



A COVID-19 Virtual Ideation Experience

## Problem Statement

With government-issued orders to shelter in place across the globe – and corporations shutting offices – employees have been sent home.

We are now conducting a worldwide experiment in remote working.

## The Team



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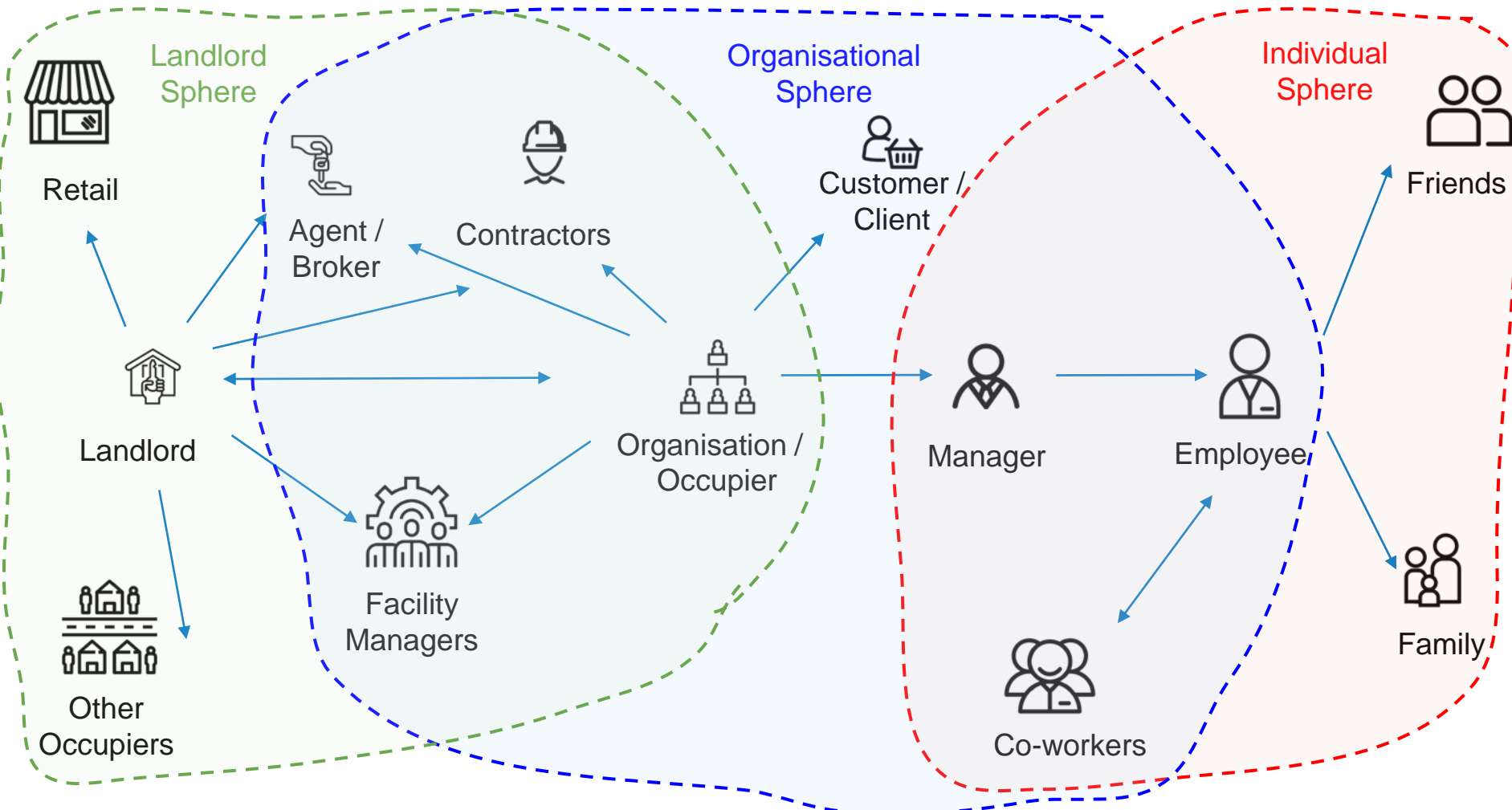


**Helen Baker**  
Allianz Insurance

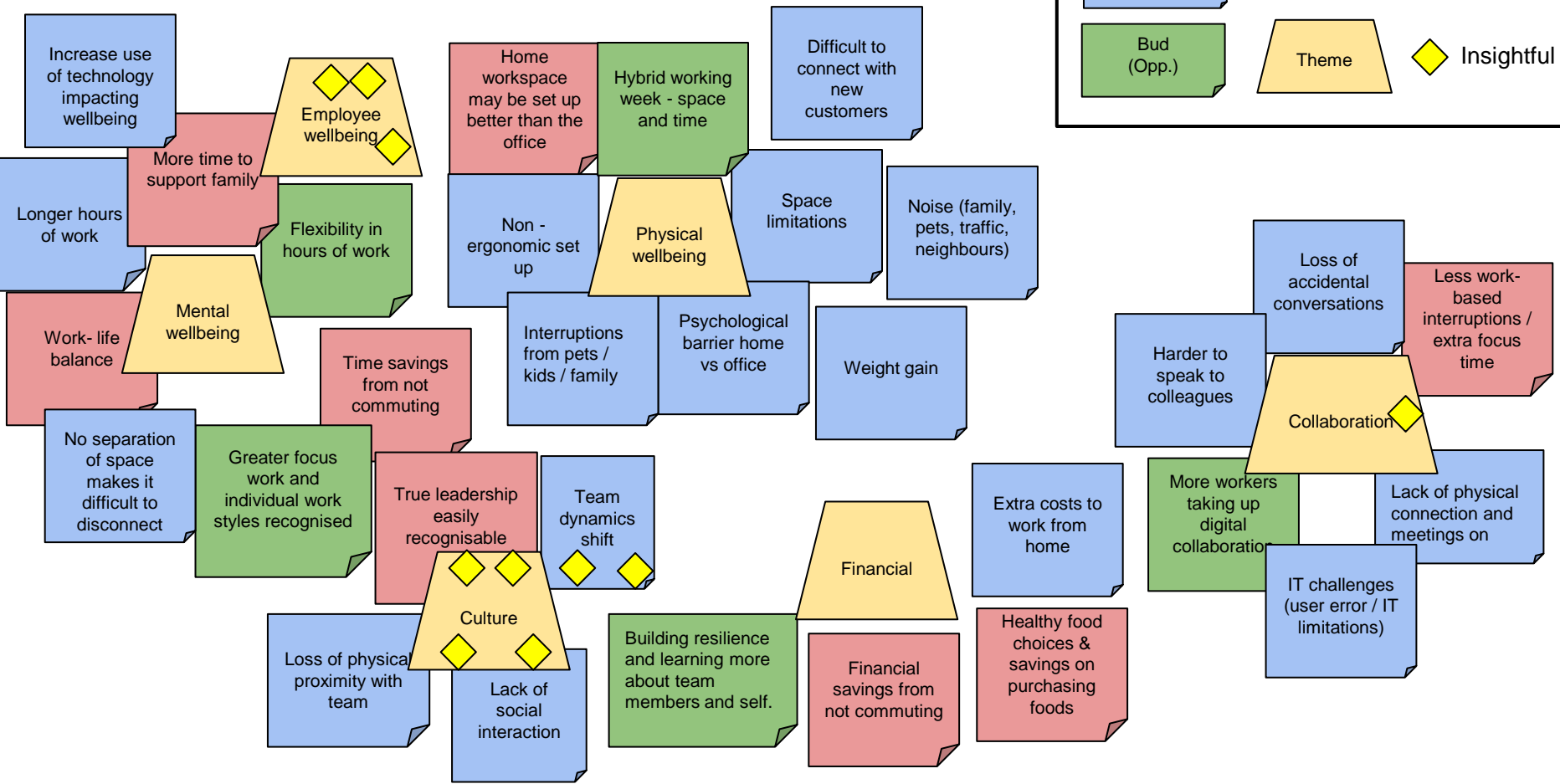
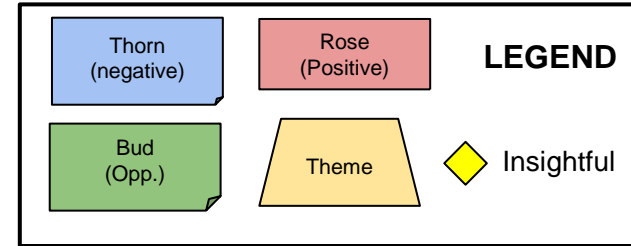


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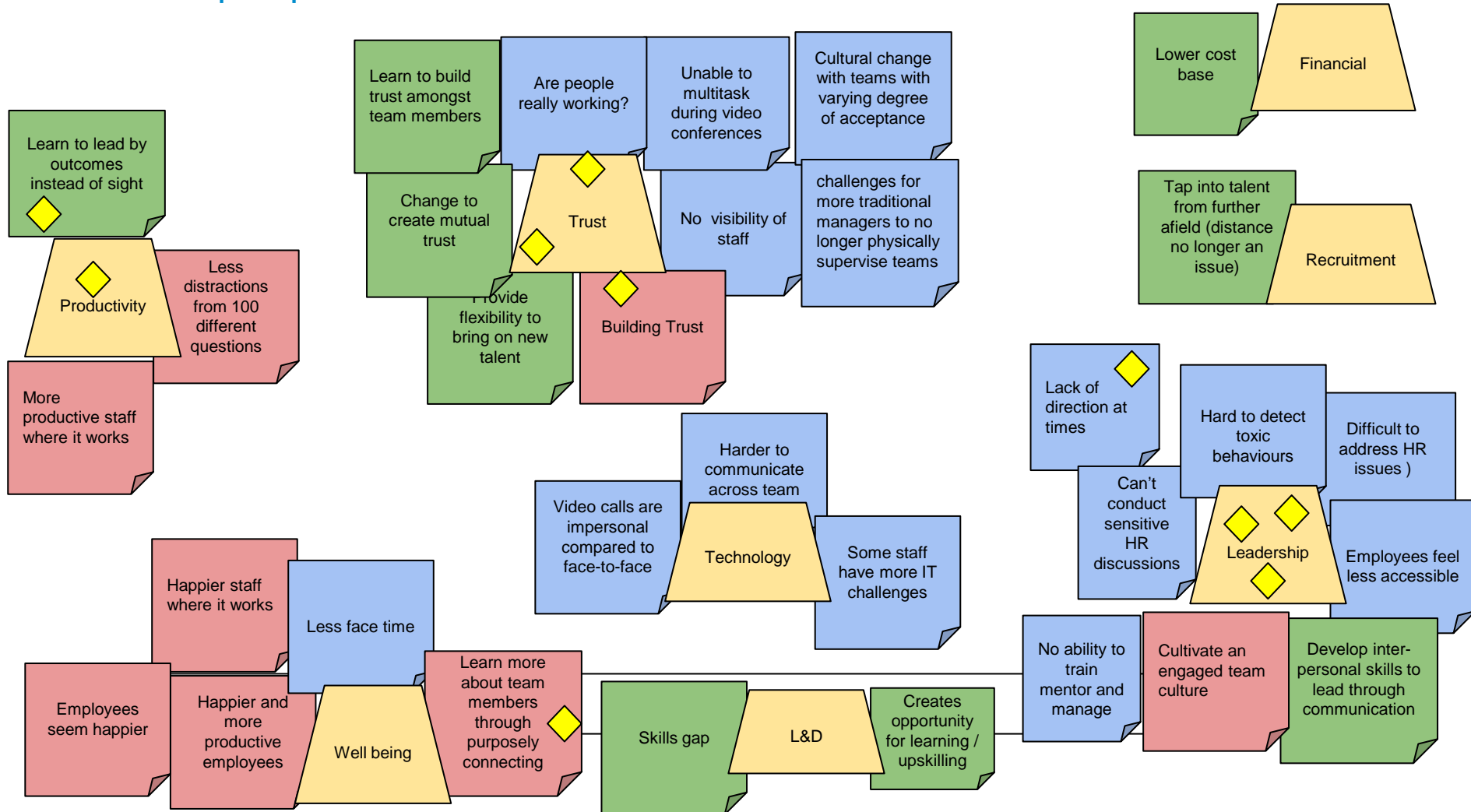
## Who is impacted?



## What are the positives, negatives and opportunities in Remote Working from an **EMPLOYEE** perspective?

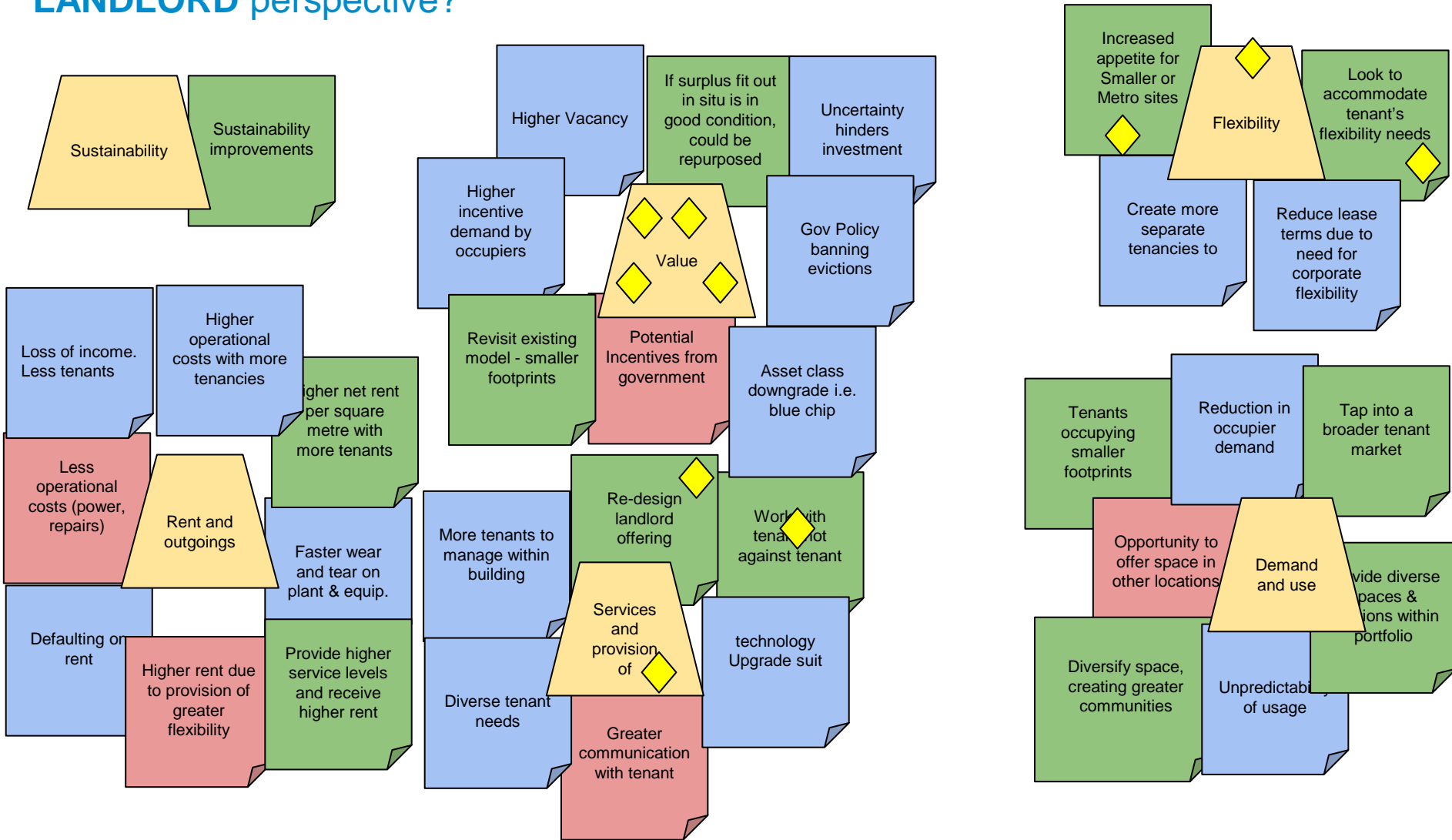


## What are the positives, negatives and opportunities in Remote Working from an **MANAGER** perspective?





What are the positives, negatives and opportunities in Remote Working from an **LANDLORD** perspective?







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# Reframing the problem

## How might we?

- Create a stronger culture for distributed working for the individual than in the office?
- Make leaders more effective and trustworthy than ever before?
- Create a stronger organisational culture, with imbedded flexibility?
- Create better offerings so that landlords can exceed tenant expectations?



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# *The Distributed Service Provider*

## Goals

A once in a generation opportunity to redesign the landlord offering to build resilient organisations/tenants?

## Pain Points

Current sentiment is that landlords often work against a tenant, not with them. The take of distributed working due to COVID-19 will likely see reduced tenant demand, but many still committed to leases.

## Benefits

Benefits the tenant and is a point of different. Unlike co-working where there are community managers at each site, this would be a single touch point to the entire organisation and funnel further demand to the landlord / service provider.

## The Problem

HMW Create better landlord offerings so tenants have a stronger culture, with imbedded flexibility?

## The Idea

The Distributed Service Provider. Service providers and landlords have representatives allocated to an occupier or organisation to facilitate distributed working across CBD, remote and home offices (hub and spoke). An additional value add would be having a landlord offering for on-site technology drop in desks where frustrated occupiers could take their faulty tech.

## The Solution

As more employees and organisations familiarise themselves with remote working, it's likely they will need less space better greater flexibility. Landlords could use vacant space across their portfolio as drop in offices to reduce employees commutes. Buildings would have superb tech (high bandwidth, zero drop-outs) and minimal distractions to act as a point of difference between working from home.

A landlord or service provider representative would work directly with the tenants to facilitate access.





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## Future Office 4.0

### Goals

Due to distributed work, many will continue to work from home. The office needs to have a point of difference.

### Pain Points

Whilst people can socialise and collaborate online, many feel it's just not the same. Working from home is also impacting employees mental and physical well being.

### Benefits

The workplace transforms to a destination that becomes more than just a place to work. It can be a place to feel good, socialise and collaborate.

### The Problem

How might we create a stronger culture for distributed working with imbedded flexibility and wellbeing?

### The Idea

As employees return - and in some cases not return - to the office due to distributed working, the workplace needs to transform as a place for wellbeing, socialising and collaboration – Future Office 4.0.

Offering a immersive wellbeing experience that employees cannot get from remote working. It gives the workplace a greater purpose, as more organisations and employees find the work can be done remotely - but what happens to the culture?

### The Solution

Landlords and service providers appoint a community manager focused on the building and adjacent portfolio assets. These individuals create curated experiences and integrate wellness programs tailored to the individuals that can connect organisations with the skills to collaborate efficiently and effectively.



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## Flexi-rent

### Goals

To achieve greater lease structure flexibility for tenants to adjust to changing requirements

### Pain Points

Leases are so inflexible by nature so they are unable to meet the ever changing space requirements of the lessee

### Benefits

Greater tenant satisfaction which equates to longer term stickiness which provides lessors with greater long term value

### The Problem

How might we create better offerings so that landlords can exceed tenant expectations?

### The Idea

Tenants are unable to create a flexible workplace environment because of inflexible one sided leases. This leads to sour tenant/landlord relationships, unwanted space, no extra space, and disgruntled long term 'stuck-ness' in buildings that are not meeting requirements.

Employ higher level asset managers who are paid by the tenants. Flexirent - different rent for different types of lease terms and spaces.

### The Solution

Different lease terms and spaces have different rents. Graded from high rent for high density and high flexibility space to lower rent for lower flexibility and lower grade space be it density or fit out complexity.

Variance to be with in a reasonable range - say 5-7% cap and collar around a "standard" building rent