



A CHANGING WORKFORCE

50% of the US workforce is predicted to be independent contractors by 2020.

U.S. Bureau of Labor Statistics

40% of knowledge workers will have abandoned or removed their desk phone by the end of 2013.

Gartner Research



A WAR FOR TALENT

CEOs have a new strategy in the unending war for talent. They are creating more open and collaborative cultures – encouraging employees to connect, learn from each other and thrive in a world of rapid change.

IBM Global CEO Insights Report 2012

TRENDS



UNDERUTILIZATION OF SPACE

Traditional office space has a utilization rate of

50%.

Various Industry Studies



Real estate currently represents one of the **largest costs** of doing business, second only to labor.

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BUSINESS DRIVERS

MOST IMPORTANT ←



2009



2011



2013



YOU



Workplace Strategy is now, well...strategic.



Who runs the AW Program?

	2009	2013
CRE	56%	23%
Executive leadership	7%	20%
HR	17%	23%
Other	20%	34%



Zurich American, CRE and FM Futures Forum

Resistance to AWS is reducing.

% companies claiming reason for pushback

	2007	2009	2011	2013
Organizational culture	75%	74%	65%	50%
Manager concerns	81%	71%	59%	51%
Fear of change		63%	55%	49%
Lack of Executive buy-in		55%	46%	41%
Staff concerns over losing desk		42%	41%	31%
Staff concerns over loss of contact with manager/ others		36%	32%	29%
Lack of IT support	22%	25%	30%	31%
Funding	38%	26%	29%	14%
Security	41%	14%	22%	21%

The locations for work are changing.



Workplaces outside the traditional office has increased from 28% to 40% in the past two years

Teleworkers have increased from 9 to 14%.

Generational Demands

It is estimated Gen Y will comprise more than 40% of the U.S. workforce by 2020.

– U.S. Bureau of Labor Statistics

THE TRADITIONALIST, BOOMERS, X

Dedicated Space

Face to Face Interactions

Stationary Technology

Independence, Hard Work

Work is About Obligation and Challenges

Health and Retirement Benefits

Top Down or Consensus Driven Decision Making

THE NEW GENERATION (Y OR MILLENNIALS)

Choice in Where We Work

Face to Face + Collaboration and Media Tools

Mobile Technology

Collaboration, Team Work

Work is About Fulfillment

Work-Life Balance

Speedy Decision Making

The opportunity for DTLA.

- 1 OUR SPACE IS UNDERUTILIZED – 51% AVERAGE UTILIZATION
- 2 THERE IS NO ROOM FOR GROWTH
- 3 TECHNOLOGY IS NOT SUPPORTING US TO BE MOST EFFECTIVE
- 4 LESS THAN 20% OF THE SPACE IS SHARED COLLABORATION SPACE, BUT WE SPEND 1/3 OF OUR TIME COLLABORATING
- 5 WE ARE NOT PRACTICING WHAT WE PREACH

We toured the world.

OFFICES INCLUDED:

BLOOMBERG – NYC

BOFA – NYC

STEELCASE – GRAND RAPIDS, MI

HERMAN MILLER – GRAND RAPIDS, MI

AUTODESK – SF

SALESFORCE – SF

GOOGLE – SF

AT&T FOUNDRY – SF

RUSSELL INVESTMENTS – SEATTLE

MICROSOFT - SEATTLE

PWC – LOS ANGELES

HYUNDAI – ORANGE COUNTY

ORACLE – AMSTERDAM

MICROSOFT – AMSTERDAM



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It started in Amsterdam.



CBRE HEADQUARTERS
AMSTERDAM + ENECO

CBRE

Bloomberg



ENERGY & BUZZ

CBRE

Steelcase



MEDIAWALL

CBRE

Russell Investments



PAPERLESS

CBRE

Google



HEALTH

CBRE

Solving for Our Challenges

The DTLA Journey



Digitization



78% REDUCTION IN FILE DRAWERS

91% OF PAPER PURGED (PRE-SCANNING)

1,169 REDUCED FILE DRAWERS FOR NEW SPACE

34% REDUCTION IN PAPER ORDERED (AS OF 7/13)

\$2.1M STORAGE SAVINGS OVER 10YR LEASE TERM

**DIGITIZED TO REDUCE STORAGE &
IMPROVE OUR PERSONAL EFFICIENCY**

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Art and Recognition



- LOCAL STREET ART
- MEDIA WALLS
- RISE EMPLOYEE RECOGNITION
- NEW AWARD STRUCTURES
(CUFFLINKS INSTEAD OF PLAQUES)

EXPLORED WAYS TO INFUSE
LOCAL AND CBRE CULTURE

Health

COMFORT

Acoustic Damping Walls (*throughout*)
Ergonomic Workstations (*throughout*)
Antimicrobial Surfacing
EMF Shielding

WATER

Filtered Water Hydration Stations

NOURISHMENT

Nutrition Tips
Nutritional Snacks

MIND

Window Planters
Aromatherapy

AIR

Enhanced Air Filtration

LIGHT

Circadian Lighting System™

FITNESS

Inviting Stairs
Lumbar Supporting Floor Core
Treadmill Desks
Stretch Area
Kybun standing pad



The New Workplace

The DTLA Journey



The Design Results



SUCCULENTS AND LIGHT

The Design



THE HEART,
ATRIUM VIEWS

The Design



THE HEART,
ATRIUM VIEWS

The Design



DESK-BASED WORK,
VIEWS & LIGHT

The Design



OFFICE LANDSCAPE,
ENERGY AND INTERACTION

CBRE

The Design



NEIGHBORHOODS,
A NEW LOGIC FOR ADJACENCY

The Design



COLLABORATE ANYWHERE,
OPEN OR CLOSED

CBRE

Workplace360 Metrics

Workplace360 Metrics

OPTIMIZE OUR ASSETS

\$ CapEx Savings
Term
(per HC, per sq ft)

\$ OpEx Avoidance
Term
(per HC, per sq ft)

\$ Rent Savings
Term (per HC, per sq ft)

\$ Rent Avoidance
Term (per HC, per sq ft)

\$ OpEx Savings
Term
(per HC, per sq ft)

\$ OpEx Avoidance
Term
(per HC, per sq ft)

SF Reduction
(per HC, per sq ft)

SF Avoidance
(per HC, per sq ft)

Workplace360 Metrics

IMPROVE THE WAY WE WORK

	Today	At Move-In	30-Days	60-Days	Portfolio
% Employees Free Address		✓			

Workplace360 Metrics

GENERATING BUSINESS

	Today	At Move-In	30-Days	60-Days	Portfolio
% Increase in Satisfaction					
% Increase in with Clients, Offices					
% Increase in Criteria					
% Increase in with Ability to Outside Office					
% Employees Not Go Back to Environment					
% Employees Productive					

%/ Increase in Cross-Selling Transactions

News Articles

Twitter Mentions

Tours

Client Meetings Hosted

Client Events Hosted

Decrease in Employees Citing WP as Issue at Exit Interview

Employees Citing WP as Attractor Upon Hiring

Workplace360 Metrics

SUSTAINABILITY / HEALTH & WELLNESS

	Today	At Move-In	30-Days	60-Days	Portfolio
\$ OpEx Savings – Paper				✓	✓
\$ OpEx Savings – Off-site Storage				✓	✓
\$ Savings – Electricity (or Reduced KW/H)				✓	✓
# LEED Certified Locations		✓			✓
% Employees Feel New Location Has Pos. Impact on H&WB				✓	✓
DEIGS Certifications & Measures (to be Defined)				✓+	
% Seats, Workstations Ergonomic	✓				

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