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Bkm Trivia Question of the month:
 What is the name of the newest benching system introduced to the Steelcase line?

 Be the **first** to answer this correctly and win a \$10 Starbucks card!



officeenvironments

What does your company culture or brand say about your place of business?

Brand isn't just a logo or ad – it's your reputation. Every experience customers has with an organization impacts how they feel about your brand. In this competitive nvironment, the workplace is an important lever you can use to steer an organization's culture and strengthen the brand.

Hint:



Employees of the month:
 Angie Soebbing:
 Angie has been with bkm for over 4 years and comes to work everyday ready to handle anything that comes her way. She handles all of the bkm HR needs and she coordinates for our GSA team as well some specific customers. She is one of our go to gals and will always get things done in a timely manner with a smile on her face. Thanks for everything you do for the bkm team Angie! We love you!!!!



The culture or brand of your company says SO MUCH to not only your employees but also to your customers. What does your culture say?

A great example of a company that uses their culture to attract and retain great employees is Google. They have used their cultures brand and their workspace to create a brand that shows they are innovative and they care about their employees. They in turn, have no trouble getting talent to come work for them and more importantly, stay employed with them for years. They learned that if you take the time to create a great work environment, you end up with happy employees that enjoy coming to work and you have less turn around.

If you want to read more about Brand and Culture in the Steelcase 360 Magazine, please head over to this link:
<http://tinyurl.com/3h296cq>

"A pessimist sees the difficulty in every opportunity. An optimist sees the opportunity in every difficulty." - Sir Winston Churchill

Companies that get it....

Royal Caribbean:

Royal Caribbean, the worldwide cruise line, opened a call center in Oregon that from the outside looks like a typical office. Vodafone, the mobile telecomm giant, designed a space for its Amsterdam headquarters that

Google:

Google's headquarters offices are like their homepage: colorful, bright, welcoming,

Vodafone:

Vodafone, the mobile telecomm giant, designed a space for its Amsterdam headquarters that personifies the wireless workstyle their products are designed to provide. The workspace has no assigned desks or private

Rich Products:

Rich Products, a food industry pioneer that prides itself on innovation and "caring for customers like only a family can," made sure its space nurtures collaboration and the chance encounters that drive inspiration. Plus, the office can change as quickly as their business. The headquarters internal atrium feels like a space for a family picnic.

Wilson Sporting Goods:

Wilson Sporting Goods wanted their workplace to match their standing as the world's leading manufacturer of ball sports equipment. Product displays in the lobby, a basketball floor, exposed surfaces and infrastructure, widespread use of sports imagery – it all puts staff, customers, and visitors in



Learn to Love HOW you work- We are here to help you do just that!