
High Definition Office

Those of us old enough to remember can certainly appreciate a story I read about someone watching a big championship

game as a child in '60's through a grainy, often hard to even see, television picture. Since they didn't know any better, they were ecstatic just to witness something on their tv at all. However, one day along came antenna's (and eventually high definition) and with it a clear picture. From that point forward, that grainy picture was no longer ok... something much better had been revealed. So how do we quit talking about HD Office and finally take the tough but necessary first big steps that finally and significantly push this stubborn industry in that direction?

Stay focused on improving the picture: Not only did early TV's not give us a very clear picture, but they were housed in huge, bulky boxes. If all we had done was constantly repaint and redecorate that box without any attention to the quality of the picture, we really would not have improved in any meaningful way the utility and primary purpose of that TV. However, as the technology advancements have come along that offered tremendous viewing improvements, so also did incredible changes to the aesthetics (can a flatscreen get any flatter?). Office, we must stay focused on the utility of assets to companies going forward and build from there. Aesthetics should flow from that because things like pickleball courts are just new colors on an old tired box.





Opportunities Costs Too High To Mess Up: I toured an asset within the last couple of weeks that had a significant project underway. It represents the ultimate “paint the tv box” project and I really struggled to think of anything value adding. However, there is a much bigger problem revealed here. This project was three years in the making, consumed millions of dollars, and all other ideas during that time that might have more significant value were not only tabled but had no chance of happening. These kind of projects set owners and assets back 5-7 years. The Covid world has distracted us, but what also struck me as I saw this, was that ideas and thoughts we had pre-pandemic aren’t just still relevant – they’re actually more critical.



Workng - The Sherpa Geek Squad: This is a terrible mix of analogies, but more than ever with the complexity involved in transitioning to this HD Office world, owners need the right team to help both avoid wasted efforts and help think through and execute the essential ones. I always say, if I’m paying to get to the top of Mt. Everest (or at a minimum, not die trying), the one place I don’t want to save a buck is on my Sherpa. There are many other factors that go into that climb, but in that guide, I want total alignment because I can’t afford a misstep. And we need that HD Office picture to start coming in clear here soon. Owners need a group that aren’t just selling that big piece of furniture we called a tv (think 5 year lease for 5k SF), but you need a team on the ground that is effectively communicating a more profound viewing experience... Office we must build that team out.



I still smile when I think of the ten-year-old version of myself diligently getting up on Saturday morning and carefully adjusting the foil on “rabbit ears” on our tv to get a watchable picture for the 2 cartoons I could watch. While we might all wish in some ways we could go back to that world on the tv, when it comes to Office, getting to High Definition cannot come fast enough (just ask occupiers... the group that pays all of our bills). We’re in a moment of a fogginess, making purse string holders reluctant to step forward. However, I remain hopeful because we all know that all it will take is one view of HD Office and all the goodness it can and should bring: improved retention, real and sustained revenue streams, a seamless customer experience, and ultimately, value creation.



Sincerely,
Mike Fransen
Founder / CEO, Workng

