



# CAPTIV<sup>®</sup>

**Comparative Assessment & Performance Tool  
for Innovative Workplaces**

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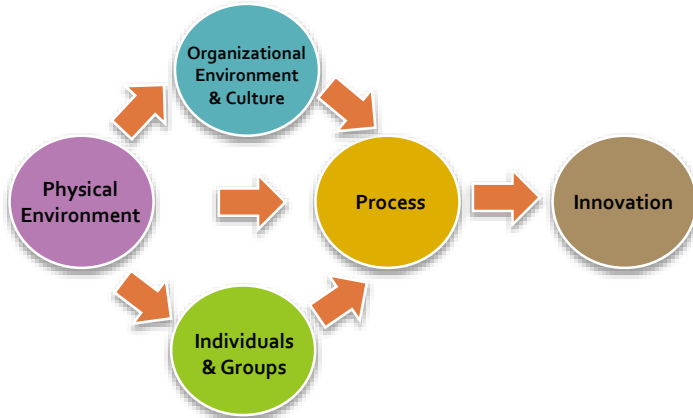
A free **comprehensive** diagnostic and benchmark tool for the **performance** of workplace **environment** in relation to **innovation performance** of an organization

- specifically developed by a collaborative effort between industry and research partners to provide organizations a dynamic analytic platform

Funded by the American Society of Interior Designers Foundation

Innovation is at the heart of successful, competitive companies. A workplace conducive to innovation is a must to foster the culture of innovation. In workplace design, a one-size-fits-all-answer to what makes a company innovative does not exist. To fully understand the needs and goals of each workplace, **CAPTIV**® (pronounced [captiv]) is broken down into 3 parts.

At the center of **CAPTIV**® is the CHPKW (Creative & High-Performing Knowledge Workplace) model developed by Dr. Young Lee. Based on this model, **CAPTIV**® analyzes how the physical environment impacts **organizational culture, process, and people** in order to increase innovation performance.



### PART 1: Key Performance Indicators (KPIs) of the Physical Work Environment

- It examines the performance of the workplace environment with **7 key indicators** of the creative and high performing knowledge workplace.

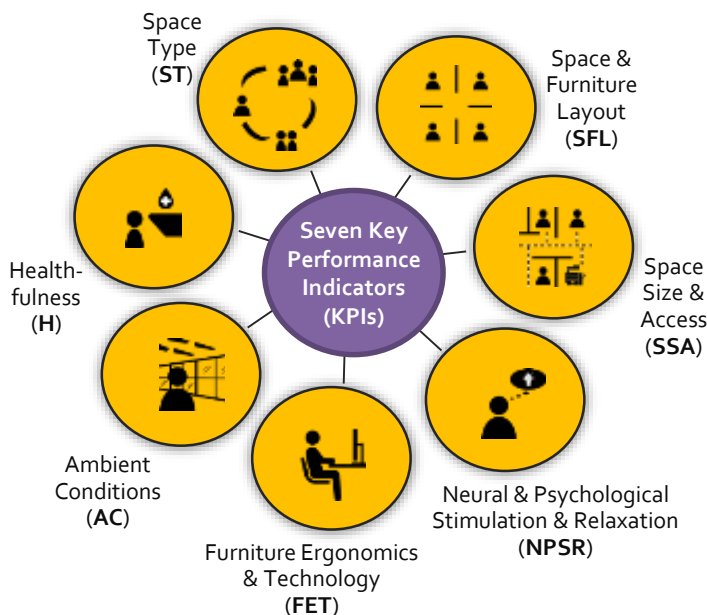
### PART 2: Company Information and Innovation Strategies

- It measures innovation strategies and economic growth of a workplace/company.

### PART 3: Innovation Performance of the Company

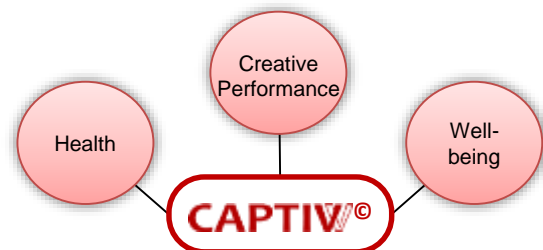
- It examines the innovation performance & activities of a workplace/company in **5 areas**.

**CAPTIV**® measures and analyzes the performance of the 7 Key Performance Indicators (KPIs) of the workplace environment as to how it supports a company's innovation performance and innovation strategies by supporting employee creative performance, health and well-being.










The comprehensiveness of the KPIs is founded on two frameworks developed by Dr. Young Lee: Workplace Design Criteria for **Creativity & Innovation** and Workplace Design Criteria for **Employee Performance, Health & Well-being**.








Based on this model, **CAPTIV**® analyzes how the workplace environment supports **employee creative performance, health and well-being** to increase **innovation performance** of a company.



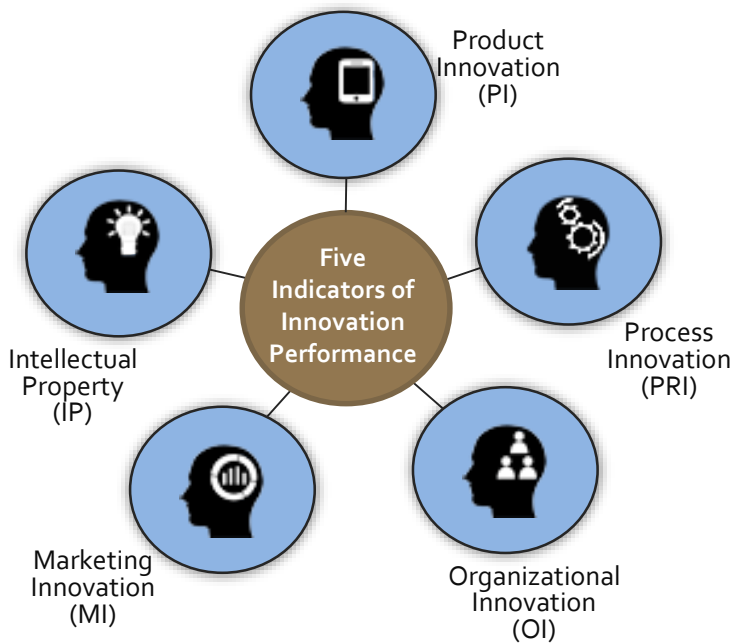
**CAPTIV®** is grounded on the 7 KPIs and complete sets of sub-KPIs that solely utilize objective and prescriptive measures to diagnose the workplace environment. These types of measures offer advanced analyses that are quantifiable and actionable for the better performance of the workplace environment.

 <b>Space Type (ST)</b>	ST 1. Choice of Work Spaces ST 2. Interaction – Collaboration Work Spaces ST 3. Recharge Spaces
 <b>Space &amp; Furniture Layout (SFL)</b>	SFL 1. Flexibility of primary work spaces SFL 2. Flow and connectivity
 <b>Space Size &amp; Access to Equipment (SSA)</b>	SSA 1. Amount of Spaces SSA 2. Access to Equipment
 <b>Neural &amp; Psychological Stimulation &amp; Relaxation (NPSR)</b>	NPSR 1. Unique/ Fun Atmosphere NPSR 2. Stimulation of Senses NPSR 3. Relaxing Environment
 <b>Furniture Ergonomics &amp; Technology (FET)</b>	FET 1. Furniture Ergonomics FET 2. Technology
 <b>Ambient Conditions (AC)</b>	AC 1. Acoustics AC 2. Visual Comfort AC 3. Thermal Comfort AC 4. Indoor Air Quality
 <b>Healthfulness (H)</b>	H 1. Healthfulness

**CAPTIV®** encompasses a set of key performance indicators of employee creative performance, health and well-being in the assessment in order to diagnose multi-faceted dimensions of the performance of the workplace environment.

Cognitive & Psychological Function Factors	KPI	Physical Health, Fitness & Comfort Factors
ST 1. Choice of Work Spaces ST 2. Interaction – Collaboration Work Spaces ST 3. Recharge Spaces	 ST	ST 3. Recharge Spaces
SFL 1. Flexibility SFL 2. Flow and connectivity	 SFL	
	 SSA	SSA 1. Amount of Spaces
NPSR 1. Unique/ Fun Atmosphere NPSR 2. Stimulation of Senses NPSR 3. Relaxing Environment	 NPSR	
	 FET	FET 1. Furniture Ergonomics
AC 1. Acoustics AC 2. Visual Comfort AC 3. Thermal Comfort AC 4. Indoor Air Quality	 AC	AC 1. Acoustics AC 2. Visual Comfort AC 3. Thermal Comfort AC 4. Indoor Air Quality
	 H	H 1. Healthfulness

**CAPTIV®** links the performance of the workplace environment to the innovation performance of a company in 5 representative innovation indicators and a set of measures under each innovation indicator.



### **CAPTIV® is Comprehensive:**

- It offers a most comprehensive set of **key indicators** and **sub-indicators** to measure the performance of the workplace environment as well as innovation performance of a company.

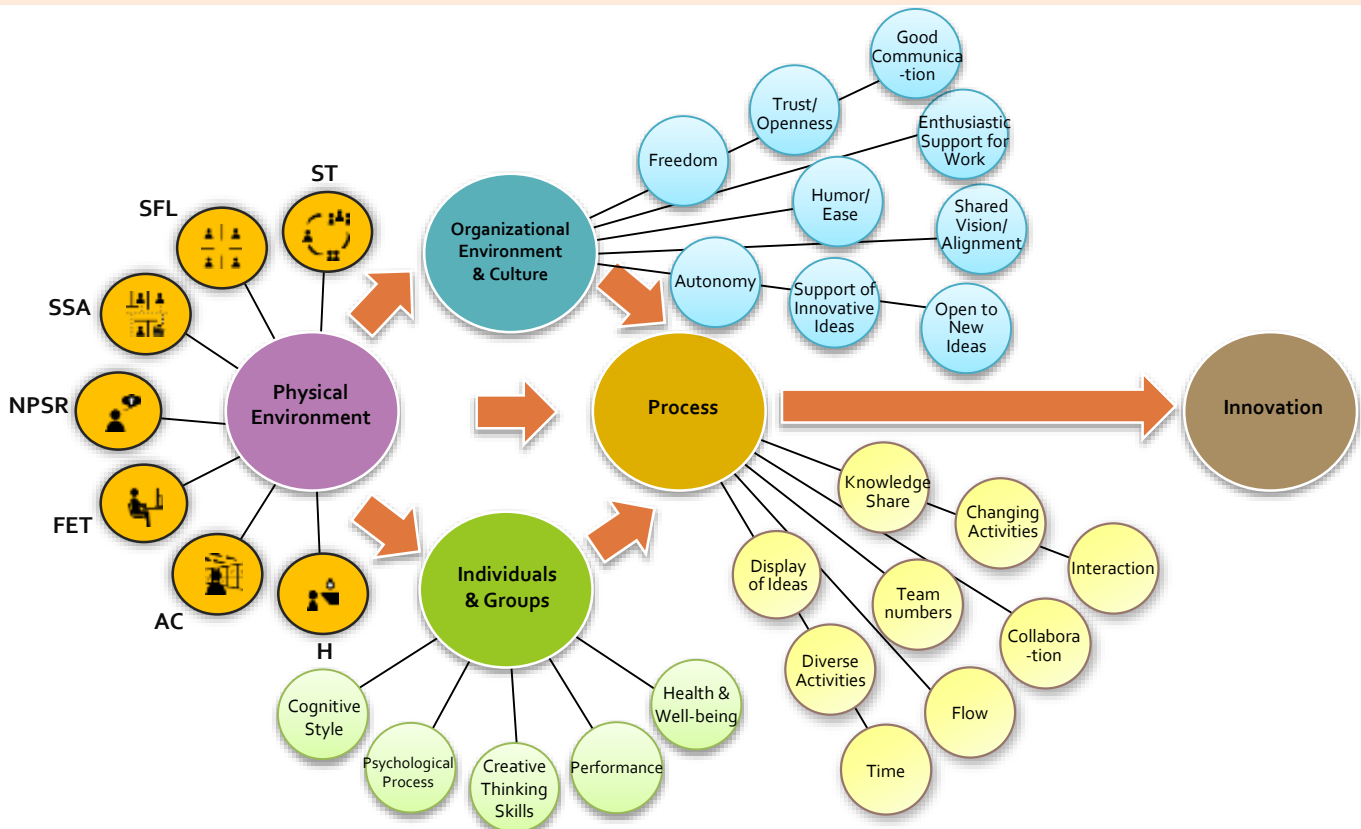
### **CAPTIV® is Analytic:**

- It offers a first of its kind **diagnostic platform** to analyze the workplace environment in relation to innovation performance and strategies.

### **CAPTIV® is Action-Driven:**

- It identifies **specific attributes** of the workplace environment to support organizational pursuits and objectives in innovation strategies unique to each company.

**CAPTIV®** identifies specific KPIs and sub-KPIs of the workplace environment to support a company's organizational pursuits in innovation unique to each company. This enables companies to implement further workplace improvements tailored to their specific needs.



**CAPTIV<sup>®</sup>** generates automated analyses that compare the results of a company to the benchmarks. The first part of the analyses compares the performance of the workplace environment, innovation performance as well as innovation strategies of the company to the benchmarks. The second part of the analyses diagnoses the strengths and weaknesses in each of the KPIs of the company against the benchmarks.

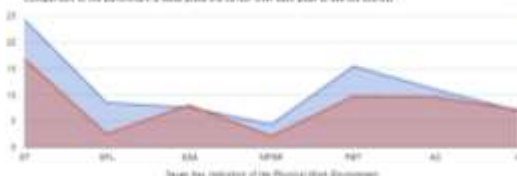
## 2. The Physical Work Environment and Innovation Performance of the Company

The total score of the performance of your physical work environment in supporting creativity and innovation is 54.1, which is 31.27 lower than the benchmark. The highest performing key indicator of the physical work environment, compared to the benchmark, is SPA: Space Size & Access (2.98%), and the lowest performing key indicator of the physical work environment is SP: Space & Furniture Layout (-438.78%) out of the seven key performance indicators of the physical work environment.

The total score for the innovation performance of your company is 277.5, which is 26.80% higher than the benchmark. The highest performing innovation indicator, compared to the benchmark, is (O) Organizational Innovation (+43.32%), and the lowest performing indicator is IP: Intellectual Property (-43.32%) among the four innovation performance indicators.

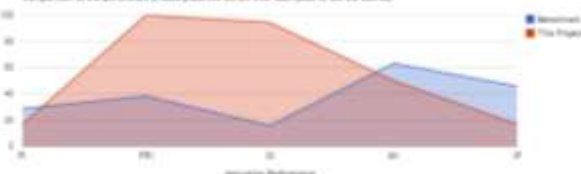
	SI: Space Type	SPS: Space & Furniture Layout	SPA: Space Size & Access	MPH: Mental & Psychological Satisfaction & Motivation	FEI: Furniture Ergonomics & Technology	AC: Ambient Conditions	IC: Intellectual Property
Current Project	15.88	2.59	8.08	2.58	8.79	8.57	7.28
Benchmark	24.18	6.52	7.62	4.45	15.46	13.02	9.68
Ratio	-35.55%	-108.75%	5.88%	-41.84%	-46.30%	-34.08%	-24.89%

Comparison to the Benchmark (Please place the cursor over each peak to see the scores)



	PI: Product Innovation	PS: Process Innovation	OI: Organizational Innovation	MI: Marketing Innovation	IP: Intellectual Property
Current Project	55.57	105.55	54.44	53.55	55.57
Benchmark	28.55	85.57	38.55	43.57	48.55
Ratio	193.85%	122.85%	141.52%	121.75%	113.52%

Comparison to the Benchmark (Please place the cursor over each peak to see the scores)



## Performance of the Physical Work Environment Supporting Organizational Creativity and Innovation

Critical Key Indicators of the Physical Work Environment	Current Project Score	Benchmark Score	Strengths	Opportunities
<b>Work Communication</b>				
Work Connectivity (SP_1_1)	3	3.48	✓	
Open Interaction Networks (SP_2_1)	3	3.79	✓	
Cross-Functional (SP_3_1)	3	3.89	✓	
Non-Physical Space (SP_4_1)	3	3.98	✓	
Use-Ready Collaboration Tools (SP_5_1)	4	4.07	✓	
High-Tech Collaboration Tools (SP_6_1)	4	4.15	✓	
Evaluation of Organizational Goals & Environment of Creativity & Innovation for Creativity				

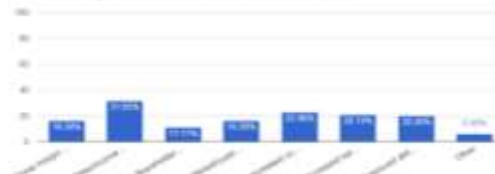
Knowledge Share	Current Project Score	Benchmark Score	Strengths	Opportunities
Interactive-Collaboration Work Space (SP_1_1)	3	3.81	✓	
Open Space or Space with Features for Socialization (SP_2_1)	3	3.98	✓	
Work Connectivity (SP_3_1)	3	3.99	✓	
Cross-Functional Networks (SP_4_1)	3	3.74	✓	
Cross-Functional (SP_5_1)	3	3.89	✓	
Non-Physical Space (SP_6_1)	3	3.98	✓	
Use-Ready Collaboration Tools (SP_7_1)	4	4.01	✓	

Cognitive Style and Psychological Process Contribution to Creativity	Current Project Score	Benchmark Score	Strengths	Opportunities
Openness (SP_1_1)	4	3.25	✓	
Interaction-Collaboration Space (SP_2_1)	3	3.81	✓	
Exchange Space (SP_3_1)	3	3.98	✓	
Specialized (SP_4_1)	4	3.25	✓	
Novelty (SP_5_1)	3	3.99	✓	
Connectivity (SP_6_1)	3	3.74	✓	
Cross-Functional Networks (SP_7_1)	3	3.79	✓	
Cross-Functional (SP_8_1)	3	3.89	✓	

## 3. Innovation Strategies

- Revenue Growth from this location/office of your company in the last three years is: 0%
- Employment Growth from this location/office of your company in the last three years is: 22%
- The most important long-term strategy to your company is: R&D
- Performance indicators currently used to monitor the performance of the long-term strategic objectives in your company are:
  - Project Performance (5/5)

Total percentage of each performance indicator used by all other companies



## The implementation degrees of innovation strategies currently used in your company are:

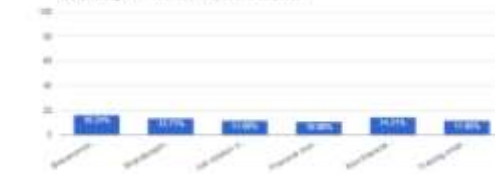
Comparison to the Benchmark (Please place the cursor over each peak to see the scores)



## Methods currently used to stimulate new ideas or creativity among the employees in your company are:

- 20% rotation of staff to different departments in other parts of your enterprise group

Total percentage of each method used by all other companies



## Performance of the Physical Work Environment Supporting Innovation Performance Opportunities by Organizational Attributes

The list shows only the items scored below the benchmark by the organizational attributes for your company.

Critical Key Indicators of the Physical Work Environment	Current Project Score	Benchmark Score	Strengths	Opportunities
<b>Work Communication</b>				
Work Connectivity (SP_1_1)	3	3.75	✓	
Open Interaction Networks (SP_2_1)	3	3.79	✓	
Cross-Functional (SP_3_1)	3	3.89	✓	
Non-Physical Space (SP_4_1)	3	3.98	✓	
Use-Ready Collaboration Tools (SP_5_1)	4	4.07	✓	
High-Tech Collaboration Tools (SP_6_1)	4	4.15	✓	

Knowledge Share	Current Project Score	Benchmark Score	Strengths	Opportunities
Interactive-Collaboration Work Space (SP_1_1)	3	3.75	✓	
Open Space or Space with Features for Socialization (SP_2_1)	3	3.98	✓	
Work Connectivity (SP_3_1)	3	3.89	✓	
High-Tech Collaboration Tools (SP_4_1)	4	4.07	✓	
Changing Attributes & Your Process Attributes				
Specialized (SP_5_1)	4	3.25	✓	
Novelty (SP_6_1)	3	3.74	✓	

Cognitive Style and Psychological Process Contribution to Creativity	Current Project Score	Benchmark Score	Strengths	Opportunities
Openness (SP_1_1)	4	3.25	✓	
Interaction-Collaboration Space (SP_2_1)	3	3.81	✓	
Exchange Space (SP_3_1)	3	3.98	✓	
Specialized (SP_4_1)	4	3.25	✓	
Novelty (SP_5_1)	3	3.99	✓	
Connectivity (SP_6_1)	3	3.74	✓	
Cross-Functional Networks (SP_7_1)	3	3.79	✓	
Cross-Functional (SP_8_1)	3	3.89	✓	



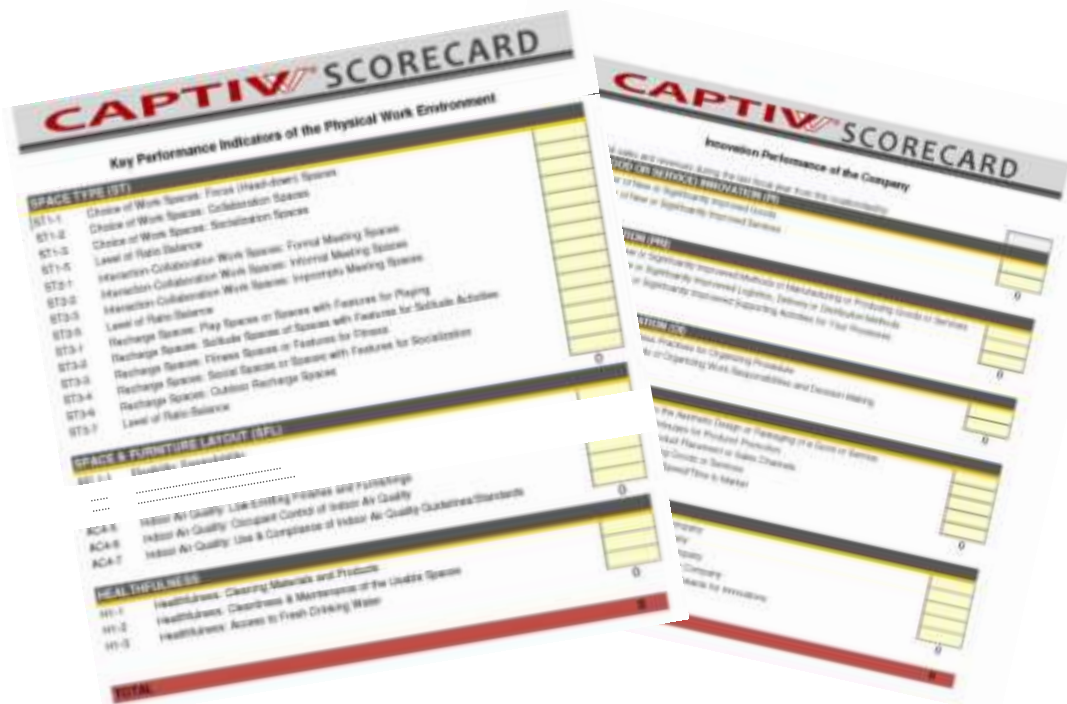
To Try Out:  
[www.inno-wp.com](http://www.inno-wp.com)



Further Questions:  
[info@inno-wp.com](mailto:info@inno-wp.com)



**CAPTIV<sup>®</sup>** analyzes the performance of the workplace environment in a unique scoring system. The scores in 7 KPIs are calculated and, then, weighted by the impact/ significance in achieving creative and innovative performance by applying a mathematical procedure of the Analytic Hierarchy Process that prioritizes criticality among the KPIs.



**CAPTIV<sup>®</sup>** can be used in 6 major ways to evaluate the performance of the workplace environment and to develop strategies for future projects and upgrades in order to enhance the performance of the workplace environment.

### 1. Benchmark Assessment

- To compare the performance of the existing workspace against the CAPTIV<sup>®</sup> benchmark



### 2. Internal Parallel Assessment

- To compare the performance between multiple existing workspaces for the internal benchmark



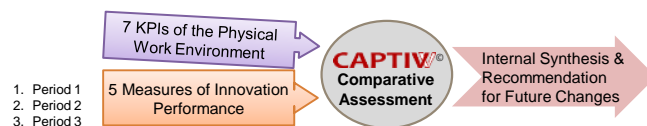
### 3. Composite Assessment

- To compare the performance between multiple existing workspaces against the CAPTIV<sup>®</sup> benchmark



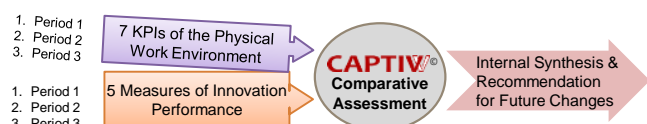
### 4. Time Laps Assessment

- To monitor the performance of the existing workspace against innovation performance overtime



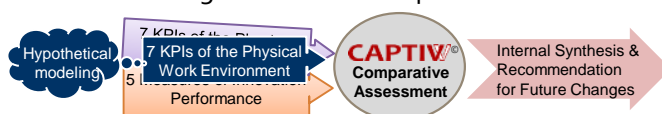
### 5. Dynamic Time Laps Assessment

- To Monitor the performance of changes in workspace against innovation performance concurrently overtime



### 6. 'What if' Simulation Assessment

- To Simulate the performance of the existing workplace environment against innovation performance



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Further Questions:  
[info@inno-wp.com](mailto:info@inno-wp.com)

**Young S. Lee, Ph.D., LEED AP, NCIDQ**  
**Director, Innovative Workplace Institute**

Dr. Lee is the project lead of CAPTIW®, Online Benchmark and Evaluation Tool for Knowledge Workplace. Trained in Interior Architecture and Design for two decades, her expertise resides in the impact of indoor environmental quality (IEQ) on occupant performance; spatial and design attributes of the innovative workplace affecting the organizational bottom line; and sustainable design attributes and occupant performance, health, and well-being.



The groundwork of her decade-long research in two areas became the foundation of CAPTIW®: Workplace Design Criteria for Creativity & Innovation and Workplace Design Criteria for Employee Performance, Health & Well-being. Bridging research, design and consulting experience, Dr. Lee has created CAPTIW®, one of the most innovative and comprehensive evaluation tools for the 21<sup>st</sup> century workplace, connecting organization innovation performance to the performance of the workplace environment. The importance and quality of her research has frequently been recognized by a variety of peer groups. This has been acknowledged through: best journal article award, selection of the most read articles, and citations of her work by the practice community.

Dr. Lee has published numerous peer-reviewed articles and has also been invited at various international and national conferences. Her research has been published in such reputable journals as Indoor and Built Environment, Building and Environment, the Journal of Green Building, and Facilities. She has served on the editorial board of the internationally renowned journal, Indoor and Built Environment as well as the International Conference on Sustainability, Technology, and Education for many years. She is a Leadership in Energy and Environmental Design Accredited Professional and a certified US Green Building Council Green Classroom Professional.



