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SPEKTRA

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IN THIS ISSUE

GUNG - HO!!!

CREATING LASTING
IMPRESSIONS

LEADERSHIP SEGEMENT

HOW TO MANAGE THE **REPUTATION**
OF YOUR **BUSINESS** DURING THE
PANDEMIC

ICONIC BUILDING OF THE MONTH

**LOU RUVO CENTER FOR
BRAIN HEALTH**

PROJECT OF THE MONTH

CENTRAL STORES

EDUCATIONAL SEGEMENT

FACTORY BUILDINGS



THE CEO'S THOUGHTS

“strength doesn't come from what you think you can't do,
it comes from overcoming the thoughts of incapability”

William Evans Halm (a.g.i.a)

GANG-HO!!!

CREATING LASTING IMPRESSIONS

An impression is an idea, feeling or opinion about something or someone. Impressions are formed unconsciously or on the basis of little evidence.

In our daily lives, we consciously or unconsciously form impressions of ourselves in the minds of others through the way we talk, walk, behave and relate with others. These impressions can either be positive or negative and they determine how others relate with you.

Similarly, in a business, impressions are created in several ways that may not always be tangible yet are often underestimated.

Every business needs people, Clients and Human Resources. One way to keep your business alive is to leave a lasting impression on the minds of these two categories of people.

Create a lasting impression through;

Appearance: The physical presentation of employees are as important as that of the office structure, spaces and surroundings. They are a representation of the brand of the organization and are worth all the attention they can get.

Respect for Client Preferences: Customizers feel respected and contented when their choices are respected and considered. If a client's choice is wrong, it must be respectfully communicated with suggestions of better options.

Delivery: Timely and quality delivery create a picture of professionalism in the minds of clients. A client will love to continue to do business with a company that delivers excellent quality at the right time.

Presentation: The outlook of documents and finished work being delivered must be appealing to the recipient. Attention must be given to style, structure, design and grammatical errors especially with documents. The culture and atmosphere of the workplace should be that which fosters creativity and a sense of belonging. A place where employees find satisfaction and fulfilment of their career goals and want to be associated with for a long time.

Creating a lasting impression must be a deliberate and combined effort by all levels of employees in an organization to attract and retain both Human Resource and Customers.

LEADERSHIP SEGEMENT

01

SUPPORT

The help other people need vary significantly. Consider how your organization decides to support others in times of need, it not only the right thing to do, but is also likely to be reciprocated, by winning great business deals in the long-run.

05

HAVE BACKUPS. In the same way that succession and replacement planning is expected for the Chief Executive, it is essential that there is clarity in advance for all critical roles within your organization. Do you have a plan for who is in charge when different people are absent? A clear plan ensures that effective decisions are made proactively rather than haphazardly.

02

SUSTAIN

professional relationships. Many employees, partners and investors are finding themselves furloughed, which creates an ambiguous and ambivalent relationship between you and your employees. Think carefully about how you sustain your relationship with this group as your future success is likely to depend on them.

HOW TO MANAGE THE REPUTATION OF YOUR BUSINESS DURING THE PANDEMIC

04

COMMUNICATE

It is essential to communicate with your key stakeholders. This gives them reassurance that you are aware of the issues at stake, you are working through them and you are giving them information to process and respond to. Think carefully about how much information you really need to provide and when is most appropriate to send your messages.

03

BE TRANSPARENT. It is often assumed that full transparency is the utopia. It is essential to be frank and open with staff around their job prospects and with funders and investors about the future scenarios of your business in the short- and medium-term. It takes courage to be open with others and although this will bring anxiety and nervousness, it is more desirable than silence which will not garner respect and goodwill from others in the long-term.

Source: <https://www.europeanbusinessreview.com/>

ICONIC BUILDING OF THE MONTH

LOU RUVO CENTER FOR BRAIN HEALTH

Lou Ruvo Center for Brain Health is another deconstructive approach towards architecture. The center is a focal point of the new Symphony Park Development of Arts and Sciences. The medical building for patients' care and research represents a simple, functional interiors and a Lego-like exterior of slightly disorderly blocks.

The building is 5.574-meter square and is divided into 4 floors, with 13 rooms for medical consultations, 27 single rooms for patients, research areas, an auditorium and a Museum of Mind.

The building also constitutes a Life Activity center which is an event space meant to host all sorts of events and occasions to fund research and also a small cafe to experience the reflection of a garden to the east.

The interior features are normal and LED lights can provide dramatic lighting both for the interior and for those seeing the Life Activity Center from the exterior or from the high profile crossroads in Las Vegas.

Guests and patients park outside the clinic, with its stepped angular facade glass cubes and white stucco. A corridor on the ground floor of the Lou Ruvo center for brain health clinic leads to the entrance and the exits to a patio, connecting to the Activity Center.





PROJECT OF THE MONTH

CENTRAL STORES & PRINTING PRESS

This is an industrial building located in Tema. Our client's need was a properly designed production space for their commercial printing business and ample storage for their imports and housing of vital data and documents.

In order to help solve this problem for our client, our initial preoccupation in addition to the site studies were the production plan, equipment sequences, plant layout and the goods to be stored.

Without an understanding of these considerations and careful designing to suit, decision making for maximum efficiency would have been a mere wish. The process flow (of both materials and human resource), plant protection, accessibility and service facilities were all top of mind.

Aesthetic considerations were however not ignored. We ensured that the building is a pleasant place to work for the staff and all who interact with the company.

This was realized as we successfully conceived an excellent approach to avoid the monotony of the typical "huge boxes" that proliferate most of the industrial areas we have in the city.

Beauty + Functional Efficiency = WINNING PROJECT



Educational Segment | FACTORY BUILDINGS 10 SUCCESS CONSIDERATIONS

01

NATURE OF MANUFACTURING PROCESS

This is the main determinant of plant buildings. The design varies with the type of product to be manufactured and the equipment required for the process. The floor load, head space, bay size, type of structure, etc., all depend on this factor.

02

FLEXIBILITY

The flexibility of a factory building allows the owner to easily change his product should he find something more profitable. He/she certainly cannot build another building. The flexibility therefore keeps the building from becoming whites maintaining the same operating efficiency even if there is a change in product, process or equipment.

03

MATERIAL HANDLING

The building should be design in a way that makes material handling very easy. This is essential because it reduces manufacturing cycle time, avoids production bottlenecks and reduces material handling cost.

04

SPACE REQUIREMENTS

The size of the factory building depends upon space requirements for the process flow, storage of materials, location and operation of machines, movement of employees, etc. The ceiling height, for example, depends on the type of equipment used and so on.

05

PLANT PROTECTION

Considering the high value of such investments, the factory should be so designed that there is adequate protection from fire, theft, accidents, vandalism, forces of nature, etc.

06

AESTHETICS

An attractive, well designed factory promotes community goodwill. A pleasant workplace boosts the morale of the employees. And positively impacts their health and well-being. An elegant factory building adds to the pride and prestige of the organization while projecting the progressive outlook of the leadership.

07

LIGHTING & VENTILATION

Lighting is one of the most important environmental factors which increases productivity, reduces accidents, reduces spoilage and consequent rework, increases employee well-being due to less strain on the eye. **Ventilation** is basically the removal of stale air from the building. Without this, there will be bad smell concentration of carbon-dioxide, humidity and high temperatures. Inadequate ventilation results in discomfort and fatigue with a resultant reduction in output.

08

FUTURE EXPANSION

The possibility of future expansion should be kept in view especially due to the rapid growth of manufacturing businesses on the continent. The direction of the expansion should however be established from the onset: length-wise or breadth-wise or vertically.

09

EMPLOYEE FACILITIES

Good employee facilities are incentives to the employees of an organization. The factory building should therefore make provision for adequate and decent washrooms, cafeterias, staff lounges, housing, etc. this will help the company to attract and retain their best staff

10

MECHANICAL & ELECTRICAL SYSTEMS

Waste management, emergency power, fire suppression, compressed air, mechanical circulation, etc., should also be considered in the factory building. The systems design for must be such that certifications are easy to acquire.



Study hard what interests you the most in the most undisciplined, irreverent and original manner possible.

Richard Feynman



A man goes to the police station to report that his credit card had been stolen many months ago and that he was aware of it.

Police: Why didn't you report your stolen credit card earlier?

Man: The thief was spending less than my wife.

Police: So, why are you reporting it now?

Man: I think the thief's wife has started using it



ABOUT THE EDITOR

Karen Evans Halm is an architect and an associate of the Ghana Institute of Architects with over a decade's experience in the field, specializing in Interior Design and Landscape Architecture. She is also the co-founder of Spektra Global Ltd.



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