WHAT IS CREATIVE OFFICE 2.0 AND WHY DOES IT MATTER?
WE’RE NO LONGER JUST SOLVING FOR SPACE.
WE’RE NO LONGER JUST SOLVING FOR SPACE.

The concept of **workplace** is changing radically. The **talent** we want is hard to find and keep. The **workforce** is increasingly liquid and digital. Autonomy and **mobility** promote engagement. Continuous and rapid **innovation** is a must. The pace of **change** is accelerating and expensive. Memorable **experiences** are a key differentiator.
WE’RE NO LONGER JUST SOLVING FOR SPACE. WE’RE SOLVING FOR:

SPACE +
PERFORMANCE
CULTURE
DESIGN
Liz Burow, WeWork, Moderator
Kasey Garcia, CBRE
Jeff Rovegno, Microsoft
James Woolum, ZGF
CREATE A WORLD WHERE PEOPLE WORK TO MAKE A LIFE, NOT JUST A LIVING
EXPERIENCE

“The events that make up the conscious past of a community”
GLOBAL ACCESS

Global access to WeWork’s 170+ locations

WEWORK

Private offices, ideal for teams who need flexibility

CUSTOM

Dedicated building, full or partial floors, ideal for teams who need a tailored space

PxWE

Our services, tools, processes, design & management, your lease and location
Kasey Garcia, CBRE
KASEY GARCIA

Kasey Garcia is part of the CBRE Workplace Strategy Group based in Los Angeles. With a background in design and consulting, her role is to identify the key challenges of a client’s existing workplace environment, and develop a cohesive future occupancy strategy. Kasey specializes in creating a business case for change by demonstrating how data can better inform efficient and effective programming and work flows.
CBRE Workplace Strategy

FOUNDED IN

2008

OUR EXPERIENCE IS UNPARALLELED

200+

PROFESSIONALS AROUND THE WORLD

300+

PROJECTS EXECUTED GLOBALLY EACH YEAR

40M+

SF OF NEW SPACE DELIVERED GLOBALLY
WHAT TENANTS CARE ABOUT

Q: HOW DO YOU MEASURE THE SUCCESS OF YOUR WORKPLACE STRATEGY PROGRAM?

<table>
<thead>
<tr>
<th>Measure</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee Satisfaction</td>
<td>67%</td>
</tr>
<tr>
<td>Occupancy Cost Per Sq. Ft.</td>
<td>56%</td>
</tr>
<tr>
<td>Occupancy Cost Per Employee</td>
<td>53%</td>
</tr>
<tr>
<td>Target Sq. Ft. Utilization Rate</td>
<td>45%</td>
</tr>
<tr>
<td>Target Sq. Ft. Allocation Per Employee</td>
<td>43%</td>
</tr>
<tr>
<td>Target Cost Reduction</td>
<td>42%</td>
</tr>
<tr>
<td>Employee Performance/Output Measurement</td>
<td>41%</td>
</tr>
</tbody>
</table>

Source: CBRE Americas Occupier Survey 2017

Employers consistently place PEOPLE at the forefront of their workplace strategy.
People. That’s millennials, right?
WORKPLACE PREFERENCES BY GENERATION

**Generational Preferences on How Employees Want to Work in the Future**
- More Independent Focus Work: Millennials 91%, Generation X 51%, Baby Boomers 49%
- More Informal Collaboration: Millennials 42%, Generation X 49%, Baby Boomers 54%
- More Formal Meetings: Millennials 27%, Generation X 34%, Baby Boomers 54%
- More Email: Millennials 18%, Generation X 33%, Baby Boomers 30%
- Connecting Through Social Media: Millennials 39%, Generation X 48%, Baby Boomers 48%

**Generational Value Placed on Enhancements to the Workplace**
- Spaces to Think and Concenrate: Millennials 47%, Generation X 45%, Baby Boomers 43%
- Spaces to Socialize: Millennials 31%, Generation X 17%, Baby Boomers 10%
- Spaces to Meet and Collaborate: Millennials 42%, Generation X 37%, Baby Boomers 38%
- Spaces for Learning and Training: Millennials 41%, Generation X 34%, Baby Boomers 28%

Source: CBRE Workplace Strategy
of employees rate company culture as very or extremely important when selecting an employer. 47%

Source: CBRE Research
Millennials: Myths & Realities, 2016

of employees are more engaged when organizations provide work-life support. 38%

Source: Quantum Workplace & Limeade

of companies report an improvement in engagement, as a result of health and wellness initiatives. 47%

Source: CoreNet Global

of employees said their company uses the latest technology to enable them to effectively do their job. 44%

Source: Oracle, Global Engagement Study, 2016
Roof terrace/event space/bar/restaurant
5-7 year conventional floors
Shared food hall/conference auditorium
3 year flex-lease/semi-serviced
Co-working/serviced offices
Incubator/accelerator space
Concierge/bike storage/gym & leisure facilities

THE FUTURE IS EXPERIENCE

AGGREGATE DEMAND
BUILD COMMUNITY
IMPROVE SERVICES
PROVIDE WELLNESS

THE FUTURE IS EXPERIENCE
Jeff Rovegno, Microsoft
James Woolum, ZGF
The Future is here

...it's just not evenly distributed