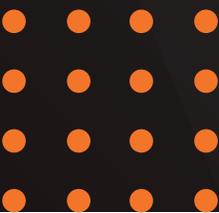

“thank you... love you”

A reminder for office owners and operators of the gift of being hospitable

I hear “hospitality” thrown around frequently right now as office practitioners contemplate the future of work environments, but somehow it feels a little forced, broad and undefined. This month I was reminded of the gift of being “hospitable”, and the reality that quality face-to-face human interactions remain the rarest and most valued resource: essential for long-term individual, collective and corporate health.





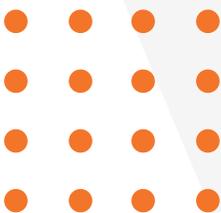
My wife had the difficult task in this COVID world of getting her grandmother to a hospital to have an unavoidable surgery. Dementia has robbed this once feisty and independent lady of much of her mind and 2020 further robbed her family of valuable in-person time with her. Outside of the overdue hugs that taking her to the hospital offered, the process and trip to the hospital was one of dread and fear.

When my wife got home in the evening after a long, but thankfully successful day, **I was surprised to see her otherwise smiling and happy.** What I learned was that each healthcare worker they



encountered at the hospital went so far out of their way to show care, empathy, and sincerity that it changed everything. At one point, a nurse looked my wife in the eye, and said, “I will treat your grandmother like I would mine.”

Now the hospital had the latest technology, and the team was excellent at their primary jobs which certainly contributed to this best possible outcome, but it was the power of that, combined with human interaction and connection, that changed everything... they were hospitable... the heroes we are all so grateful for. As her grandmother slowly woke up from surgery, even in her fragile mental state, she recognized this and quietly smiled and told each person that came in the room, with increasingly rare clarity, **“thank you... love you.”**



As I thought more about this, I was reminded that this is where office needs to go quickly. Yes, we will need to improve operations of office assets through technology, flexible options and safe environments. But if the goal is to have companies of all sizes return to and leave dedicated work environments with some regularity once again and be smiling and saying some version of, “thank you... love you” on the way out, then operators (and owners) of office assets will have to simultaneously tap into this notion of being hospitable and ensure that their own teams are built from top to bottom appropriately to accomplish this essential mission.



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