

Forge

Core Spaces Case Study

The Background

Dynamic ecosystems require innovation through people, processes, and products to enable a culture of transformative ideas. Core Spaces prioritizes innovation and technology in developing, acquiring, investing in, managing, and owning residential communities with hospitality-first experience at the forefront. This intricate business model requires nurturing innovation throughout the process to advance the latest discoveries.

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“An entrepreneurial spirit and collaborative culture fuels Core Spaces. We always strive to push the envelope and do things differently. However, driving corporate innovation and bringing ideas to life doesn’t just happen—you need to detail the constraints and find the people with the expertise to drive it.”

Richie Lasek, Director of Innovation at Core Spaces

The Challenge

Instituting a culture of innovation isn’t done overnight—you must curate innovation over time through organizational structures to foster new ways of thinking. While Core Spaces had the passion and motivation for transformative thinking, the lack of a clear structure stemming from strategic objectives left no concrete pathway toward executing these innovative projects and programs.

Core Spaces didn’t have a dedicated space for systematic innovation. Ideas from innovation lab programs didn’t always transition to use since no set process shepherded these ideas all the way to execution and measuring success. Team members experienced a disjointed innovation process, misalignment of goals, and lack of clarity on how to move forward with new ideas. Because of these issues, Core Spaces was deadlocked at times from finding new ways to innovate.



The Solution

Through our academic partnership with Virginia Tech, LMI connected with Core Spaces on building an environment around innovation initiatives. Using the Forge™, LMI's technology studio, as a model, we demonstrated the innovation hierarchy, framework, and systems for innovation at every level.

"Through our academic partnership, we've witnessed how LMI has transformed its innovation effort with a grounding in research and development. That's why we knew the Forge™ team was the right choice to support Core Spaces on its innovation journey," said Derick Maggard, Executive Director, APEX Center for Entrepreneurs, Virginia Tech.

By aligning innovation projects with strategic goals, Core Spaces increased buy-in from stakeholders and senior management.

Through this amplified focus on innovation, Core Spaces created its Deadlock innovation platform in People Operations, engaging departments across the company for continuous improvement practices, creative collaboration, and problem solving to inform new strategies. The Forge™ team laid the foundation for how to promote these innovation efforts and build a culture of modernization. Deadlock takes those best practices from the Forge™, doing for Core Spaces what the Forge™ does for LMI.

The Impact



Core Spaces has always valued an environment that celebrates creativity, allows for failure, and ensures alignment with strategic goals. It just needed the right tools to support best practices and drive innovation forward.

"Categorizing initiatives based on their impact and alignment with organizational goals is a significant part of our continued success with the Forge™. We illustrated this and other best practices to the Core Spaces team, and believe our model translates across industries from government to education and the commercial sector," said Joseph Norton, Chief Technology Officer at LMI.

The team also built processes for measuring progress, uncovering roadblocks, and implementing structure and purpose. Core Spaces learned how to promote innovation efforts aligned with its strategic vision, internally and externally. The Deadlock platform centralizes these efforts, empowering any team member at the company to participate in Core Space's culture of innovation. The team at Forge™ led Core Spaces toward the systematic application of innovation to continue its mission of inventing the future of living.