



The Power of Place

OPTIMIZING THE **WORKPLACE** TO
MAXIMIZE HUMAN **POTENTIAL**

 **DIVCOWEST**

We have an opportunity.

AN OPPORTUNITY TO CREATE PLACES AND SPACES THAT BRING OUT THE BEST IN PEOPLE, INFUSE **CONNECTEDNESS**, AND DRIVE **INNOVATION**.

AN OPPORTUNITY TO **REIMAGINE** THE MODERN WORKPLACE AND DESIGN **ENVIRONMENTS** WHERE PERFORMANCE FLOURISHES AND WORK AND LIFE BECOME MUTUALLY **FULFILLING**.

Why now

—
3 in 4

workers want to **return to the office** post-covid.¹

50%

of employees said their top priority in coming to the office is **socialization, collaboration, and networking**.¹

21%

increase in productivity, passion, engagement and profitability realized by companies that create opportunities for collaboration.²

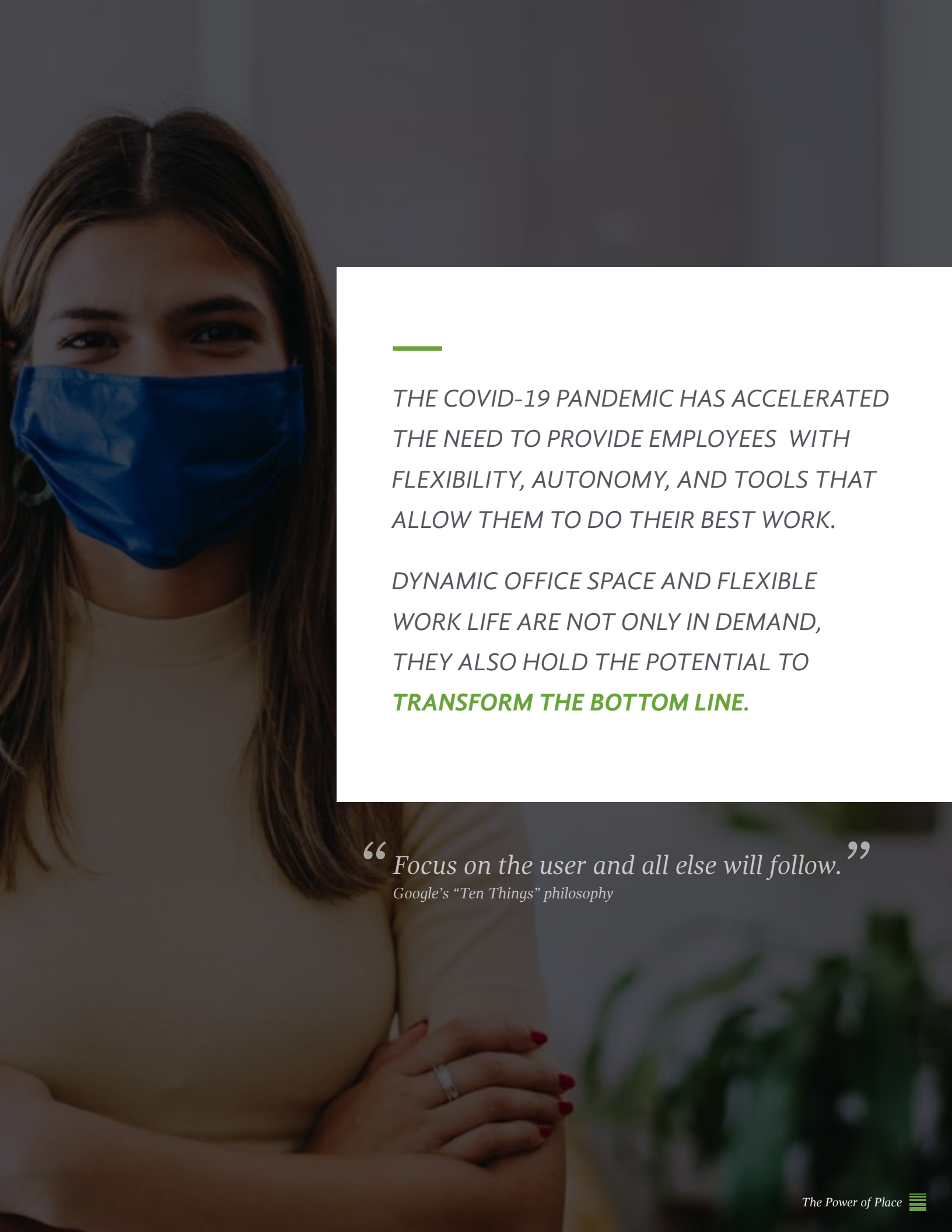
75%

of executives identify **in-person collaboration as critical** to effective innovation, communication and **business success**.³

¹ JLL, "Human Experience Report"

² Forbes, "10 Timely Statistics"

³ Cisco, "Power of In-Person"



THE COVID-19 PANDEMIC HAS ACCELERATED THE NEED TO PROVIDE EMPLOYEES WITH FLEXIBILITY, AUTONOMY, AND TOOLS THAT ALLOW THEM TO DO THEIR BEST WORK.

DYNAMIC OFFICE SPACE AND FLEXIBLE WORK LIFE ARE NOT ONLY IN DEMAND, THEY ALSO HOLD THE POTENTIAL TO **TRANSFORM THE BOTTOM LINE.**

“Focus on the user and all else will follow.”
Google’s “Ten Things” philosophy

The numbers tell the story

10M

working days are lost every year due to stress and an estimated \$227 billion is lost each year to employee absenteeism or “presenteeism”.⁴

2.5

days of remote work per week provide workers with greater autonomy and lower work-life conflict; beyond 2.5 days per week, researchers found there were greater harms to relationships with coworkers.⁵

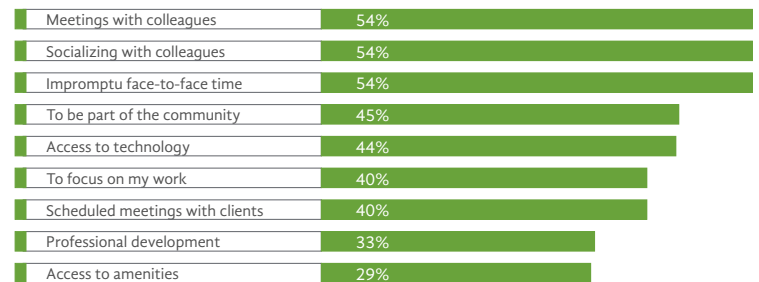
70%

of employees consider the office as the best place for team building and connecting with management.⁶

88%

want the office to be part of their weekly work experience whereas only 12% want to work from home 100% of the time.⁷

WHY THE WORKPLACE



Source: Gensler Annual Report

WE BELIEVE THE WORKPLACE REMAINS CRITICAL TO DRIVING EMPLOYEE WELL-BEING, PERFORMANCE, AND ULTIMATE BUSINESS SUCCESS.

COMPANIES WHO CONSCIOUSLY RETHINK THEIR WORKPLACE STRATEGY WILL ENJOY INCREASED PRODUCTIVITY, INNOVATION, AND RETENTION.

FROM HERE ...

THE **POSSIBILITIES** OF HUMAN AND COMPANY SUCCESS ARE **LIMITLESS**.

⁴ CBRE, “Healthier Office, Happier Workforce’, Greater Productivity”

⁵ Cushman & Wakefield, “Purpose of Place:Report”

⁶ JLL, “How 2020 changed real estate (and how it didn’t)”

⁷ Gensler, “Real Estate Must Offer Human Experiences”



THE WORK FROM ANYWHERE MINDSET INDUCED BY COVID-19 HAS ACCELERATED NEW TRENDS NOW **CRITICAL TO THE WORKPLACE.**

1/ *Employers are realizing the impact of the loss of collaboration and connectivity.*

Takeaway: We believe the physical office remains critical to business and team success.

2/ *Employees are inspired by the combination of flexibility and stability and are adjusting to a new normal that is beneficial to both work-life and personal-life.*

Takeaway: We believe long-term employees will demand the optionality of their workplace and providing the flexibility of where and how employees work will increase employee retention and satisfaction.

3/ *Health and wellness for all people is top of mind and critical to performance in and out of the workplace.*

Takeaway: We believe the design of the workplace and amenities within must be reimagined to significantly increase employee satisfaction, focus, productivity, health, and wellness.

4/ *The physical office and the alternate workplace will serve different experiences, functions and purposes.*

Takeaway: We believe the workplace experience coupled with an inspiring workplace environment will be critical in attracting and retaining top talent and driving performance. Companies will look to invest in the creation of corporate culture through human interaction and the overall experience offered at the workplace.

What's next for the future of work

THE NEXT GEN WORKPLACE IS EXPECTED TO BE DRIVEN BY NEW CRITERIA, PURPOSE, AND INTENTIONALITY FOCUSED ON MAXIMIZING HUMAN PERFORMANCE.

Below are key elements of this future-forward workplace we believe will drive business success:

- 1/ Variety. The spice of life.*
- 2/ Inside out & outside in.*
- 3/ Workspace designed for optimal 'flow'.*
- 4/ Integrated innovation.*
- 5/ A connected culture.*

The Next Gen workplace

1

2

INSIDE OUT & OUTSIDE IN.

BRING NATURE INTO THE WORKPLACE IN ORDER TO INCREASE EMPLOYEE HAPPINESS AND HEALTH, REDUCE STRESS, AND BOOST CREATIVITY AND FOCUS.

Workplace Considerations

- > Indoor trees and planters
- > Naturally lit workspaces
- > Views of nature in art or on digital displays
- > Immediate access to outdoor space
- > Hold outdoor meetings and walk and talks

VARIETY. THE SPICE OF LIFE.

INVENT A WORKPLACE THAT PROVIDES A SPECTRUM OF EXPERIENCES THAT SUPPORT CONNECTIVITY, COLLABORATION, FOCUS, AND WELLNESS.

Workplace Considerations

- > Provide ample private spaces to get away and focus
- > Provide open, flexible activity-based spaces for collaboration
 - > Provide hospitality-inspired spaces for rejuvenation such as living and lounge space, cafes with smoothie and coffee bars, conversation corners, outdoor patios with soft seating and fire pits, outdoor lawn games, and walk and talk routes



3

WORKSPACE DESIGNED FOR 'OPTIMAL FLOW'

CREATE SPACES FOR A HYPER-FOCUSED STATE - ALSO KNOWN AS 'FLOW STATE' - TO IMPROVE PERFORMANCE, COGNITION, ABSORPTION AND HAPPINESS.

Workplace Considerations

- > Private, focus spaces
- > Settings to do the deep work that helps people get into flow state
- > De-clutter and remove distractions



4

INTEGRATED INNOVATION

INTEGRATE PROGRESSIVE TOOLS AND TECHNOLOGIES THAT ALLOW EMPLOYEES TO SEAMLESSLY CONNECT AND PERFORM, AND TOUCHLESS INTERFACES TO PROVIDE A HEALTHY AND SAFE WORK ENVIRONMENT.

Workplace Considerations

- > Touchless environment applications
- > Smart-sensor based systems
- > Digital communication applications
- > Workplace productivity applications
- > Cloud-computing



5

A CONNECTED CULTURE.

DESIGN OFFICES THAT PROVIDE VISIBILITY NOT ONLY TO LEADERSHIP BUT ALSO TO COMPANY VALUES AND ACCOMPLISHMENTS.

Workplace Considerations

- > *Glass walls to feel connected to leadership and extended teams*
- > *Environmental design focused on team accomplishments and impact of employee contributions*
- > *Core values openly displayed communicating collective goals*
- > *Artwork or installations that showcase the big picture of the work employees are doing and the impact they are having*



*embrace
the power
of place*

AS AN EXPERIENCED AND TRUSTED REAL ESTATE OPERATING PARTNER, WE BELIEVE IN CREATING CUTTING-EDGE ENVIRONMENTS THAT DRIVE HUMAN POTENTIAL AND CREATE VALUE.

A PLACE CAN BE A POWERFUL THING. UNDERSTANDING WHAT INSPIRES PEOPLE WITHIN, WHAT DRIVES PERFORMANCE, AND HOW TO OPTIMIZE WORKPLACES TO SIGNIFICANTLY DRIVE BUSINESS SUCCESS IS CRITICAL FOR THE FUTURE OF WORK. POST-PANDEMIC, WE BELIEVE WORK WILL BE DIFFERENT. WE BELIEVE THE PHYSICAL WORKPLACE WILL BE A VIBRANT SPACE DESIGNED WITH A PEOPLE FIRST APPROACH. MOST IMPORTANTLY, WE BELIEVE WE HAVE THE OPPORTUNITY TO PROVIDE **THE MOST ENGAGING AND MOTIVATING ENVIRONMENTS WE HAVE YET TO EXPERIENCE.**

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Information contained herein is based on current expectations, projections, opinions and beliefs of DivcoWest, as well as information prepared by the below sources.

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*Invested in the power of place.
Inspired by the energy of people.*

 **DIVCOWEST**

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