Welcome!

A Global Workplace Community within CREC and CFC focused on increasing Workplace Innovation and Consciousness
Workplace Evolutionaries
changing the world, one workplace at a time

Invites you to an exclusive experience
October 6, 2015
(surprise venue to be revealed on August 1)
WWWEvolution 2015
Invites you to an exclusive experience
October 6, 2015

WORKPLACE AS FUEL FOR INNOVATION
Is your workplace built for speed and innovation?
Who are the members of your workplace crew? Roles?
What fuels your workplace?
What represents the red/yellow/green stages of your workplace race?
Is your facility competing against others or your firm’s internal PR?
What is the drag coefficient working against workplace culture?
How far is your finish line?

TOPICS FOR DISCUSSION

TEAM COLLABORATION & ICEBREAKERS

Design a soapbox drag racing car as a team (multiple judging categories)
Others???
The June WEbinar…

It’s all about the people!
Lessons from Coworking
Chris Hood

This talk was first given at the IFMA Facility Fusion conference in Canada earlier this year. Chris will explore the fascinating world of Coworking centers and ponder the question as to how might some of the great success stories be leveraged to improve the workplace offering in the Enterprise world.
Looking after our people
Developing a workplace that will inspire and delight our employees resulting in a great workplace experience and high levels of employee engagement

Improving the way we work:
We will develop our future effectiveness by providing the right space and technology to enable our people to work anywhere, anytime, with anyone.

Generating business:
We will better leverage our platform of knowledge, research and resources by improving the way we communicate and collaborate with one another.

Optimizing our assets:
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The Nature of Work is Changing

It is certain that the emergence of the knowledge worker and of the knowledge worker’s productivity as key questions will, within a very few decades bring about fundamental changes in the structure and nature of the economic system.

Peter Drucker
By 2020, 40% of the workforce are expected to be contractors.
And the pace of change continues to accelerate
Things change

Giuseppe Boscherini
And then they change again
More and More of Us are doing creative work

The rise of the creative class

Three different kinds of work

Creative work is now the principle source of added value

Production

Problem Solving

Creative

Outcome structure

Low

High

Process structure

Low

Jim Ware - The Work Design Collaborative - 2004
Technology is increasingly complex and pervasive rapidly shifting the core of almost all companies

In just a few years

50 years ago, 72% of the top 50 US Corporations derived their revenues from the exploitation of natural resources. Today, the number is 10%

Harvard Business Review, November 2014
Think of it as a market-place in which there is supply and demand with services aligning the people who have work that needs to get done with people who want to do the work.

The shared workforce does not align to the concept of a full-time job with benefits and all that implies, but provides much greater flexibility of engagement and working location for both buyers and sellers.

AKA “Free Agent Nation”: Daniel Pink

Other considerations
• Economic forces versus social needs
• The freelance economy
• Flexibility
• Loyalty
• Short term versus long term
• Learning new skills
• Benefits?
• Scale
• Satisfaction with the workplace situation
The new organization

OUR ORGANIZATION IS A PLACE CONTAINING EMPLOYEES DOING WORK

OUR ORGANIZATION IS A FLEXIBLE SET OF FUNCTIONS AND DECIDING WHICH ONES GET DONE INTERNALLY IS A BIG PART OF THE ORGANIZATION

john.boudreau@sbcglobal.net
The shared workforce and talent platforms

Online talent platforms:
- Match people and jobs
- Create marketplaces for freelance work
- Help firms hire and manage talent
- Reveal trends in the demand for skills

Potential impact by 2025
- $2.7 trillion: In annual global GDP (equivalent to the GDP of the United Kingdom)
- 540 million: Individuals around the world could benefit
- 275 bps: Average improvement in company profit margins

Work Platforms that Enable Workforce Sharing

The Shared Workforce
Includes two broad categories of workers

And the 'un-badged' contingent workforce is growing faster.
Untethered workers need:

Hospitable environments—not makeshift ones!
An environment where they can host others
A physical place to plug-in
Cost effective access to resources
A support cocoon
  - Technical support
  - Administrative support
  - A “buyers club” of services
  - A hub to find skills + talents
A “cool” place to work

Third places

Ubiquitous presence of shared space and services
  - Blending of:
    - Private office + meeting rooms
    - Airline club
    - Private club
    - Coffee-shop
    - Copy center
    - Technical support
    - Office supplies
    - Other business services

Facility services for remote/mobile workers + small businesses

Jim Ware - The Work Design Collaborative - 2004
Voila!

The “third place” emerged as the Co-Working Movement in 2005
Coworking is described by Wikipedia as a style of work that involves a shared working environment, often an office, and independent activity. Unlike in a typical office environment, those *co-working* are usually not employed by the same organization.
Some things to consider

- 71% of US employees are not positively engaged.
- 80% of Corporate costs are "people".
- 90% believe that Workplace design impacts productivity.
Co-working spaces are highly flexible, in their infancy, still evolving, but moving fast.
Where are co-working space now?

2005
First coworking center introduced into the US and has grown rapidly since.

2013
781 Spaces in the US with over 3,100 globally.

2018
Expected number of projects to grow to 12,000.

160,000
Memberships has risen over the same period with one million members expected by 2018.

50%
Growth in one year at the maker’s space in Seattle.

Number of global coworking spaces (narrow coworking space definition)

Sources: DeskMag, Emergent Research
Drivers of transformation
Within the Creative, Information and Shared Economies

- Internet drives Mobility
- Advent of the Contract Worker
- Array of internet tools for startups shifts power toward the entrepreneur
- Boredom/inefficiency of the home office and the garage workshop
...this transformation is irreversible and its influences are here to stay
The skilled Co-Working entrepreneur

Understands his or her market: locations, life-style preferences
The mixing of personalities, work types work settings.
How to deal with people who don’t get along
The emergence of value-add services
Technology

www.eoffice.net  Madrid
The special skills of Co-Working entrepreneurs

How to build a community that members value

- Talking about music, food, sport, places they have visited.
- Discuss their work and often do “show and tell” exercises with other members to generate feedback and ideas.
- Lunch and learn
- Build a rhythm of work that is understood and

Betahaus venturevillage.eu
Where!
What!
When!

The ability to make choices is a great satisfier.
The matter of choice: to meet our diverse needs

Location
Functionality
Atmosphere
Cost

Co-Working lessons

Own the space
Keeping it tidy
Show new members around

Reshuffle the plan once a year.
• Invites a rethink
• Ends up with a positive change
• built around members emerging needs and preferences.
• A proven advance over an environment that never changes

www.huddle.com
Birthdays
Visitors
Candies
Names
Plants
Communities support each other socially, emotionally and also with tangential business knowledge and experience but essentially invite each other to be themselves....

“You do You”
Communities uncover and solve problems

Example:

Simple furniture

Life expectancy of five years

Throw out, reuse or replace as necessary at the end of the life cycle.
Many centers are returning their buildings back to their original structures as a “delighter”: less formal...less Corporate
The business proposition

- Diverse Community
- Improved skillsets-shared knowledge
- Improve self confidence through mutual support
- Relatively inexpensive cost/hc
- Shared equipment

86% increased social circles
74% more productive
71% more creative
80% expand business network
54% enjoy a better private life
68% share knowledge +advice often
Other possibilities

Maker spaces
specialized space types to spur fabrication, testing and development of products, technologies and ideas and link creative like-minded people

Are there opportunities for Enterprise to take advantage of this kind of external sandbox amenity and build communities of practice?
Co-Working virtues

- A choice to employees
- Flexible capacity
- Reduced Corporate carbon footprint
- Better connected to external ideas
- Local solutions
- Highly engaged employees
- Part time solution
- Inspired Off-campus teamwork
Co-Working lessons for the Corporate Campus

- The employee experience
- Active management of the workplace
- What really makes a “great workplace”
- Better connect employees across BUs
- Fun
- Simple affordable technology
- Providing choice
- Flexibility
What can Co-Working centers learn from CRE

Ergonomics
Health + Wellness
Buying power
Industry organizations
Business planning
Energy efficiency
Sustainability
What would it take to establish Corporate Co-Working?

Local community locations?
Mix of staff from different parts of the organization?
Community builder role?
Ability to “lighten up”?
“Permission” for employees to be flexible?
Shared tools/ technologies?
Elected choice of employees?
Individual control over protocols, practices
A new model for the “home” desk?
Invitation to partners to share?
Individual aspirations need to be aligned with the organizational mission

Manager perspective
- Achieve organizational objectives
- Employees give their personal best
- Work together as a team/family in an environment of trust

Employee perspective
- Trust the people they work for
- Have a pride in what they do
- Enjoy the people they work with

Manager+ employee perspectives: “Best place to work” insights
The most expensive
Grade A tenants
The best space
Marble lobby
High quality finishes
LEED certified
High Security
Accessed by car
Large, Multi-story

What is Class A space
The traditional view
Accessible by public transport
A welcome at the front door
Provides choices of where to work
Great social spaces
Human scale
Secure
A new financing model
Health + Wellness designed
LEED +

What is Class A space
A contemporary view

www.coburo.com
A great Workplace

A fun and active crowd

Runners Club

Group bike rides

Soccer Club

Tips on selecting beer

Informal

Experimentation

Branded

Much of this comes from the Co-working community

Future of Co-Working?

- Co-Working population will continue to grow
- Co-Working sites will continue to evolve
- Methodology for innovation: e.g. Bournemouth, UK (film industry)
- Other workplace options will become more like Co-Working centers
- More specialization
  - Executive?
  - Hipster?
  - Nerd?
  - Housewife?
- Many sites will fail
- Aggregations of branded operations: beware eliminating the jelly process!
- Some will move inside Corporations
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Future of Co-Working?

Current Co-Working inventions will remain and grow

Show and tell

Start-up drink sessions

Open coffees (no selling or pitching)

Micro Loans

Lunch + Learn

Co-Working health plans)

Mentor Labs

Trep-desks (intern positions for local colleges)
It’s all about people

Knoll - A New Work Movement: Personal Stories - Wesley Verhoeve
Airbnb amassed more rooms in 5 years (650,000) than Hilton has built in its entire 93 year history.

Amazing ideas catch on fast!
When will the numbers get serious?

They already are! WE-WORK valued at $5 billion

Would support 300 x 30,000sf new sites!
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Save the Dates!

All Day WE Master Classes
1 day prior to IFMA World Workplace

- Denver – October 6th

Featuring…

- Leading Edge Case Studies
- WE Genius Bar
- Experience “The Workplace Conversation”