



# WHERE DO WE GO FROM HERE?

Midwest Chapter Virtual Event - 25 August 2020



**March 2020** - CoreNet Global initiated a worldwide effort, the Hackathon, leveraging diverse perspectives and predictions from CRE leaders considering the strategies that will shape our workplace from the perspectives of; well-being, space utilization, sustainability, distributed work, automation and manufacturing

Several CoreNet Midwest chapter members participated in this effort.

**6 months in** – We engaged our membership in a virtual, facilitated conversation hosted by 6 Hackathon participants. We took a deeper dive into 6 key questions to see what ideas still ring true, how have we evolved our thinking and what remains unknown.

# Participants

**6** Discussion Facilitators



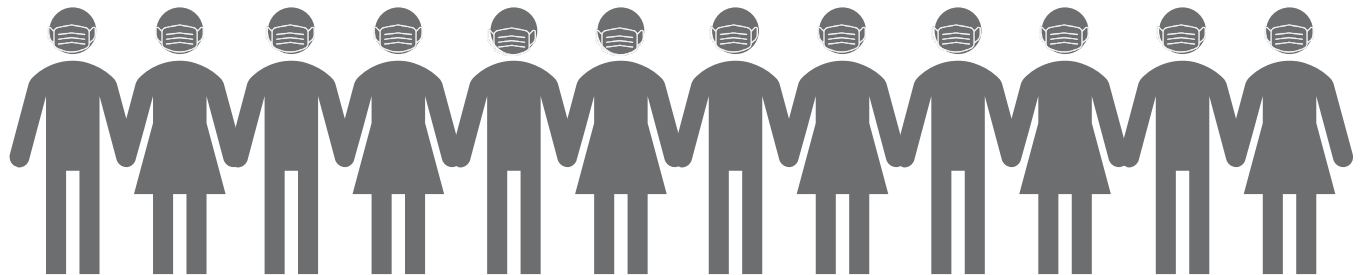
Practices  
What to keep?  
What to abandon?  
What to start?

Role of Real Estate  
Surprises?  
What did we learn?

A new balance  
Biggest challenges?  
Individual preference vs  
organizational goals and culture?

**3** Conversations

**45+** Participants



# Discussion Facilitators



**Rome Poppler**

Ameriprise Financial  
Director of Enterprise Real Estate  
*Space Utilization & Metrics*



**Frank Sherwood**

CBRE  
Vice President  
*Space Utilization & Metrics*



**Susan Spiers**

Trimble  
Global Director of Partner Development  
*Space Utilization & Metrics  
Manufacturing*



**Dan Herman**

Fluid Interiors  
Director of Facility Services  
*Distributed Work*



**Deanne Erpelding**

Nelson  
Principal, National Practice  
Leader – Asset Strategy  
*Space Utilization & Metrics*



**Wendy Rogers**

Project Director  
*Autonomous Workplace  
Utilization & Metrics  
Environment & Climate Change*

What practices have you developed because of the COVID19 crisis that you feel will serve you over the long term?

What practices went by the wayside?

**TEAM 1 | PRACTICES**

Rome Poppler | Ameriprise

Dan Herman | Fluid

# Practices

## EMPLOYEE HEALTH & SAFETY

- Communicate phased return-to-office plans and access to toolkits for resources
- Enhanced / increased cleaning, HVAC systems, and touchless features
- Rollout social distancing and PPE requirements
- Update crisis management plans
- Expanded practices to minimize contact (*i.e. Increased use of paperless patient filing, drive up testing for COVID and perhaps Flu shots*)

## VIRTUAL CONNECTIONS

- Find ways to create connection and culture
- More opportunities to retrain/uptrain employees
- Continue to reach out to peers/mentors

**NEED TO 'SHOW & TELL'  
EMPLOYEES WHAT WE'VE DONE  
TO MAKE OUR SPACE SAFE**



**OUR NEED FOR CONNECTION  
IS 'WIRED' INTO US**



# Practices

## ENHANCED WFM CAPABILITIES

- Develop technology and furniture packages/kit-of-parts during extended stays
- Utilize enhanced WFM packages as an employee recruitment/retention benefit
- Shift away from leadership mistrust with WFH

## LEASING & WORKPLACE STRATEGIES

- Renegotiate lease obligations to reduce costs
- Revisit hub-and-spoke real estate strategies
- Reevaluate workplace guidelines and right-size footprints
- Repurpose larger open spaces into more informal smaller gathering spaces

**PROVIDE MORE  
'CHOICE & COMFORT'**



**MAKE YOUR WORKPLACE 'STICKY'**

What were some of the  
surprises/discoveries made because of  
the broad, work from home experiment?

What does this mean for the role of the  
office and how space is used?

**TEAM 2 | ROLE OF REAL ESTATE**

Deanne Erpelding | NELSON Worldwide

Frank Sherwood | CBRE



# Role of Real Estate

## SO FAR SO GOOD, BUT THERE ARE CONCERNS

- Working from home has been very effective for most organizations.
- Concerns about the difficulty of
  - Remote technology upgrades
  - Training new employees.
- Most of the amenities and common areas have been shut down.



# Role of Real Estate

## GIVE THEM A REASON TO RETURN

- A shift in focus from utilization to safety and enabling the proper culture.
- Irresistible, thriving and stimulating workplaces.
- Create what cannot be duplicated at home:
  - Communities of belonging - people must feel safe
  - Access to cutting edge technology



6 months in- What are your top 3 real estate challenges when planning the return to the office and how are you handling them?

How can individual preferences regarding work locations be balanced with the company priorities (i.e. mentorship), and cultural reinforcement?

**TEAM 3 | A NEW BALANCE**

Susan Spiers | Trimble

Wendy Rogers | Cushman & Wakefield

# Top Real Estate Challenges


- Wellness –
  - Physical and Psychological Safety
- Innovation –
  - Creating space both physically and virtually that promotes innovation
- Liability –
  - Employee Safety both At Work and At Home
- Expiring Leases –
  - Understanding what to do with the space or “kicking the Can” until we know more. This will vary by impacted industries
- Work from Home Plan/Standards –
  - Creating the new playbook
- Human Resources –
  - Defining perks for attracting and retaining talent. The old ones most likely don’t work anymore
- Repurposing –
  - Existing vacated space



# Balancing individual preferences and freedoms regarding work location with company goals and cultural reinforcement

- Employees have increased power
  - based on physical and psychological safety provided by companies
- Company culture is wrapped in the mindset of the employee
  - Will play into the long-term staying power of people. Companies need to understand their culture, is it physical space or people connection before moving forward
- Productivity measurements for a remote workforce
  - Companies need to decide what this looks like
- Leading a remote workforce
  - The art of managing remote focuses more on listening to your employees and showing them they are valued
- Rules of Engagement
  - Need to be developed both for the office and virtually
- Ongoing change management will be required



The background of the slide features a hand-drawn style illustration. A large, red, hand-drawn oval frame encompasses the central text. Inside the oval, the words "Thank You" are written in a large, dark, cursive font at the top, and "For Your Support" is written in a similar font at the bottom. A hand is visible in the lower right corner, holding a red pen and drawing the red oval line. The background behind the text is a soft, out-of-focus blue and white pattern.

Thank you to our discussion facilitators, our program participants, advisors and our CoreNet Midwest chapter sponsors who make these opportunities possible.



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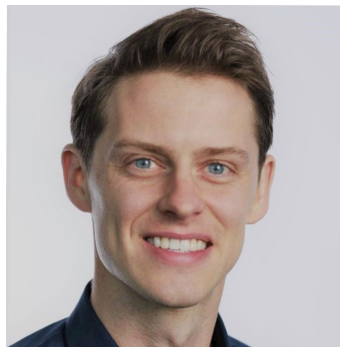
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