**MARATHON OIL TOWER – FIVE STAR CONFERENCE ACTION PLAN**

1. **Property management and 5 star managers breakout sessions: What can you implement from the breakout sessions?** 
   * **Sell a Tenant Experience, not Commodity Space**

* Whatever we say is going to happen now that we are in the early stages of the program, we need to carefully document and make sure it actually happens. Don’t sell the dream and set us up for failure in the future because we don’t remember what we said.
* Set up mock space to show how a tenant can use the space
* Work with the Workplace Strategy group to create a vision board of what vacant space in our building, use in leasing presentations
  + **Get your entire team to “live” the 5-Star culture through leadership, daily roundup’s and empowering your team**.
* MCA training
* Reiterate on a daily basis until it becomes second nature for everyone
* Deliver on the experience – If they live it, they will believe it. Treat each other the way we will treat our tenants.
  + **Working on a renewal starts the first day a tenant is in your building**.
* Tenant move-ins, anniversaries etc. should be a whole team event. Involving the entire team gives a sense of ownership and friendship with the tenants so everyone will work to keep them there.
* When a new tenant is about to move in – we can go to their current space as a team and speak to the employees about what to expect in their new building. Things like, where to park, how to do their badges etc. Similar to what college orientation is.
  + **Streamline processes wherever possible so that your team has the time to focus on creating and enhancing tenant relationships**.
* Meet with the administrative team to learn what’s dragging them down and how can we make those processes more efficient…then do it
* Designate each member of the team to do specific tasks for each event so they can jump right in and execute without needing to learn the entire process every time there is a building event or tenant meeting.

1. **Tell us an idea that you would like us to focus on next –  it can be anything that you think will help us attract and retain more tenants**

* Purchasing Open Table licenses for each property with the 5-Star program so we can book reservations directly for people vs. calling restaurants to book. I’m looking into this locally for the cost, but a corporate license may be more cost effective and something else that could be offered as a “perk” of the program from building to building.
* Similar to how we have “Attributes of a Premiere Property” – what are the attributes of a 5-Star Worldwide program? What are the items that tie us all together so offer cohesive service from building to building?
* Customizing and implementing the Angus Module to integrate tenants into the work order system.