboration spaces.

There are also other strategic placements that can save you a lot of money and headaches down the road. Placing a department like card services that are projected to grow over the next ten years next to the IT department which is projected to consolidate over the next ten years will allow for both departments to adjust as needed.

Our HQ space analyzing tool, **FACTOR7**, allows you to analyze current space and then calculate future needs by each department, using historical data, industry data, and DBSI's 23 best practices created by industry experts.





FACT: A PERFECT PLAN CALLS FOR PERFECT BOARDROOM EXECUTION

Gather all of the data that backed your decisions, the options you have laid out and the reasons behind each, and an accurate plan of attack for the budget and timeline. With this information at your fingertips, you will be able to work with anything the board throws your way and easily answer questions, like:

- ☐ What are the anticipated improvements for the organization?
- ☐ What anticipated efficiencies and growth should be designed into the space?
- ☐ What is the right size, budget, and timeline?
- ☐ Are the necessary adjacencies considered and designed in that will drive productivity?
- ☐ How long is the capacity of this building designed to last?
- ☐ What approach gives us the optimal chance to be on-strategy, on-time, on-budget, and on-satisfaction?
- ☐ Do we have an effective communication strategy to ensure a smooth and effective transition to the new environment?

Able to check all these boxes off?

Well then, you're holding onto a perfect project plan.



YOU ARE READY TO TAKE ON YOUR HQ PROJECT.

Building a headquarters is tough work, but it can be easier by simply knowing which myths not to fall for. So, are you ready to start on your project? **Only you can decide if this is a fact or myth.**

Feeling ready?

Call us at 855-ASK-DBSI or email us at info@dbsi-inc.com to get the ball rolling.