



Listen Ask, Listen Ask (Repeat as required)

By Paul Garvey, Cushman & Wakefield

A key element of our jobs as CRE executives and service providers is to provide solutions. We are all helping our organization or clients get to a better place in their real estate portfolios and facilities by providing solutions. Prior to providing solutions, we need to understand the problem, issue, or objective.

It may (or may not) be obvious to all, that before we suggest a solution we might want to listen to the needs. However, in order to provide the best solution, we need to listen well. More importantly, to be sure we really understand, we need to ask questions. Two useful questioning techniques are “Five Whys” and “What, Which, Why.”



A 2016 article in the Harvard Business Review titled, “What Great Listeners Actually Do,” by Jack Zenger and Joseph Folkman provides a summary of a comprehensive study in which they identified some of the top qualities of excellent listeners. One of their key observations was that good listening was consistently seen as a two-way dialogue rather than “speaker versus hearer.” Additionally, good listening is a cooperative conversation wherein feedback flowed smoothly. Listening is not passive, but active.

In the 1930s, Sakichi Toyoda of Toyota developed the ‘Five Whys’ – a technique to get at the root cause of problems. It can be used for troubleshooting, quality improvement and problem solving. It asserts that problems are often symptoms of deeper issues and although quick fixes may solve the immediate problem, there is most likely a real cause. It takes ‘Five Whys’ to drill down to the true issue and find the root cause. Please know that the ‘Five’ is rule of thumb and that it may take more to get to the real answer.

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Volunteer Spotlight

**Nicholas
Luczynsyn**

Principal, Amplify OSM

Volunteer Position:
Co-Chair, Membership
Committee



I chose to join CoreNet because... I wanted to network with architects, brokers, and End Users in the Commercial Real Estate industry.

The 2020 CoreNet event I am most looking forward to is... The Winter Social in January.

When I’m not at work or at CoreNet events, you’ll find me... Doing yoga, reading books, spending time with my family.

I am originally from... I have always lived in Bucks County.

The best piece of advice I ever received is... Don’t be a sheep, be a leader.

My favorite thing about Philly is... Our sports teams.

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Welcome New Members

MaryVictoria Barr	•	Daroff Design Inc.
Tommy Choi	•	SVN The Concordis Group
Robert Hilgen	•	Chubb
Jennifer James	•	Vanguard
Jennifer Jaskot	•	Knoll
Neil Johnson	•	Bristol-Myers Squibb
William Kerr	•	Saint Joseph’s University
Paul Smith	•	DuPont
Tan Tang	•	CBRE

Membership

What Can CoreNet Mean for YOU?!!

The Greater Philadelphia Chapter is an essential forum to bring peer colleagues together from all real estate functions... from end users to service providers and economic developers. Being a member helps to create lasting, value-added relationships in a casual environment. We urge you to consider this opportunity to enhance your professional well-being through Connecting, Growing, Learning and Belonging! Join or renew your membership today!

JOIN NOW ▶

TIME TO RENEW? ▶

If for any reason you are not able to remember your User ID or Password please e-mail membership@corenetglobal.org and a person from members services will help you.



Executive Committee

Greater Philadelphia Chapter

President:

Mark Golboro • AIG

Vice President/President-Elect:

David Kontra • GE

Treasurer:

Matt Knowles • CBRE

Secretary

Lea Ann Molinoux • Verizon Global Real Estate

Past President/Advisor:

Chuck Bagocius • TD Bank

Past President/Advisor:

Ken Zirk • CBRE

CoreNet Global

133 Peachtree Street, N.E., Suite 3000

Atlanta, GA 30303

Letter from the President

Dear Fellow Members,

With the summer almost over and fall quickly approaching, I'd like to take the opportunity to reflect on our successful summer events, preview what is coming up, talk about membership engagement and remind our sponsors to take advantage of their benefits before the end of the year.

The chapter kicked off the summer with our annual Summer Social event on June 19. We changed things up a bit this year by holding the event at Big Cat Falls at the Philadelphia Zoo. The weather might have been questionable, but the networking and sights certainly were memorable. In July, we were lucky enough to be one of the first organizations to hold an event at the new Comcast Technology Center. This event was attended by over 70 people who were treated to a behind-the-scenes look at the spectacular facility ending with networking, cocktails and a delicious light food spread and appetizers all from the fabulous views from the 28th floor — complimentary to our fellow chapter members. We hope to host similar events targeted to our membership in the future. Our Young Leaders Committee held their first annual co-working crawl on July 18. The group visited Spaces at The Hale Building, Convene Cityview, and WeWork. We capped off the summer with our Annual Golf Outing at The Philadelphia Cricket Club. As always, this event was a huge success with over 40 foursomes, a golf clinic, and tennis tournament.

Looking ahead for the fall, we have another great line up of events. The education committee is putting the final touches on the Center City Walking Tour scheduled for September 17. In October, we will host a Workplace Safety/Security event and United by Blue Clean Up event. We will also hold our Fall End User Dinner. Look for details at our chapter [website](#) in the next few weeks... Finally, don't miss the CoreNet Global Summit, which will take place October 20-22 in Orange County, CA. The theme this year is "Experience Matters. It's Not Just Business. It's Personal."

Writing about these recent events has me thinking about our chapter's member participation. CoreNet Global has recently shared information with the chapter about our "engagement numbers." The Philly chapter compares very favorably to our peer group when comparing the percentage of our membership who participate in CoreNet activities. Almost 60% of our members have participated in at least one Chapter/Global or learning activity. This means we have a well-engaged membership who generally are taking advantage of the benefits of membership. A particular exciting engagement highlight for me is 72% of our Young Leader membership and 67% of our End User membership are actively engaged. Our membership involvement is strongly tied to participating in local events. To that end, the chapter will continue to build out our event calendar and provide relevant programming.

With my term as your president coming to an end this year, I want to take a minute to revisit one of my key goals for my 2-year tenure. I made it a priority to focus on increasing End User membership. I am pleased to report that End User membership stands at an all-time high of 36%. A big thank you to the membership committee for their continued efforts in helping us reach this goal and to our entire board for their tireless efforts in supporting the chapter.

Your Board of Directors will be meeting in October to plan our 2020 calendar of events.



We hope to bring our members another year of dynamic programming and special events. As always, I encourage you to make the most of your membership by getting involved and joining a committee. To learn more about our committees, please [click here](#). Thank you for your membership and engagement and I hope to see you at one of our fall events.

Sincerely,

Mark Golboro
Chapter President

Find Us on Social Media





Center City Walking Tour

September 17, 2019 3:00pm- 6:00pm

Meeting Spot: Two Liberty Place

Venues: Two Liberty Place and 2400 Market Street

The CoreNet Education and Young Leaders Committees invite you on a walking tour of spaces within two buildings along the West Market Street corridor. There will be two stops along the tour, starting at Two Liberty Place. We will tour the building's amenity floor as well as the recently completed office spaces for both CBRE and Savills. From there, the tour will wind its way to the Fittler Club at 2400 Market Street followed by drinks at a local watering hole. Most stops on the tour will provide an overview of the design/construction process, any notable achievements as well as their biggest challenges.

Fees: Member: \$40 • Non-Member: \$65 • Young Leader/Student: \$25

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By using this technique, a facilities manager may discover the root cause of a persistent equipment failure is not the quality of the equipment. But rather, it may be because site engineers lacked training on maintenance. And to further drill down, because the property manager didn't believe in training new engineers because they are "too busy."

A complex example of this problem analysis was the Navy's investigation of two fatal ship collisions in 2017 involving the USS Fitzgerald and the USS John S. McCain. The early questions involved probes around individuals on watch, the captains, the sea conditions, and malfunctioning equipment. At the end of the investigation, the root cause was determined to be that increased commitments around the globe and a historic low ship count caused a significant increase in underway and operational schedules for the fleet at the cost of maintenance and training periods. This resulted in undertrained personnel and malfunctioning equipment.

The 'What, Which, Why' technique is another tool that is useful when trying to prioritize objectives or when trying to understand issues. Utilizing this technique, a questioner could ask the head of a business unit, "What are important objectives

(or priorities and/or criteria)?" Following up to the response, the ensuing question asks, "Of those that you listed what is the most important?" And the final question would address, "Why did you choose that over all the others?" At this juncture, the unit head may go back to redefine priorities or change the prioritization as they give it more consideration. In every event, there will be much greater clarity on the issues surrounding the primary objective.

As an example, the operations team may provide a request for a new logistics facility with a number of seemingly conflicting criteria. By working through the 'What, Which, Why' framework of questioning, the CRE may be able to distill the list and focus on what really is important to operations. It will lead to better understanding and yield a much better start to the acquisition process. The prioritization can then be used further down the line as the team "scores" the potential locations.

As professionals, we need to provide solutions to the right problems and solve the real needs. Only by active listening and asking good questions will we be in a position to truly understand what problems we are solving.

Volunteer Spotlight *continued from page 1*

If I had to take a tourist to one Philly area destination, it would be... The Liberty Bell.

Growing up, I wanted to be... The coach of the Buffalo Bills.

My favorite vacation destination is... Hawaii.

The best book I've read is... Lenny Dykstra – Hard as Nails.

Young Leaders 'Crawl' Around the City

The CoreNet Philadelphia Young Leaders (YL) Committee was pleased to host a fun 'Co-Working Crawl' on Thursday, July 18th. This new event included a group of 15 young professionals, ranging in backgrounds from end users, brokers, architects and furniture vendors, who visited several co-working locations around the city. The group started the crawl at Spaces at The Hale Building. The 2nd stop was at Convene CityView at 30 South 17th Street and the final stop was at WeWork at 1900 Market Street. At each location attendees were given a tour, heard from the team members about the co-working space, and received a unique point of view in a rapidly expanding market, all while mingling and networking with one another. The YL Committee looks forward to providing this as an annual event to get a glimpse of the various co-working spaces around the city!



Chapter Receives Exclusive Comcast Technology Center Tour

The CoreNet Philadelphia Chapter was riding high after touring the exquisite Comcast Technology Center on July 10th. The skyscraper is the tallest structure in Philadelphia and the latest jewel in our dynamic cityscape.

The 60 floor building boasts the Four Seasons Hotel on the uppermost floors, the highest hotel in the country, and mixes the technology company's software and engineering talent, among television studios, retail and renowned culinary experiences at the corner of 18th and Arch.

The chapter was thrilled to have been joined by over 70 members and non-members alike for this rare and incredible glimpse into a revolutionary project for Philadelphia. For even the most seasoned of real estate experts and aficionados, there was something new, exciting and inspiring to see! From the herb garden walls in the café area, to the mosaic coffee table commissioned by Philly's beloved, Isaiah Zagar, beauty is abundant at every turn. Some of the more practical, but equally exhilarating features included clusters of chairs for breakaway calls and work that blocked sound around you for an enhanced workplace experience.

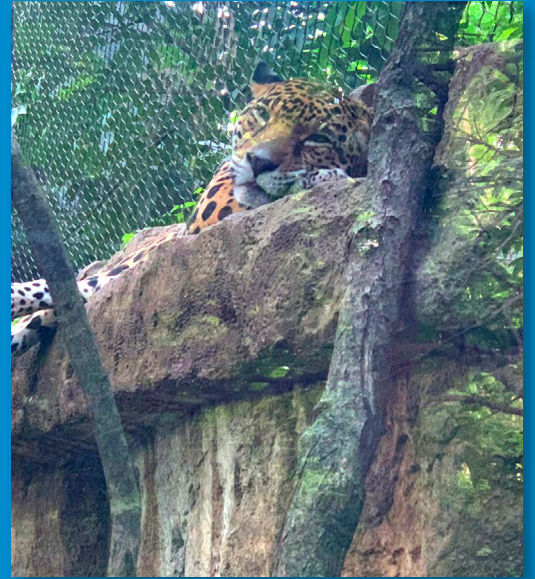
A perfect evening was capped off with the opportunity to meet someone new in the business over cocktails and hors d'oeuvres, and a view of William Penn.

A special thank you to our chapter [sponsors](#). Your generosity allows CoreNet to share these one of a kind education and networking opportunities with our regional real estate community.



Philadelphia Chapter Enjoys Ample Networking Opportunities This Summer...

On June 19th the chapter kicked off the summer with the Annual Summer Social, this year taking place at the Philadelphia Zoo among the Big Cats!



And on July 29th the chapter joined forces once again with NAIOP Philadelphia for the Annual Golf Outing at the Philadelphia Cricket Club. The event included golf, tennis, and a post-event reception.



Call for Volunteers!

CoreNet Philadelphia is looking for eager volunteers! There are many ways to get involved such as helping a committee, hosting an event at your facility, speaking at an event, writing an article for the newsletter, and more. Please [let us know](#) if you are interested!

NOTE: You must be a CoreNet member to volunteer for a committee.



Don't Miss These Events!

Sept. 17: **Center City Walking Tour**
Two Liberty Place, Philadelphia, PA

Oct. 20-22: **CoreNet Global Summit**
Orange County, CA

Visit the [events section](#) of the chapter website for more information and to register.

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