



Case Study: Tenant Training Solutions Pilot at Oakland City Center

Executive Summary

Tenant Training Solutions is a business learning development tenant services program piloted at the Oakland City Center. It is the first and only program of its kind. The results have been overwhelmingly positive by tenants and the 5-Star Worldwide Manager.

The Tenant Training Solutions Program

The program was comprised of highly interactive classroom learning workshops during the lunch hour on topics of interest to business tenants. The pilot program was for three months beginning in April through June, 2012. This program was paid for by the 5-Star Program and was free to tenants. Marketing materials were provided to the 5-Star Manager by Canunn, Inc. the authorized vendor for this program.

The first class offering filled immediately with a wait list of 15 people. This class was so popular it had to be repeated in month three of the pilot. Some tenants attended every session.

The Tenant Training Solutions – Objectives

Offer a Unique and Value-Add Amenity to Tenants – Tenant retention is a top priority as stated by CBREI. The 5-Star Worldwide program gives tenant companies the opportunity to enjoy a premier service at their building that helps their people improve efficiency and personal effectiveness. It is believed that this is the only program of its kind in commercial real estate services.

Save the 5-Star Manager Time – Alleviate the 5-Star Manager and their team from having to find new speakers for the *Lunch & Learn* program and work logistics with many different vendors.



Case Study Results

Approximately 50 participants attended the sessions with 40 tenant companies represented.

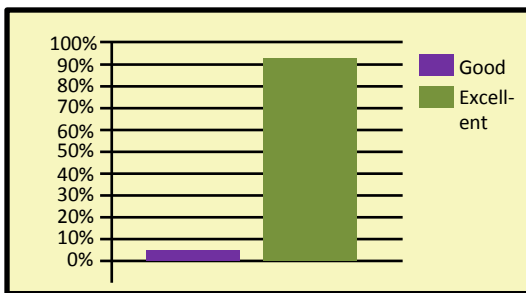


Figure 1. 95% of participants rated the Workshops as "Excellent."
Source: Workshop Evaluations

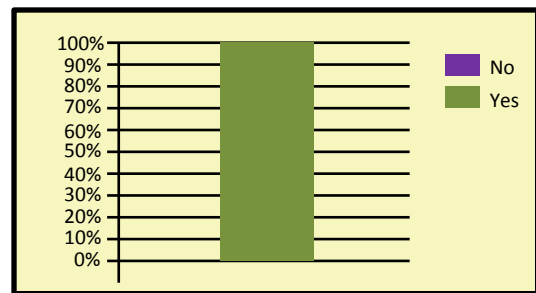


Figure 2. 100% of attendees said they would recommend **Tenant Training Solutions** to other tenants.
Source: Workshop Evaluations

Oakland City Center has committed to six more months of workshops (see attached Calendar and example of Course Outline).

A Few Comments:

"Great class, good information" – P. Crusoe, Pankow

"I will use what I learned today throughout my life" – A. Paul, Dictionary.com

"Expand the length of the class" – Ann N., CGI Federal

"The training was so valuable" - C. King, Experian

Letter from Karissa Obeso-Govan, 5-Star Manager, Oakland City Center (see attached).

KEY INSIGHTS

- Study results show tenants found the workshops to be practical, relevant and useful.
- Marketing to every tenant is key to filling the seats.
- **Tenant Training Solutions** fits the bill as an exclusive 5-Star tenant amenity services program.

Tenant Training Solutions

Learning Workshops
During Lunch



Save These Dates



2012 Summer-Fall Calendar

July

Topic: Managing Body Language

| S | M | T | W | T | F | S |
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| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

August

Topic: Effective Business Writing

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| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
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September

Topic: Tips On Time Management

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October

Topic: Generations In The Work Place

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November

Topic: Mastering Email Etiquette & E-Writing

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December

Topic: Four Negotiating Mistakes to Avoid

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| 30 | 31 | | | | | |

FREE to Tenants





Workshop

Managing Body Language

Develop a Commanding Presence

FREE to Tenants

Overview

First impressions are based on the visual and vocal cues you transmit: clothing, personal grooming, a handshake, eye contact, posture, vocal intonation. These not only count in first impressions, but also in ongoing interactions. This workshop shows you how to transmit grace and style in a way that promotes your best asset—you!

Topics include how to:

- Understand the 5 elements of effective nonverbal communication.
- Perfect the smile, eye contact, a handshake, posture, and vocal intonation.
- Maximize your business dress.
- Gain confidence and credibility.

Date: Thursday, July 26, 2012

Time: 12:00 pm – 1:15 pm

Location: 500 12th Street, Suite #105

RSVP by: July 19th

Contact: karissa.obeso-govan@cbre.com





Karissa Obeso-Govan
5-Star Worldwide Manager
Oakland City Center

CBRE, Inc.
Assest Services

500 12th Street
Suite 105
Oakland, CA 94607

510 830 1651 Tel
510 830 1655 Fax

Karissa.obeso-govan@cbre.com
www.cbre.com

Dear Candy,

I wanted to take a few moments to thank you for the exceptional job that you are doing here at Oakland City Center with the Tenant Training Solutions program. From day one you have been extremely accommodating with your time and willingness to tailor your full day courses into one hour sessions. Your openness to discuss and brain storm ideas with me on ways to make this the best program for our tenants is much appreciated. I always walk away from our meetings feeling that you understand our passion for, and truly care about, the quality of service that we provide our tenants, as well as Oakland City Centers success.

One of my biggest challenges in the 5-star conference center has been coming up with fun, interactive, useful, and diverse topics for my lunch and learns. Having taken one of your workshops myself, I was over the moon to learn that we would be offering your classes to our tenants. I knew that your classes would bring a higher quality of service to the 5-Star Worldwide Conference Center and was just what I needed for my lunch and learns. I am always pleased to know that I was right when at the end of a class I read the wonderful comments on the surveys and hear people discussing how much they enjoyed themselves. I have even received phone calls thanking me for the experience!

Again, thank you! I look forward to working with you until the end of the year and hope that it continues into the next.

My Regards,

Karissa Obeso- Govan