
Why Do We Still Love Concerts?

I never tire of the atmosphere of anticipation right before a musician steps on a stage to perform at a concert - only to be topped by the moment right after the first note is played and a packed venue launches into frenzied excitement. For many, the live music format continues to be a source of great experiences and memories. Owing to technology, incredible advancements have been made in our ability to listen to this same music from anywhere. At this point, truthfully, the studio-grade sound quality in cars, earbuds, and homes is as good, if not better, than anything at the concert. The music industry continues to morph and evolve but that personalized in-person format remains the highest form to enjoy it likely attributable to the experience of community at any music gathering. Office can benefit from taking some cues from what concerts continue to show us about how to engage humans and tap into their appetite for connection and interaction.

From Impersonal to Authentic: Over time, I've learned that I really enjoy and crave seeing a song come to life in person. The artist may have an inside nugget or adlib in a way that you cannot mimic without being there, and I find it brings the music to life in a new way the next time I hear it in the car. It's more efficient and cheaper to just download a song, but the bulk of the true value I assign to what music means to me has come through listening to it live (Weezer in Montreal, Semisonic in NYC, Casting Crowns in The Woodlands, For King and Country in Houston, Dave Matthews well... several places). Office, we all know at this point that work can get done in a variety of



environments, perhaps most efficiently sitting in our pajamas at home. However, if the right work environments can be imagined and curated, it will become the accelerant that propels work to come to life for employees and employers in ways otherwise impossible.



Encore: Over time we learn about hidden secrets in life, and one of those is when we discover that the last song at a concert is never the last song. If you and your new best concert friends can plead loud and desperately enough, your favorite band will eventually make their way back to the stage and play a bonus song or two. I have never heard anyone (well except maybe a parent chaperone) complain about having to stay a little longer. If anything, that extended moment only adds to the quality of the experience. I can almost hear the collective chuckle knowing where this part of the analogy is going. No, this isn't about staying at the office extra and cheering for it. To me this is about leveraging Office in such a way that we can transition from less "can I leave yet?" to "today was great – we got so much accomplished. You're going to be here tomorrow, right?"



Embracing all consumption trends: Somehow with all the improvements and cost efficiencies in how we consume music by ourselves away from live venues, the value and resulting prices of seeing music performed live have only increased. Without question, venues and shows have had to evolve and progress significantly to stay relevant but artists continue to find new and creative ways to leverage these unique personalized moments to build their brand and fan loyalty. Office has to figure out new ways to also demonstrate its place in company value chains. Current owners, I find, just want one more, one-time cost item with splash appeal with an exit in mind – a pickleball court being the latest I heard suggested. Future owners will need to be surgical in their quest to augment and support WFH, employee retention, and drive revenue-generating offerings.



I recently rewatched a clip of a youthful looking Steve Jobs responding to a prickly, stump-the-chump technical question from the crowd during a Q&A about Apple at a potentially uncertain point in their history. Steve's calculated and thoughtful answer included the idea that everything had to begin with customer experience and then build technology around that, as opposed to building technology and hoping it would sell to a customer. He concedes that in that process there will be technological trip-ups, but with customer experience as the guiding light, their ability to create products that dazzle consumers would carry the day. And I can think of few products like Apple or Tesla that consistently nail that customer experience. For Office to be spoken of in the same enduring tones as we discuss concerts, we will need that next level operating platform to drive asset cash flow and unlock ultimate value by effectively leveraging a focused and energized team to deploy the thoughtful integration of Property Management, PropTech, Flex and purposeful, revenue generating amenities.



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