

**SECTION 2 - METHODOLOGY**

Upon award of the contract, Lemmex & Associates Limited began extensive research into the area of Corporate Image Management. Annex I provides a list of works consulted. Section 3 - BACKGROUND, provides an analysis of the findings of this research.

As required by DFAIT, Lemmex & Associates also conducted telephone interviews with large Canadian corporations and Foreign Affairs Departments of other countries. Annex D provides the questionnaire used as the guide together with the names and phone numbers of the individuals contacted.

From the information obtained from this research and interviews, Lemmex & Associates felt it is was in the position to adequately determine whether an image policy is required for the public areas of Chanceries and of Official Residences - and if it is, what type of information it should contain. Lemmex & Associates Limited therefore proceeded to meet with members of the Mission Support Services Division to discuss a draft summary report and ensure we had an adequate of understanding of:

- (a) the policies, standards and guidelines currently in existence in DFAIT.
- (b) the problems created for DFAIT by not having a specific interior design policy for the public areas of Chanceries and Official Residences (as seen by SRM).
- (c) the individuals within DFAIT who would be able to provide addition input on this matter.

From March 16 to March 29, Lemmex & Associates Limited conducted interviews with individuals from DFAIT (the list of DFAIT interviewees appears in ANNEX H). These individuals provided Lemmex & Associates Limited with very relevant information on, and examples of, the types of images presented at the public areas of the Chanceries and the representational areas of the Official Residences. They also offered Lemmex & Associates Limited a wide array of advice and suggestions as to what an interior design image policy should include.

What follows is a compilation of all the information gathered from the sources mentioned above. While it would be impossible to include all the suggestions and advice given to them, Lemmex & Associates Limited diligently tried to include all information it deemed relevant to this study.