

# Case Study

## RadioShack Corporation

Fort Worth, Texas-based RadioShack Corporation is the nation's most trusted consumer electronics specialty retailer. Its new corporate headquarters address issues faced by practically all businesses today, including leveraging technology, increasing innovation and improving employee recruitment, retention and satisfaction.

More important for RadioShack, their new work environment was created to literally help transform the culture of the organization, and support its transformation from manufacturer to retailer and provider of business-to-business services.

*"Our new environment had to facilitate and encourage collaboration, teamwork, efficiency and innovation. These are essential to our company's future."*

- Leonard Roberts, RadioShack chairman and CEO

Steelcase and dealer Wilson Office Interiors, along with HKS Architects, Inc., guided RadioShack through a unique research process and helped them develop a workplace pilot to test work processes, culture changes and workplace products that were later applied across the organization.

RadioShack's 900,000 sq. ft. Riverfront Campus World Headquarters is an environment that facilitates and encourages collaboration, teamwork, efficiency and innovation:

- Improved communication and the elimination of "turf" zones thanks to planned adjacencies for departments that collaborate most often
- Enhanced interaction between departments and groups fostered with team space, commons areas and wireless Wi-Fi



- A shared sense of the company's new culture by bringing people together in shared casual spaces and collaborative, open workspaces, including senior management spaces
- 89% of RadioShack employees say it's a workspace that stimulates and inspires
- 100% of employees say the new workplace allows for collaboration, concentration and contemplation