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Your WE:binar Co-Leads

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

**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
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.
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
How do we build community?
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% 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% 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% of real estate professionals see WELL building certification as attractive to occupiers.
82% of office workers found working in co-working or flexible space appealing.

94% of real estate professionals expect the demand for co-working space to increase.

89% 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

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

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

Find me on twitter & linkedin @skaska2002

Join Us:
April 18th at 11:00am EST