

# Live from **World Workplace Europe** in Amsterdam..... It's the global **Workplace Evolutionaries!**

**Presentations**

**Debates**

**Panels**

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- WE **Presentations**
- WE **Workshop**
- WE **Case Studies** and **Tours** of the Top Workplaces in Atlanta
  - Coca Cola
  - Troutman Saunders Law Firm

And of course....join us for a fun WE **Socialize** event!

**Make sure to book your spot for the WE tours and WE Socialize on our website today!**

# Your **WE:binar** Co-Leads



**WE:binar Co-Lead:**  
Emily M Dunn, Workplace Knowledge  
Consultant  
HermanMiller



**WE:binar Co-Lead:**  
Meg Campbell, Workplace Strategist  
Unispace

# Today's **WE**:binar Featuring...

## **Health is the New Black:**

“You think you know  
coworking, but you don’t.”



**Presenter:**

Liz Elam

Founder of the Global Coworking Unconference  
Conference (GCUC)

# Health

IS THE **New Black**

# ATX

- 2010 Opened Link Coworking
- 2011 Attended Coworking Unconference & Founder & President of LEXC
- 2012 Started Global Coworking Unconference Conference
- 2012 Opened Link Too
- 2013 Moved GCUC out of ATX
- 2015 Expanded GCUC to Australia, Canada & China
- 2016 Expanded GCUC to South America & opened Link Flex
- 2017 Expanded GCUC to Taiwan & Singapore
- 2018 Expanded GCUC to UK & Dubai & expanded Link Flex
- 2019 Sold Link to Common Desk

# Coworking Trends

## 2018

- Money, Rise of Retail, Scarcity of resources, Healthy & Wellness

## 2019

- The sleeping giant (Real Estate) is waking up
- Niche
- Consolidation
- Design grows up
- Wellness

TIME is not your  
most valuable asset.

It's your **health.**



Let's talk about work.



We live in the most technologically connected age in the history of civilization, yet rates of loneliness have doubled since the 1980s. Today, over 40% of adults in America report feeling lonely, and research suggests that the real number may well be higher.

—VIVEK H MURTHY, former Surgeon General in HBR article *Work and the Loneliness Epidemic*

Millennials are  
struggling.

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Loneliness is also associated with a greater risk of cardiovascular disease, dementia, depression, and anxiety. At work, loneliness reduces task performance, limits creativity, and impairs other aspects of executive function such as reasoning and decision making. For our health and our work, it is imperative that we address the loneliness epidemic quickly.

—VIVEK H MURTHY, former Surgeon General in HBR article *Work and the Loneliness Epidemic*



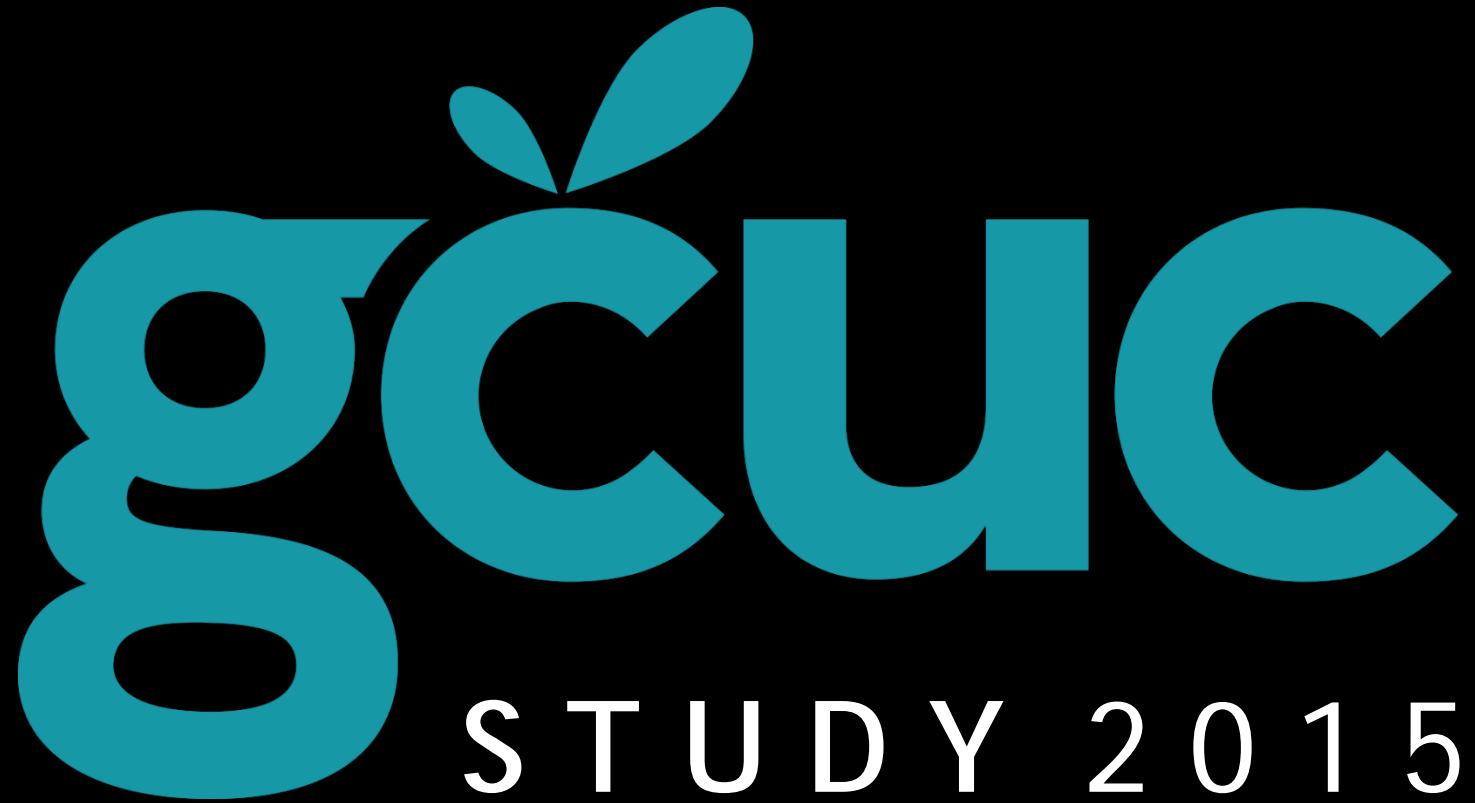
Companies in particular, have the power to drive change at a societal level not only by strengthening connections among employees, partners, and clients but also by serving as an innovation hub that can inspire other organizations to address loneliness.

—VIVEK H MURTHY, former Surgeon General in HBR article *Work and the Loneliness Epidemic*

What will you do?

Gallup did some research and found that strong social connections at work make employees:

- More engaged
- Produce higher-quality work
- Less likely to be sick
- Indirectly enhances self-esteem and shifts experience towards positive emotions

The logo for Grand Canyon University (GCU) features the letters 'gcu' in a stylized, rounded font. The 'g' is lowercase and positioned below the 'c'. The 'c' and 'u' are uppercase. Above the 'c' are three stylized leaves. Below the 'gcu' is the text 'STUDY 2015' in a white, uppercase, sans-serif font.

gcu  
STUDY 2015

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How do we build  
community?

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# Environmental health

Human being.

Not human doing.

## (WELL)

is a “performance-based system for measuring, certifying, and monitoring features of buildings that impact the health and well-being of the people who live, work, and learn in them.”

It is administered by the International WELL Building Institute

Why WELL?



*“There’s absolutely no question that there’s a war for talent in this country and others like it,” explains Landid director Chris Hiatt, on the business sense of WELL, both for now and in terms of future proofing.*

*“Millennials especially are very certain that they want to be in an environment that they find creative, engaging and fun, and that generation is far more aware of being well. We’ve got evidence already that [WELL-certified] buildings are trading at a higher level and all the major organisations seem to have wellness as an agenda item.”*

# The Research

# 96%

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of real estate professionals and 86 per cent of office workers believe the office has a significant impact on their physical and mental well-being.

# 86%

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of office workers say work-life balance, including the ability to work in an agile way is most important factor when choosing who they work for.

# 79%

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of real estate professionals see WELL building certification as attractive to occupiers.



# 82%

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of office workers found working in co-working or flexible space appealing.

# 94%

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of real estate professionals expect the demand for co-working space to increase.

# 89%

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believe that adopting co-working spaces will become a component of real estate strategies for large companies in the next five years.

What can we do?

# Thank You

@gcucglobal • liz@gcuc.co

*Exclusive Juicy discount:*

Enter the code **IFMA** (*we're stealthy like that*)



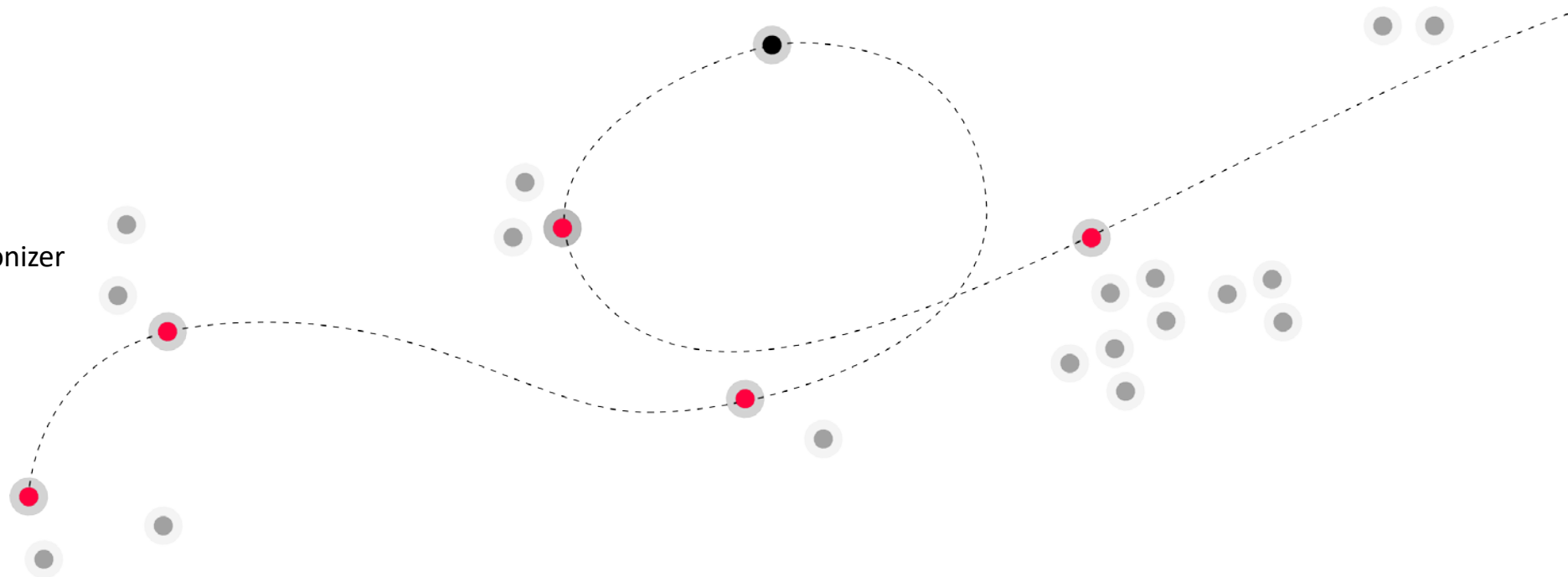
Join Us:  
April 18<sup>th</sup> at 11:00am EST

**Innovation is a  
problem of flow and  
not lack of ideas**



## Shilpi Kumar

Founder, Khoj Lab & Innovation catalyst  
designer . strategist . researcher . harmonizer



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**khoj** LAB

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