



Abound[®] Systems



Abound[®] Reception



Abound[®] Systems

HON orchestrates the transition to a new organizational culture and work environment for the United Way of El Paso County.

“The new space has completely transformed our organization in terms of productivity, morale, and brand perception. Once crammed in a dated, dark 1940s-era building with very few collaborative spaces, employees are now in a spacious, open, collaborative environment with access to natural light everywhere they turn.”

Deborah A. Zuloaga, CEO, United Way

Like many non-profit organizations, United Way of El Paso County was struggling to keep up with changing workplace demands, attract and retain top talent, and present an accurate reflection of the United Way brand. “Our space was outdated both functionally and aesthetically. There was limited access to natural light, and all our furniture was many decades old. It was difficult to invite collaboration because our space and furniture were inflexible,” says Deborah A. Zuloaga. “It was important that our relocation be more than a geographic change. It needed to be a cultural shift to boost morale, encourage interaction, support new ways of working for both staff and volunteers, and rejuvenate our brand to attract and retain top talent.”

When the decision to move was made in 2012, the vision was clear, they just needed to find the right location. The United Way began to look for a space that would communicate its mission and support its pace of change and collaborative work style. After an extensive search, Stanton Tower, the corporate headquarters for El Paso Electric Company, provided all the building blocks they needed to turn their vision into reality. “Stanton Tower was the ideal space because with a little redesign work, it met our immediate needs, yet offered enough room to plan ahead for future growth,” Deborah said. “It also offered an abundance of natural light, and had that ‘curb appeal’ that makes a nice brand statement before even entering the space.”



Motivate[®] Seating

United Way of El Paso County
El Paso, Texas

Products

Abound® Systems
Ignition™ Task Seating
Motivate® Tables & Seating
Flagship® Filing

Opportunity/Goal

With the location chosen, it was time to select the right team. After reviewing the products and capabilities of several furniture manufacturers, it was determined that HON delivered the ideal mix of quality, style, selection, functionality, and value added services such as space planning. Local furniture dealer Business Interiors took the lead on the project on a day-to-day basis, working directly with HON, the United Way, and architect Guillermo Barajas.

“The architecture of the new 5,700 square foot space was night and day from the previous location, and presented countless opportunities for positive change”, says Karen Leah Rivera, Principle, Business Interiors. They started by creating a virtual plan to show the United Way team how to maximize their new open environment, including everything from how guests were welcomed to optimizing dedicated spaces and collaborative zones were reflected in the plan. “After working with Business Interiors we realized there are plenty of ways to strengthen our brand over time, but few can make an impression faster than one look at our new space,” says Deborah. In addition to the 21 workstations, multipurpose areas, conference rooms, break rooms and collaborative meeting spaces, Business Interiors designed showcase workstations to help attract new talent.



Motivate® Tables & Seating



Motivate® Tables & Seating



Flagship® Filing



Ignition™ Task & Motivate® Guest

Solutions

Open areas featured Abound systems to provide a contemporary look, while offering the flexibility to support various types of workspaces with a cohesive, streamlined solution. Ignition seating was selected for both its ergonomic characteristics along with its ability to support a wide variety of user types.

Motivate seating and training tables supported United Way's desire to quickly arrange and rearrange multi-purpose spaces for any size meeting or function. Long-term storage needs were satisfied by Flagship filing and were transferred from individual workstations to a centralized filing center. This transition helped free up usable space within each workstation.

The difference in morale of the United Way staff was immediately obvious. Employees were excited to come to work, and that excitement has translated into a more productive, collaborative environment. In fact, employees started coming in earlier and staying later. Those who typically went elsewhere for meetings were now staying in the office to take advantage of dedicated breakout spaces.

The grand opening of the new space in March 2013 coincided with the 90th Anniversary of United Way El Paso County, and presented an opportunity to show off their new space to the public. An open house was held to celebrate both occasions, and guests included members of the United Way Board of Directors, El Paso City leaders, local military leadership, area business leaders, and other influential members of the community. As Deborah noted, “attendees were exuberant in their praise of the new environment, and were impressed with how the space reflected the United Way ideals and brand commitment.”



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