

# CBRE Workplace Strategy

CURATING A SUPERIOR WORKPLACE EXPERIENCE



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# Picture this:

You show up for Thanksgiving dinner at your dear (dreaded?) Uncle Joe's house. The first thing you want to do is:

1. **Walk around and say hello to everyone**
2. **Check in with Uncle Joe and see whether the turkey needs basting support**
3. **Plop down in front of the tv... football's on!**
4. **Get a drink as fast as you can**



# Now t his:

You and an old friend are out to dinner for the first time in years. When you are shown to the table you want:

1. **Immediate attention from the server. It's great to know the specials up front**
2. **Some brief time to look through menu while you and your pal chat lightly**
3. **To immediately order drinks and then have time to check the menu**
4. **Not sure. Every day is different**



# Final y t his:

It's Wednesday morning. You show up to your office. The first thing you want is:

1. **A friendly "good morning" from the first person you see**
2. **A reminder of what food trucks are available for lunch and who is in the office today**
3. **A personal greeting by name and your favorite cup of coffee at the ready**
4. **Silence**

# So what do we know?

We all have different wants and needs.

These needs vary on any given day.

There is no one-size fits all solution.

Our job is to create an all-size for all solution\*.

\*Thinking, "oh [dear ... t hat 's . impos sibl e."

Back up, back up.

**Who am I, and  
why am I here?**

# Curating a Superior Workplace Experience:

## Influencing Client Satisfaction by Applying a Hospitality Lens

Curator-of-relationships

Undercover-storyteller

Educator-and-policy-wonk

Soon-to-be-mom



Hospitalian

Service-experience-  
designer

Die-hard Philadelphia  
Eagles fan



## By the end of this session, you will:

Understand what's driving workplace evolutions and impacting workplace experience.

Know what your people are looking for from their office space as a result.

Understand how to proactively create a superior experience through the application of a hospitality lens.



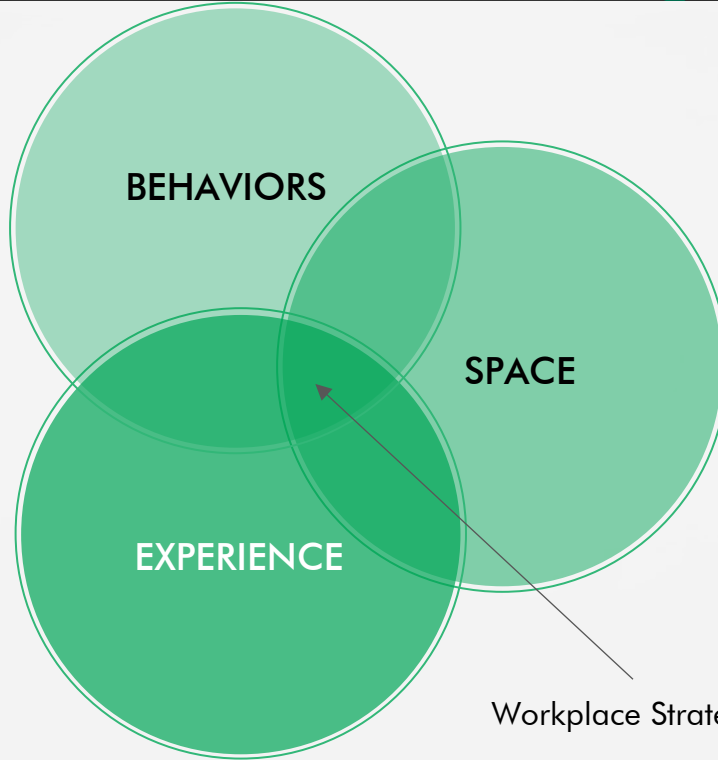
**Workplace Strategy makes going to work**  
(healthy, fun, delightful, easy, fulfilling)  
**better.**

**Our clients are motivated by a desire to improve business performance.**

Our work helps them identify opportunities to reduce and/or reallocate their costs, improve employee engagement, and move faster.

# Thinking through a holistic approach

Informing Behaviors:  
Evolving without Compromising



Balancing Experience:  
Reinforcing vs. Challenging

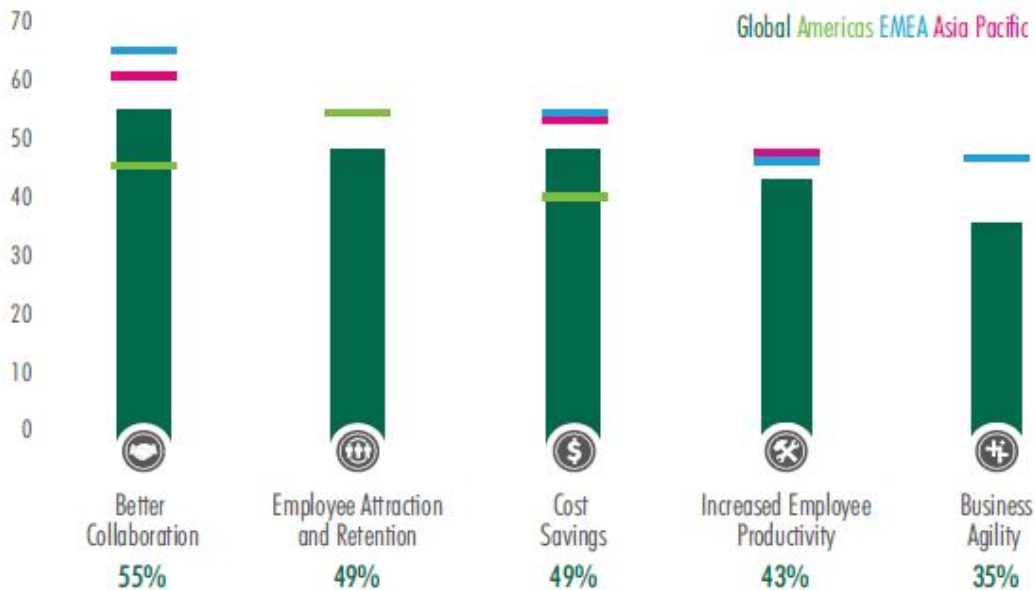
Space Lifecycle:  
Maintain vs. Start anew

Workplace Strategy Target

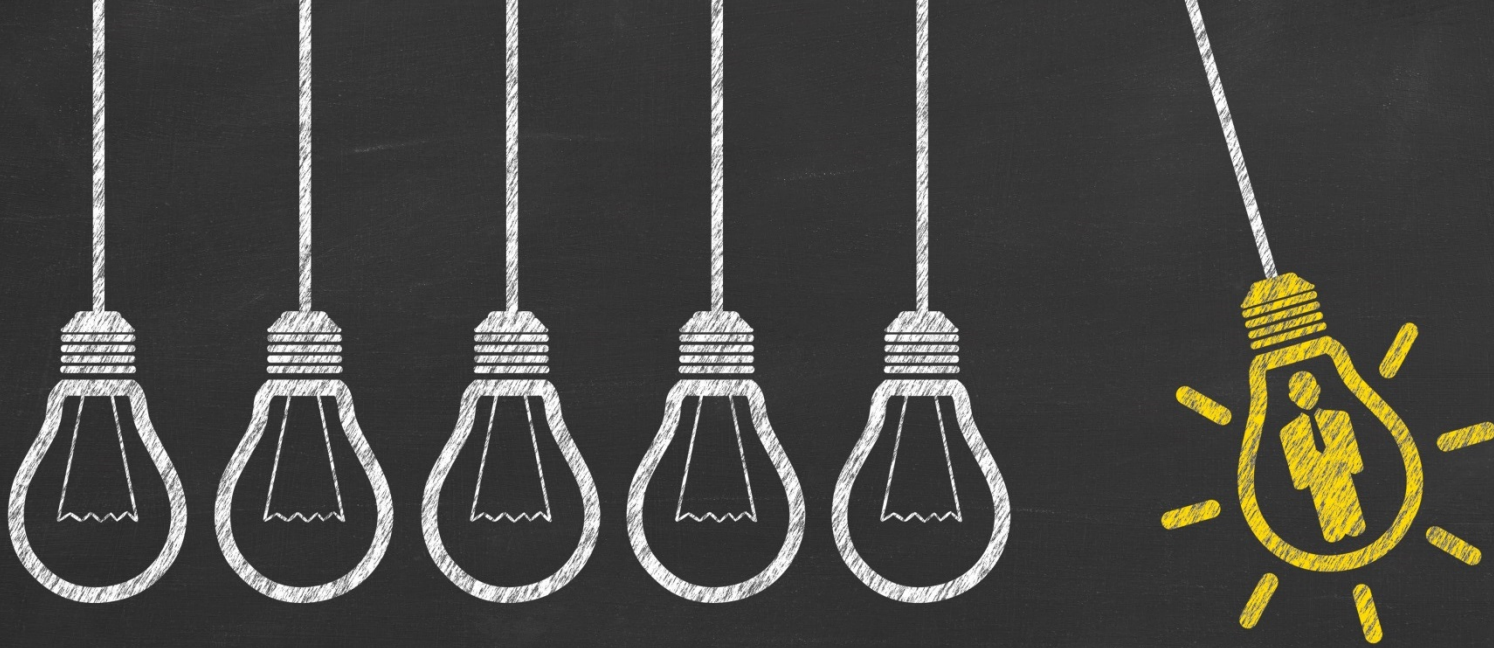
# Why Workplace?

## MAIN DRIVERS OF WORKPLACE STRATEGY ARE GLOBALLY CONSISTENT

Reflects the main drivers of workplace strategy globally in green bars, and top three regionally in multi-color markings



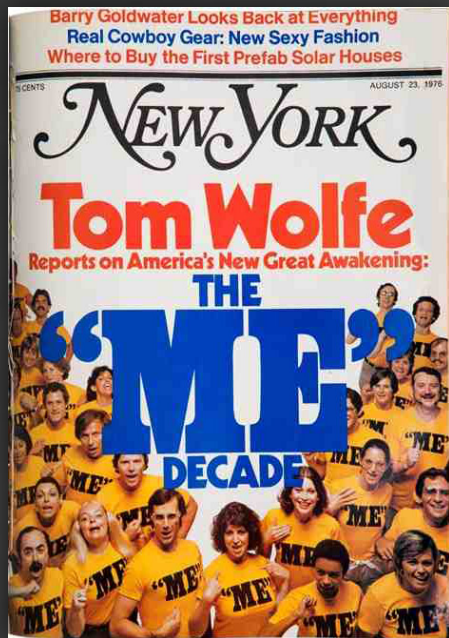
Source: CBRE Global Occupier Survey, 2015/16.



Peopl e come f ir st .



**People. That's millennials, right?**



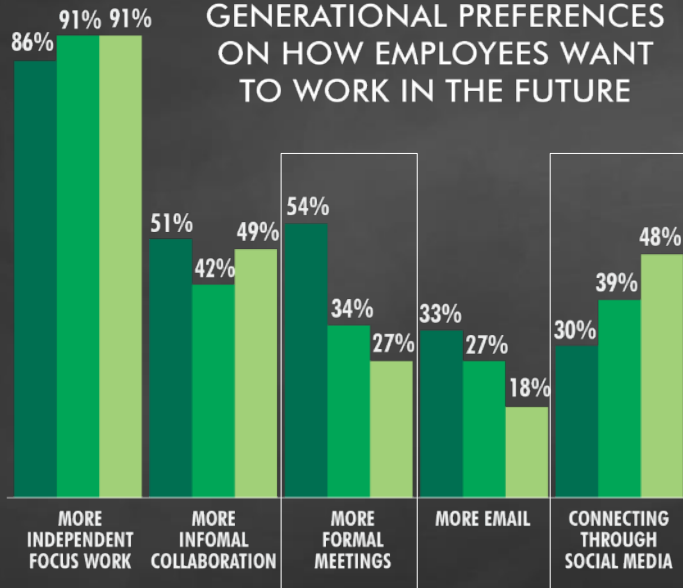
August 23, 1976



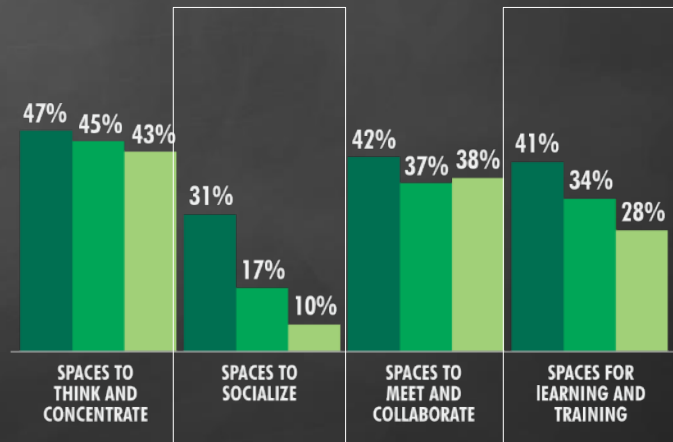
May 20, 2013

# Workplace preferences by generation.

GENERATIONAL PREFERENCES ON HOW EMPLOYEES WANT TO WORK IN THE FUTURE



GENERATIONAL VALUE PLACED ON ENHANCEMENTS TO THE WORKPLACE

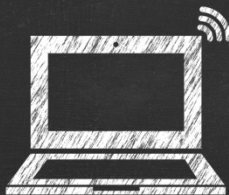


● millennials ● generation x ● baby boomers





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Technology  
continues to  
evolve the way  
we work.  
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**Engagement is easier to influence  
when people are face-to-face.**



# The most flexible amenity.

“Service is  
what you do  
to someone....”



Hospitality is  
how you make  
someone  
feel.”

- ***Bobby Stuckey***



**It's about creating an positive emotional connection to the experience of coming to the office.**

**EASE OF  
WORK**

**WELLNESS &  
DELIGHT**

**PHYSICAL  
ENVIRONMENT**

**SENSE OF BEING  
VALUED**

**COMMUNITY  
INTERACTION**

**PERSONAL &  
PROFESSIONAL  
GROWTH**

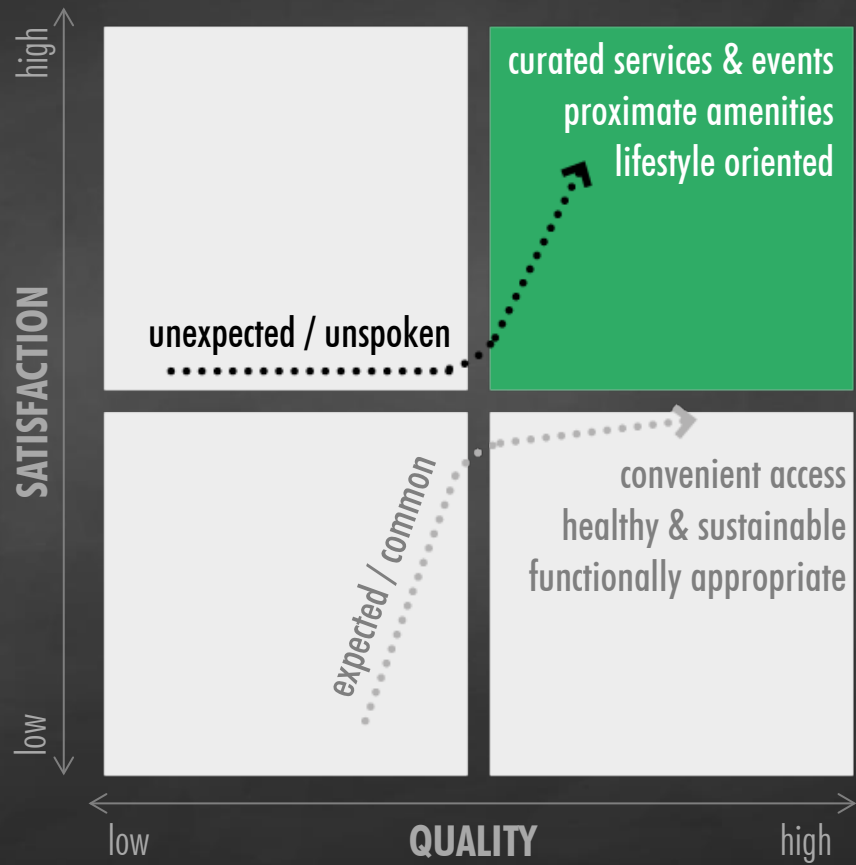
**GREATEST ASSET:**

**YOUR PEOPLE.**

We believe: You are valued and the work you do is important

So: We make it easier to do the great work you were hired you to do

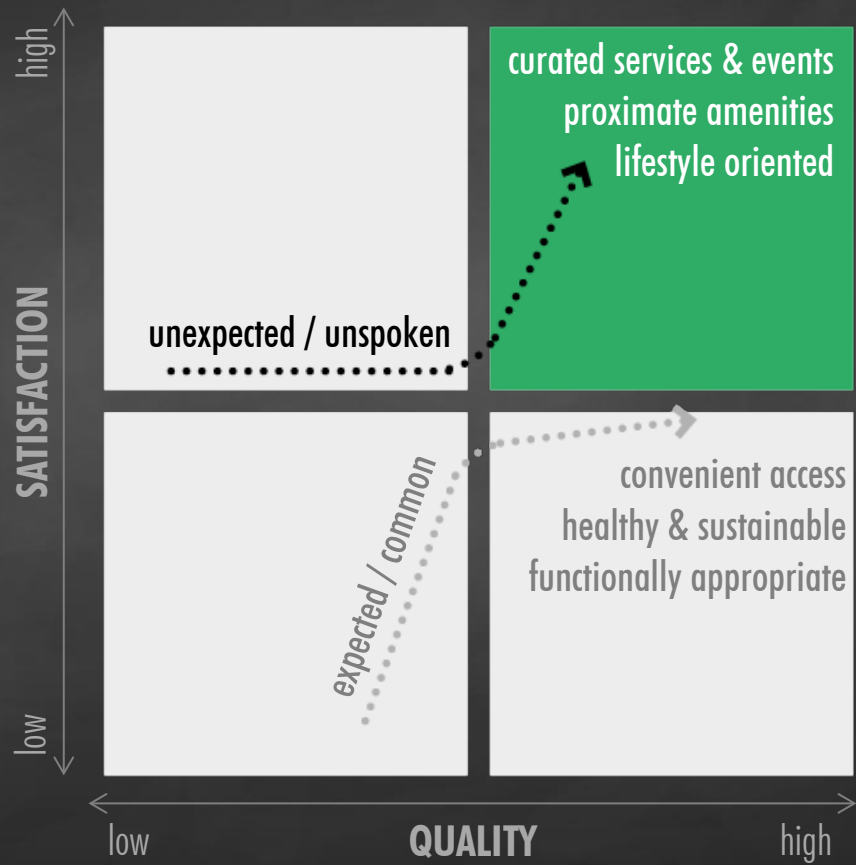
By: Investing in solutions that make your workplace a destination



**The “Golden Rule”:  
Treat others as you want to be treated.**

The “Five Star Rule”:  
Treat others as  
**THEY**  
Want to be treated







# 1. Start at the beginning

Know your tenants and what they need to be effective

Ask:

Who is your ideal employee?

What are you doing to attract and retain them?

How do you know it's working?

## Game Change: Facilities as Hospitality

Provision of individual temperature controls, expanded janitorial services, and circadian lighting sends the following messages:

Your employer values your wellness and comfort  
&

Your employers doesn't want controllable environmental challenges to be major obstacles to your success.

# Why It Matters

In creating a “culture of worth”  
and “sense of being valued,”  
workplace happiness outweighs  
fiscal compensation.

## Benefits of wellness

19%

reduction in absenteeism

25%

increase in employee retention

47%

jump in employee engagement

Source: What's Trending in Health and Wellness: Best Practices in the Corporate Workplace?  
CBRE Research, May 2016.



## 2. Expand the foundation

Create environment where work gets done

Ask:

How do you create community?

What can you do to make things easier for employees?

What do you need for employees now and years from now?

# Some Ideas: In-Office Hospitality

## Game-changer: Technology As A Centerpiece

Collecting data for on meeting times, preferences, and trends allows in-office concierge teams to anticipate needs before employees have to ask, saving everyone the precious gift of time.

A five-star hospitality approach would include core training, a physical IT helpdesk (e.g., “Genius Bar”) and a “resident genius for individual and group training.”

# Why It Matters

**Time is the ultimate amenity, and TECHNOLOGY SAVES TIME.**

**When it is carefully incorporated into workplaces, based on a deep understanding of what people need and want, technology can decrease the perceived distance between people.**

**-Steelcase report "Making Distance Disappear"**



### 3. push, test, rinse, repeat

Design for the unexpected

Ask:

What are your differentiators?

How are you leveraging services and amenities to delight employees?

How are you adapting to employees' changing needs?



# Some Ideas: Make it a Destination

## Game-changer: Meet People Where They Are Across Their Life Spectrum

Meet in and out of office needs through grocery delivery, dry cleaning and vacation planning

Prioritize name-knowing and networking to support professional innovation and opportunities.

Drive wellness through agreements with local fitness classes, leading health seminars, and providing cooking lessons that equip people with delicious and easy after-work meals

Include biophilic design that brings nature into the every day and out of the world of luxury

# Why It Matters

According to an ongoing study conducted by Forbes, 89% of surveyed employees admit to spending time during the workday on non-work-related tasks, up 20% from the prior year



CBRE Los Angeles North Office - Concierge Services Time Saved:

**230 HOURS TIME SAVED** = **345 DAYS PER YEAR**  
of your employees time saved, given back to them, and ultimately contributing to improved work performance



# Details matter.



# Hire for Hospitality



Optimistic warmth and genuine kindness



Intelligence and insatiable curiosity



Work ethic and desire to improve



Empathy and care for others' emotions



Self-awareness of what makes you tick



Integrity and accountability

# Thank You.

Any Questions?

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