



The Office of The Future

Patricia Lynn, CCIM



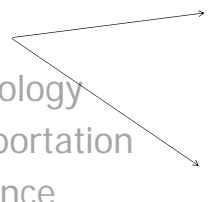
What's Different Now?

- Talent
- Technology
- Transportation
- Tolerance




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Population

"Generations at Work"



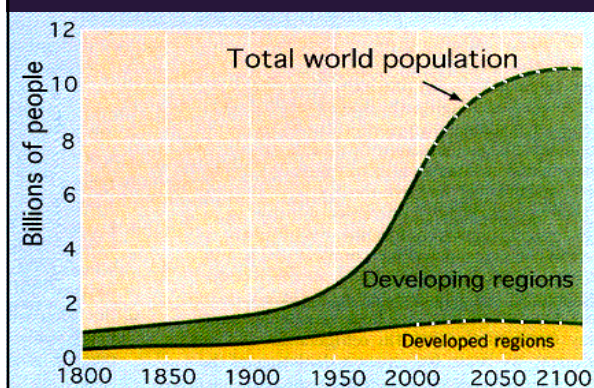
Talent

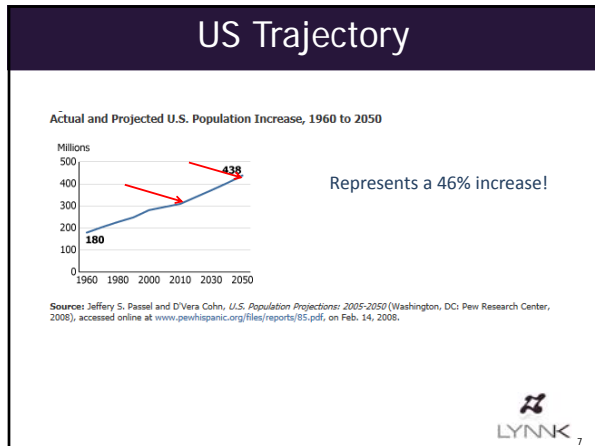


7 Billion



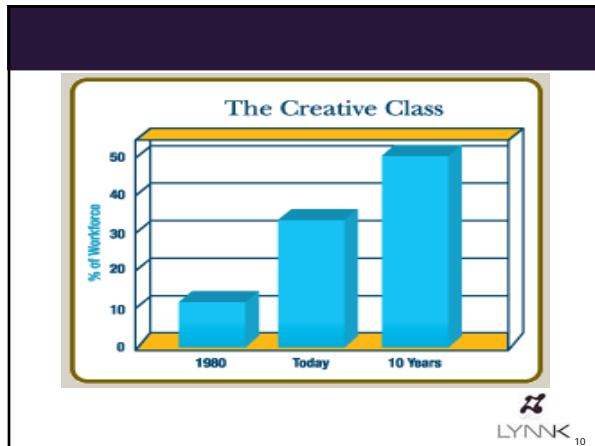
Extrapolate to U.S.

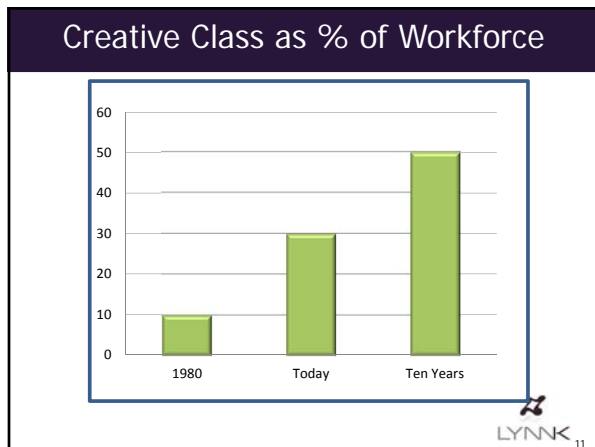








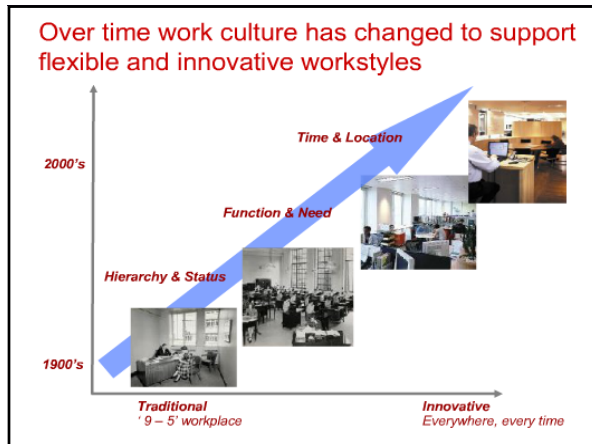




Talk About My Generation...

	Veterans/ Silent 1901-1942	Boomers 1943-1960	Gen X 1961-1981	Millennials 1982-2002
Values	Respect Authority	Authority?	Skeptical	Extreme Fun
Work	Hard! Rules!	Workaholics	Want Structure	Multitask
Communications	Formal memo	"Call Anytime"	Call me at Work	Text Me
Interactive Style	Individual	Love Meetings	Entrepreneur	Collaborative
Money	Pay Cash	Buy Now/Pay Later	Cautious. Save	Savings?
Family/Work	Keep Separate	No Balance Work to Live	Balance	No boundaries

LYNNK 12







Headline: Emerging Battleground in the War for Talent

- Boomers retiring
- The 25-44 year-old age group will decline by 15% over the next 15 years
- Hiring managers say Gen Y more **difficult to attract (56%)**
- Hiring managers say Gen Y more **difficult to retain (64%)**
- Gen Y puts flexible work 8 out of 10 on scale of job satisfaction criteria
- Need to attract talent: Zynga

Corenet Global Workplace Survey



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Millennial – What they Want



- Flexible




17

Millennial – What they Want

- Flexible

18

Millennial – What they Want

- Flexible
- Urban places



LYNNK 19

Millennial – What they Want

- Flexible
- Urban places



LYNNK 20

"If cubicles are the suburbs, then our approach to designing Dropbox is downtown"

Dropbox



Lunch Room & Presentation Area

Coffee bar outside of strategy rooms

Acoustically designed music room

Films Lounge

1

Salesforce Corporate Offices



LYNNK 22



Millennial – What they Want

- Flexible
- Urban places
- Interactive environments.



LYNNK 24

Millennial – What they Want

- Flexible
- Urban places
- Interactive environments.
- Energetic and FUN



Millennial – What they Want

- Flexible
- Urban places
- Interactive environments
- Energetic and FUN
- Don't mind less individual space



LYNNK 26

Gen Y – And the other view

- Motivated
- Must have their own way
- Must have **interesting and challenging work** and **environment that meets their lifestyle**
- Seek fresh challenges
- Knowledge above title
- **By 38 will have had 14 different jobs**
- Want feedback but don't like authoritative mgt style
- **Want flexible** work schedules, and **leave when they want.**
- Seek companionship at work. Organizational networks not hierarchical structures. Leads to project based teams
- **Demand to work remotely**
- **Judged on results not presence in office**
- Work life balance great motivator.
- Workplace must have **social/fun space**

LYNNK 27

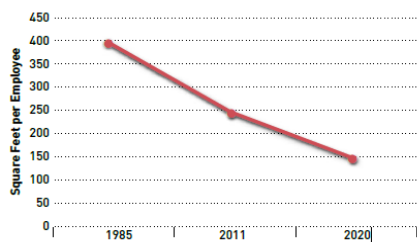
How this translates to Office Space

- Meeting rather than work
- Flexible to accommodate "drop-ins"
- Conference rooms, break areas and open office
- Less FTE/sf



28

Average Space per U.S. Employee, All Industries



Source: Jones Lang LaSalle.



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Indiana Jones circa 2500 AD



"The office of the future is no office"




Jim Heid, Founder, **Urban Green**




It's called Workshifting

- Outsourcing
- Hoteling
- Home-office
- AWS (Alternative Work Strategies)




"The 3rd Place"

"60% of work today is done outside of corporate facilities"




Corporate Facilities
30%
"1st Place"




In Between
30%
"3rd Place"

↑

Opportunity



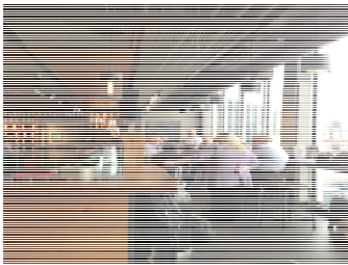
Home Office
35%
"2nd Place"



"The 3rd Place"



"The 3rd Place"



Two Market Segments



Cisco

"Nobody would consider building a manufacturing facility that they intended to use just one-third of the time. And yet that's what we routinely do with work space. We realized that assigning resources based on utilization would significantly reduce Cisco real estate costs."

— Mark Golan, Vice President, Worldwide Real Estate and Workplace Resources, Cisco Systems



Cisco Connected Workplace



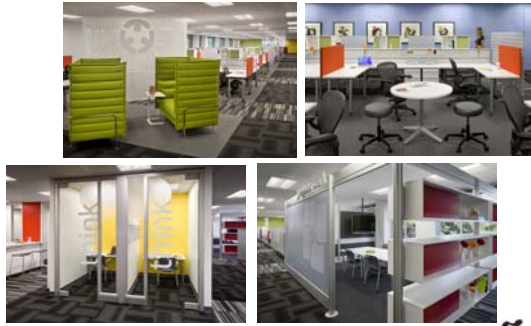
Cisco Connected Workplace



Moveable Furniture Makes Collaboration Easier



E-Bay's New Workplace



LYNNK 43

E-Bay's New Workplace

Results:

- Job satisfaction increased from 43 to 67%
- Atmosphere rates as more energetic and vibrant
- Access to meeting space improved
- Collaboration increased
- Productivity improved – less time waiting for decisions from others
- Sustainability measures improved – renewable and recyclable materials
- 30% energy savings – new lighting and increase in natural light
- Reduced costs of move

LYNNK 44

Scan Health Long Beach

What's Really Going On?

Most of the institutions and business operations that supported industrial work styles are crumbling – rapidly!



LYNNK 45

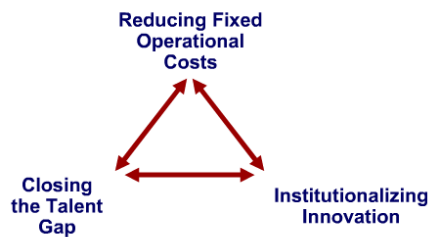
Scan Health Long Beach Vision

- Business travel significantly decreases; technologies substitute
- Four-day work weeks
- Globalization of *all* jobs; companies go to where the talent is located
- Cubicles disappear in favor of "collaboration spaces"
- Corporate headquarters housing hundreds or thousands of workers disappear
- Free agency becomes the norm of relationships between talent and company



Scan Health Long Beach

Three Business Imperatives



Scan Health Long Beach



Scan Health Long Beach Results

- Provisioning cost ↓ 38%
- Provisioning time ↓ 12 weeks to **3 days**
- Space requirements ↓ 22%
- Return on investment ↑ 40%+
- Employee productivity ↑ 18%



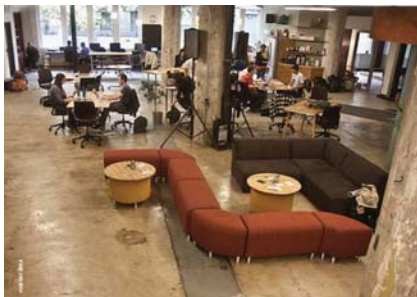
The 15 Million "Freelancers"



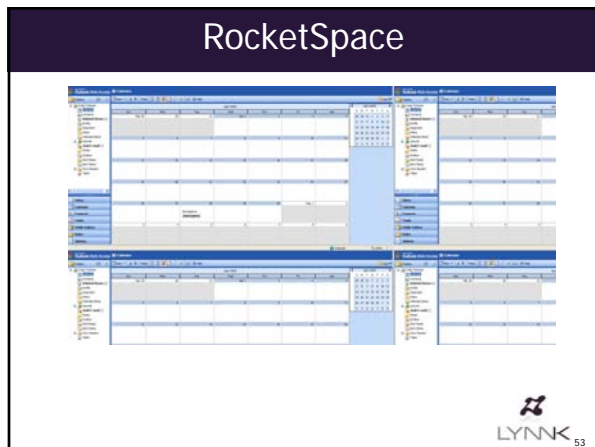
The traditional downtown office, or



The Hub

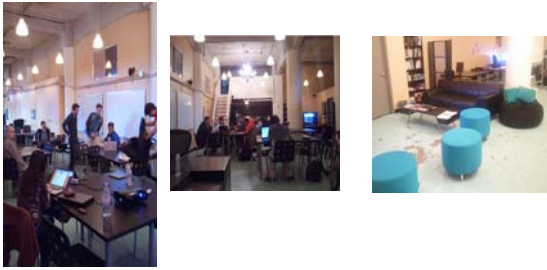








Citizen Space



Satellite Telework (Felton & Scotts Valley, CA)




Membership Models

- Various Fee Programs
 - Mailbox Membership
 - Café Membership
 - Workstation
 - Office
 - Enterprise
- Membership = \$150-\$425
- Incentives
 - 24/7
 - Pet policies
 - Free Zip Car Membership
 - Various local discounts



Workshifting Benefits:

- Employer
 - Productivity
 - Real estate costs
 - Turnover
 - Absenteeism
- Employee
 - Gas
 - Work expenses
 - Time
- Community
 - Oil
 - Greenhouse gases
 - Accidents
 - Highway maintenance



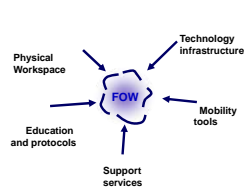
Technology






From Capital One, Future of Work Program...

"Enabling mobility and workplace settings that support knowledge work when and where it is most effective"



IT


New technology tools and infrastructure, enabling greater mobility and portability

CRE

New workplace settings and services fostering innovation and collaboration, allowing work anywhere, anytime

HR

New flexible work, knowledge management, and change programs, encouraging distributed work styles



IT Challenges

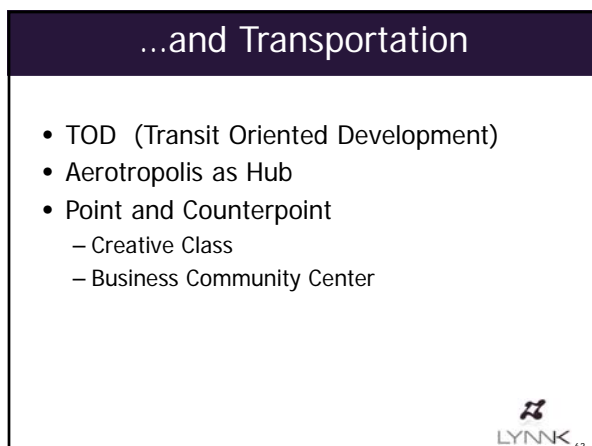


And don't forget the charging stations...



...and Transportation


- TOD (Transit Oriented Development)
- Aerotropolis as Hub
- Point and Counterpoint
 - Creative Class
 - Business Community Center





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What Can YOU Do?



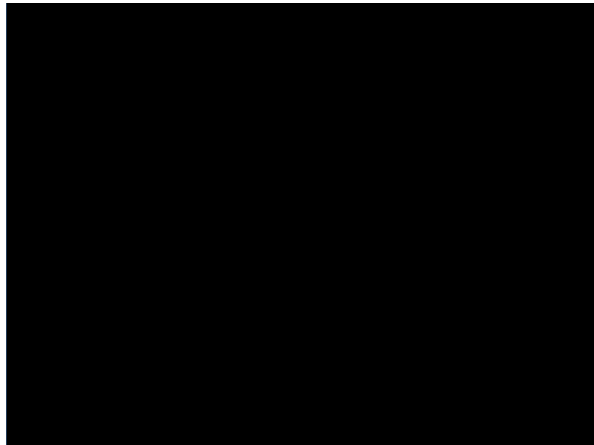
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Educator/Course Development

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Presentation Secrets of Steve Jobs

- Plan in Analog
- Create a Twitter-Friendly Description
- Introduce the Antagonist
- Focus on the Benefits
- Stick to the Rule of Three
- Sell Dreams, Not Products
- Create Visual Slides
- Make Numbers Meaningful
- Use Zippy Words
- Reveal a "Holy Smokes" Moment
- One More Thing: Practice, a Lot