Coca-Cola Supply
Opens (to) **Happiness:** New Real Estate and Workplace Approaches to Deliver High Performance Environments

Matt Fanoe
Director of Real Estate and Workplace Solutions, Coca-Cola Refreshment

Mike Lehman
Senior Associate ideaspan

Elizabeth Young
A&D Workplace Consultant, Steelcase

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- **New entity**
- **Support client's business goals**
- **Maximize existing portfolio**
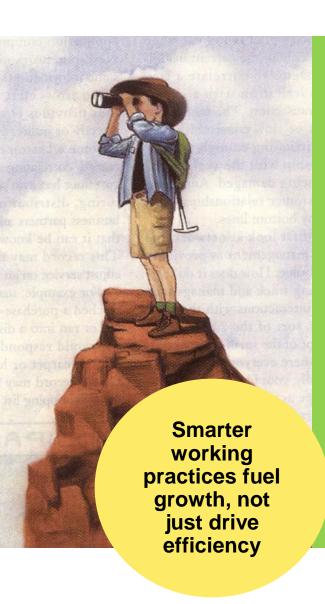- **Accelerated delivery**

- **Assemble and grow a high performance team**
- **Implement new work processes and technology**
- **Create an dynamic, independent culture**
- **Develop a responsive, flexible environment**

Smarter working practices fuel growth, not just drive efficiency

- **Envisioning: Establish Project Goals (CCE + ideaspan)**

- **Work Sessions: Share Knowledge and broaden perspective**

- **Dialogue: Understand Motivations and Concerns**

- **Build: Consensus and Good Will**

- **Shape: Culture (new paradigm)**

74% of workers at top-ranked companies are highly satisfied with their personal workspace. At average companies, it's only 48%.

Combination of non-traditional work practices, settings and locations that supplement or replace traditional offices.

Companies report 30% of seats are empty as employees work in airports, hotels, coffee houses or clients' facilities

CHANGE AHEAD
is here

Alternative workplace studies show 45% of Fortune 500 firms report to have started their programs within the past 2 years, and 80% within the past 5 years

CoreNet Global survey of CREs showed that 63% expect their company's real estate portfolio to contract this year. Only 12% expect it to grow, while 25% say it will remain the same

Economic pressures expediting adoption

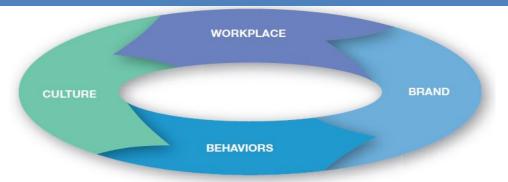|	Traditionals 59M	Boomers 80M	Xers 46M	Yers 76M
what they might say	*"I do what I'm told."* *"No news is good news."*	*" I paid my dues."* *" Let's work until it's complete."*	*"Let's have some fun while we are here."* *"Why do care how I do it as long as give you results?"*	*"What is it you want me to do now."* *"Hey, how am I doing?"*
work environment	*Status and rank*	*Connection to people*	*Connection to resources*	*Anywhere & everywhere*
technology	*Adopting it*	*Accept it*	*Expect it*	*Born with it*

Companies with a ROI of 30 percent or higher are also strong in key, measurable aspects of corporate culture.*

CULTURE

- **Empower employees**

- **United by common purpose**

- **Behaviors aligned with mission**

- **Reinforce sense of 'belonging'**

*Dr. Chris Musselwhite, MA, MSIE, Ed.D., is the author of *Dangerous Opportunity*

WORKPLACE

BRAND

CULTURE

BEHAVIORS

Traditional ways of working: → **The emerging way:**

- Focus on place → • Focus on work

- Performance based on "time in" → • Performance based on results

- Supervision → • Mentoring and coaching

- Team members co-located → • Virtual teams, mobile individuals

Space designed based on status and hierarchy and held "just in case" → • Space designed based on functions and tasks and provided "just in time"

Corporate Responsibility & Sustainability initiatives

Capture operational efficiencies

Triple bottom line
- **economic**
- **social**
- **environmental**

- **100 % lighting retrofit**
- **Largest private fleet of hybrid vehicles**
- **Four facilities with solar roofs**

Drive employee engagement

2020 COMMITMENT
- **Energy Conservation**
- **Sustainable Packaging/Recycling**
- **Water Stewardship**
- **Product portfolio/Balance & Active Lifestyles**
- **Diverse & Inclusive Culture**

- **WORK DIFFERENTLY**

- **CREATE CULTURE**

- **LEVERAGE TECHNOLOGY**

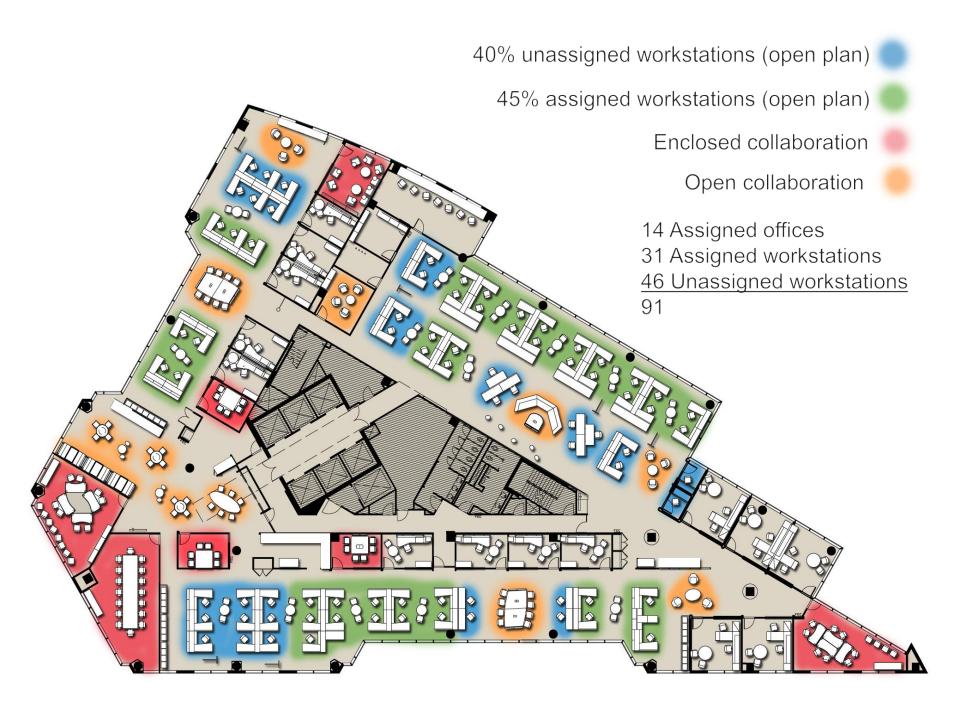- **BE LEAN, FLUID, FLEXIBLE**

- **ABLE TO EVOLVE & GROW**

"We look for people who can quickly adapt to changes in the workplace."

- Tap available 2nd existing generation space
- Tweak "brick and mortar"
- Invest selectively where impact drives effectiveness

- **Innovative new product**

- **Test-drive at manufacturer**

- **Concentrated time together facilitated decision-making**

- **Build comfort level with proposed solutions**

- **Become Advocates for new solutions**

40% unassigned workstations (open plan)

45% assigned workstations (open plan)

Enclosed collaboration

Open collaboration

14 Assigned offices
31 Assigned workstations
46 Unassigned workstations
91

One Year Later...

FREE ADDRESSS

EMPLOYEE CHOICE
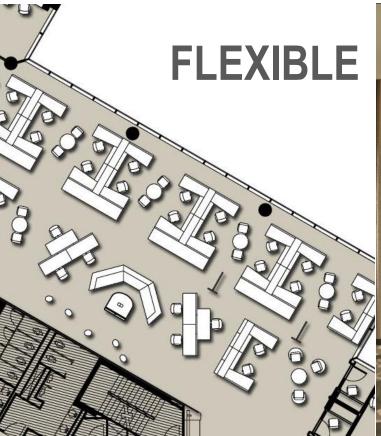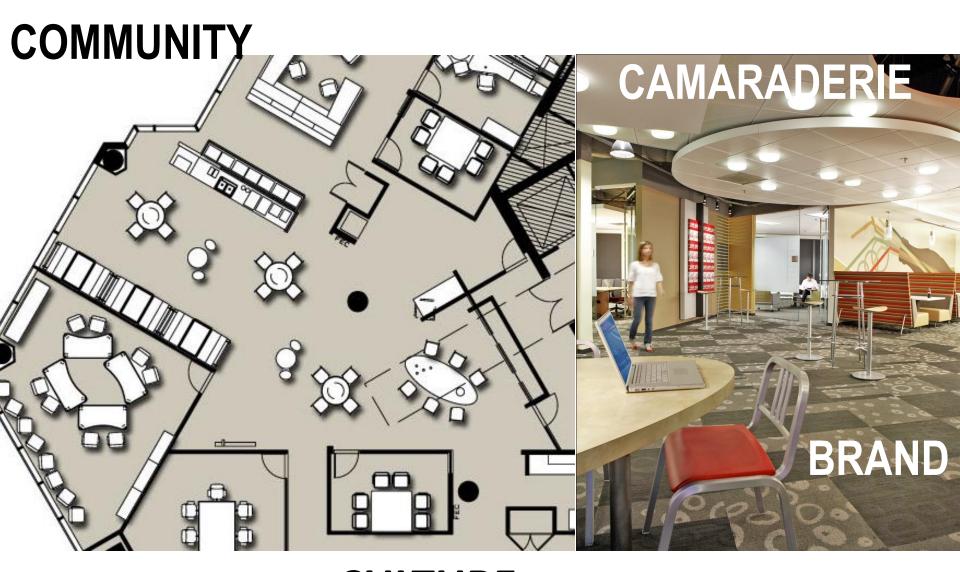
DAYLIGHT & VIEW

COLLABORATIVE

FLEXIBLE

RESPONSIVE

COMFORTABLE

COMMUNITY

CULTURE

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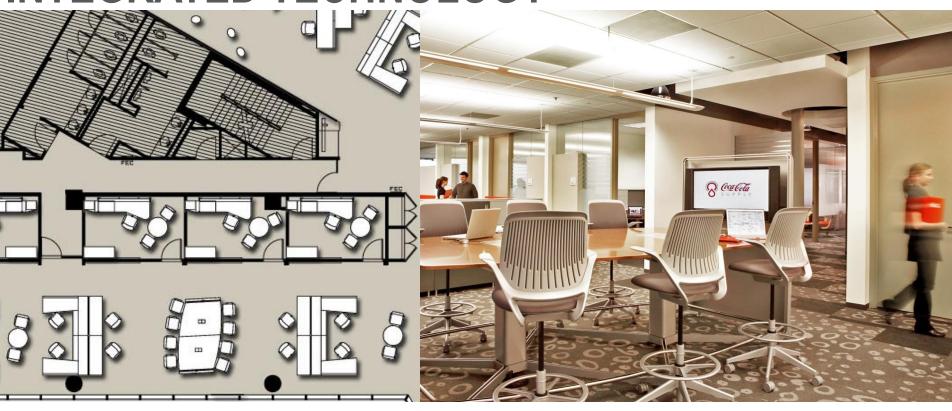
INTEGRATED TECHNOLOGY
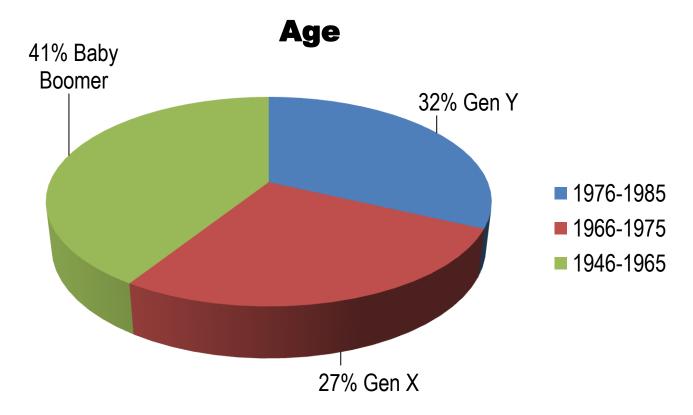
ALTERNATE WORK SETTINGS

INTERACTIVE

ZONING

VISUAL CONNECTIVITY

WORKSTYLE CHOICES

Age

41% Baby Boomer

32% Gen Y

27% Gen X

1976-1985
1966-1975
1946-1965

Professional Level

Pie chart — Professional Level:

- Executive Level — 9%
- Senior Level — 27%
- Manager Level — 23%
- Mid Level — 32%
- Entry Level — 5%
- Other — 5%
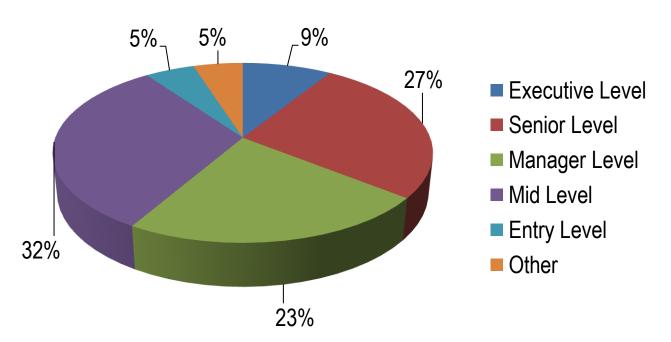
Where do I spend my time?

Results

1. Conference Rooms
2. Huddle Rooms
3. Break Room
4. Team Rooms
5. Informal Collaboration
6. Media Area
7. Booths
8. Brainstorm Room
9. Soft Seating Media
10. Huddle Room (soft seating)

5 Informal Collaboration

Brainstorm Room (Smartboards) **8**

Huddle Room (Soft Seating) **10**

6 Media Area

Soft Seating Media **9**

2 Huddle Room

3 Break Room

Booths

7

4 Team Room

1 Conference Room

Employee Value

Access to Light – 91%

Physical Comfort – 91%

Good-looking Space – 91%

Personalized Workspace – 73%

"Our work area is open with windows all around. I love coming to work with a view of the outside world."

Workplace Tools

Flexible furniture to meet individual needs – 96%

Access to appropriate technology – 100%

Access to tools to accomplish work – 95%

Different venues to accomplish work-related tasks – 96%

"Personally I would prefer the liberty of free space over decorating my work space."

Collaboration Opportunities

Access to co-workers when needed – 100%

Adequate meeting spaces – 73%

Opportunities for collaboration with co-workers - 95%

*"I have used most of these areas as an alternative to conference rooms and **do not differentiate them as an alternate utility**."*

Distractions

Control of noise levels – 77%

Distractions near work area – 92%

Access to quiet areas for confidential conversations – 86%

Opportunities for heads-down concentrated work – 68%

*"I love the natural light and collaborative atmosphere, but since I spend 80% of my time at my desk, **I feel I would be more productive in a less open environment**."*

Reflect the Culture

Help Attract & Retain Employees – 91%

Enables creation of new ideas – 86%

Enables me to learn from my peers – 96%

Access to casual spaces to re-energize – 86%

Performance Drivers

Enables me to be productive at my job – 90%

Enables me to make effective and informed decisions – 77%

Enables communication between employees – 95%

Does Your Work Environment Reflect CCS's Values & Vision?

5% No

95% Yes