

The Ultimate Guide to Upgrading Your Commercial Space



UPGRADE

Your workspace is your brand's handshake—make it count. Upgrading your interior design doesn't just refresh your office; it boosts productivity, impresses clients, and reflects your values. At Pasley Commercial Interiors, with over 12 years of expertise and 41 Five-Star reviews, we transform commercial spaces into strategic assets. This guide offers practical steps to elevate your office, backed by data and our proven process. Ready to enhance your brand and performance? **Let's get started.**





Three Big Questions

Every business owner will face questions as they consider hiring an interior designer.

1

Is this going to be worth it?



Yes ... If You Stay Focused On Your Goals.

Interior design for business must be focused on one thing: helping you accomplish your goals. Make sure your partnerships take time to ask you the right questions and **get aligned with what you want.**

2

Can I Afford To Do This?



The Question Is, "Can You Afford Not To?"

Your space is already talking. Your space is already making an impression on your team and your clients. **Is it making the impression you really want to make?**

3

What Is The Hiring Process?



It Starts With Discovering What You Need.

First, gather your plans, your sketches, and your goals together so you can share them. Set an appointment and just have a conversation. See if you align. A solid commercial interior designer will make **the deliverables and the fee schedules very clear right at the top.**



3 Ways to Upgrade Right Now

1

Enhance Employee Productivity

Research shows 94% of employees link their workplace to performance (Gensler, 2022 Workplace Survey). A smart assessment sets the stage for success.

Use the guide on the next page to begin your upgrades:



WHAT TO DO	HOW TO DO IT	WHY TO DO IT
Maximize Natural Light	Design spaces with large windows or skylights, and upgrade lighting to a consistent and appropriate color temperature.	Studies show an 18% increase in productivity for employees with access to natural light .
Invest in Ergonomic Furniture	Provide adjustable desks and chairs to reduce physical strain.	Research indicates ergonomic setups can reduce absenteeism by up to 15% and improve productivity .
Incorporate Biophilic Elements	Add plants and natural materials to enhance air quality and mood.	A study found a 12% faster reaction time on tasks for employees with plants in their workspace .

2

Improve Customer Experience

Studies in retail and hospitality show thoughtful layouts can encourage longer stays and higher spending, improving customer experience.

Use the tips on the next page to begin improving:



WHAT TO DO	HOW TO DO IT	WHY TO DO IT
Reflect Brand Identity in Design	Use colors, materials, and aesthetics that align with your brand. Time to remove items that are not in brand alignment.	Research suggests businesses with strong brand consistency in physical spaces gain 3.5x more visibility over competitors, enhancing customer perception .
Optimize Space Layout for Functionality	Ensure easy navigation and intuitive flow for customers. Rearrange to solve for dead space as a first step.	Studies in retail and hospitality show thoughtful layouts can encourage longer stays and higher spending, improving customer experience.
Integrate Modern Technology	Incorporate digital signage, interactive displays, or touch-screen way-finding.	Technology integration can make spaces more engaging, with trends showing increased adoption in commercial designs for better client interaction.

3 Incorporate Sustainable Solutions

Studies show flexible designs save on future renovation costs, adapting to changing business needs without significant expense .

Use the questions on the next page to guide your upgrades:



WHAT TO DO	HOW TO DO IT	WHY TO DO IT
Adopt Energy-Efficient Lighting	Use LED lights or smart lighting systems.	The U.S. Green Building Council reports energy-efficient lighting can reduce costs by 50-70% and improve occupant health .
Use Recycled and Sustainable Materials	Choose eco-friendly options for wall and floor coverings.	Some sustainable designs can qualify for tax incentives and appeal to eco-conscious clients.
Design for Flexibility	Create modular spaces that can be easily reconfigured.	Flexible designs save on future renovation costs, adapting to changing business needs without significant expense, a trend in modern commercial design.

Businesses that optimize spending on design see 3.5 times higher visibility (Forbes, 2020, "The Value of Brand Consistency").



What You Should Expect From Your Interior Designer.



In Summary

1. Space Planning

Optimizing flow and efficiency to make sure each room is fulfilling its designated purpose.

2. Brand Impact

Upgrading your brand identity throughout your entire working spaces for maximum impact.

3. Better Furniture

Furniture dealerships will help you select durable, commercially approved pieces designed for public use.

4. Solid Process

Executing the project on time and on budget ... something DIY efforts often miss.



**Meet PASLEY
COMMERCIAL
INTERIORS.**

Team.

According to Forbes, it takes less than 7 seconds to make a lasting first impression.

The look of your business subconsciously communicates information about who you are before you even get the chance to shake your client's hand.

We are here to make sure that you nail your first impressions.



Robin Pasley, NCIDQ

Owner & Design Principal



Robin brings a business owner's mindset to every consultation and every design project.



Zane Pasley

Design Assistant



Zane is a genius in the details and works very hard to deliver amazing work on time.



RandiLynn Johnson.

Client Experience



Randi Lynn will make sure you are heard and cared for throughout the journey.



H.B. Pasley

Branding & Business Growth



H.B. will help you keep your branding on point, and he provides process management throughout.

Unique.

The difference makes a huge difference.



**41 Five Star
Google Reviews
and Counting!**

BOUTIQUE.

We believe our firm's size helps us to respond quickly and customize our services where larger firms may not.

CLIENT EXPERIENCE.

We treat every client like a VIP client!
We call our level of customer service:
Bottle Service!

EXCELLENT FURNITURE.

We are a furniture dealership with direct relationships with manufacturers. This saves you money and allows for more options for you to choose.

Skills.

Tools to get the job done.

BRANDING.

- AI Powered Market Research
- ARCHER® Brand Discovery Tools
- Strategy Mapping.

CLIENT CARE.

- Project Management Software
- Client Portal
- Automated Tasking
- Client Experience Officer

DESIGN.

- AutoCAD
- Sketchup
- REVIT
- 3D Animation

FURNITURE.

- 3D Renderings
- Custom Color and Finishing
- Turnkey Installation
- Direct to Manufacturer Relationships



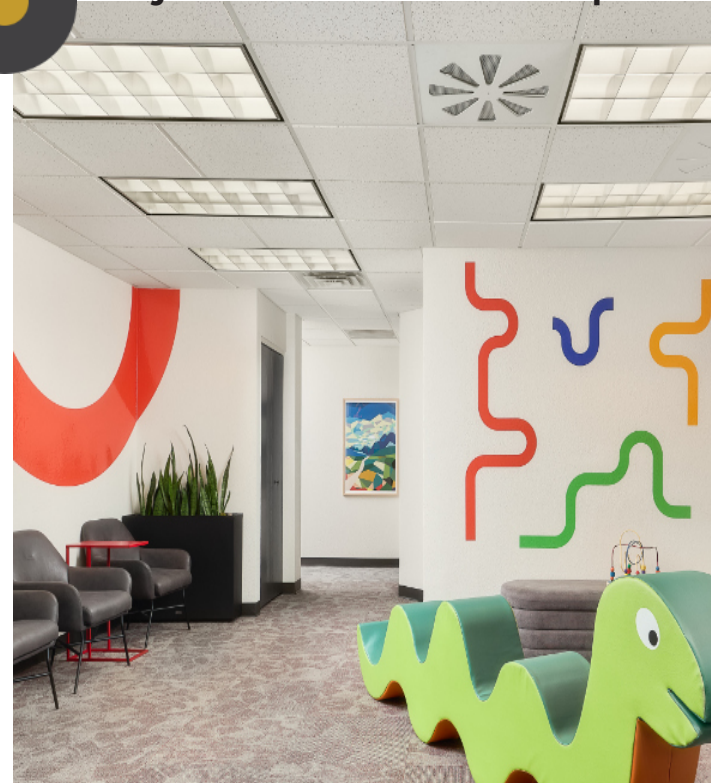
**3 Case Studies For
Real-World Impact.**



Project: STRAKA Therapeutics



Before



After

1

Case Study

The measurable value: Selling the business fast ... and for more money than previous offers!

Challenges:

The business lacked strong brand identity and operated in a difficult space, with a disjointed feel between its brand and physical environment.

A brand guide was available but had not been deployed in the space.

Solution:

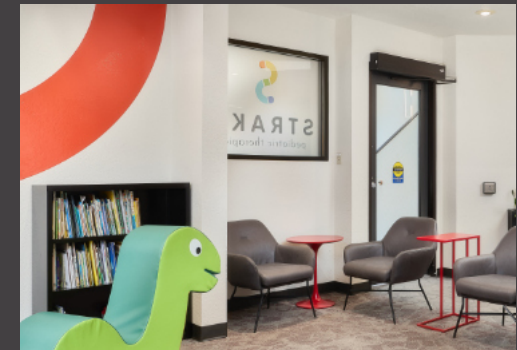
Cohesion was brought between the space and brand by integrating the existing brand palette, including logos, colors, and iconography, into the physical space.

Result:

"They turned a drab commercial space into a playful environment perfectly suited for special needs kids with learning disabilities."

Betsy Straka, Owner

The space reflected the company's identity, making the team and clients happier.





Project: STORY COFFEE



Before



After

2

Case Study

The measurable value: Solving physical limitations in order to open a successful second location, doubling revenue!

Challenges:

After winning a **national award** designing their first location, Story Coffee returned with a new challenge: design their second shop inside a vintage building with limited spaces and almost no storage areas.

Solution:

A mobile wall was created to host the brand while doubling as a door for storage, effectively combining functionality and branding.

Result:

"We would not be the recognizable brand in the city of Colorado Springs, that we are, without Pasley Commercial Interiors."
Don Niemyer, Owner

The redesign bolstered the brand's presence in the city and elevated its business identity.





Project: Learning RX



Before



After

3

Case Studies.

The measurable value: A replicable design plan was created for a fast growing, franchise!

Challenges:

The original space felt like a preschool with childish colors and decor, misaligned with the high school patient target audience. Also, creating replicable branding assets, furniture, and finishes needed to be deployed in many locations nationwide.

Solution:

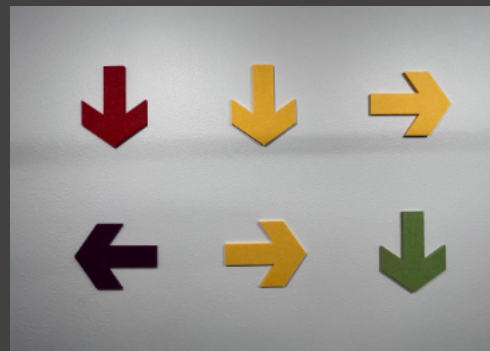
A branded design was implemented with shippable, owner-in-stallable furniture and assets, shifting the feel to suit high schoolers and enabling franchise scalability.

Result:

"We had just doubled in size so we needed a design team that could move fast and be flexible. We are so thankful for Pasley Commercial Interiors."

Kim Hanson, Owner

The space supported their expansion by providing a replicable model.





DESIGN TO HELP YOUR BUSINESS GROW

Your office should reflect your brand and fuel your growth. Pasley Commercial Interiors delivers stylish, functional workspaces that inspire success. **Let's collaborate to transform your commercial space into a competitive edge.**

Contact

OUR FIRST CONVERSATION WILL
BE PRODUCTIVE ... AND EASY!

Call: 719-472-3111

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