
Buying the Pit Boss doesn't make me the Pit Master.

Thanks to favorable results while grilling for the first time in a long time while on vacation, I returned home thinking it was

time to finally invest in a home, outside grill. I went safe – spent enough that it should work for my limited skills and our family's modest appetite for all things grilled. But what I have rediscovered is that to do this at least halfway right, I will need to study up on different meats and vegetables along with appropriate marinates, techniques, prep time. I have the grill now, but for all the good information available, simply buying this grill, aptly named "Pit Boss", is only the first baby step in any ambitions I might have of actually being good at grilling and layering its deliciousness into our existing meal line up. Similarly, there is and will increasingly be great and compelling data on hybrid working, backed up with a pretty, decent line up of available flex approaches to choose from. Those who study and apply what they learn about work and flex are going to likely love what they find, while those who simply grab things off the shelf because their neighbor has it and never "grill" anything on it, will be equally disappointed.

Lesson #1 - Know thyself: While I live in BBQ country and will indulge in my share of brisket, ribs, and pulled pork, on the home front, we just needed something that will do chicken, burgers and dogs reasonably well. But it was important that we matched the right grill to us and our objectives. I needed to make sure I had space to put it, the right size, right fuel, etc. I don't want this one for 1 season – I'm planning on this one being with us at least 5 years. Not all markets are created equal and neither are assets, but chances are regardless, as an owner/operator, you need a new strategy that



includes flex among other things to be relevant and successful over the coming 5-10 years. Get conviction around that idea and then get to work putting together a plan that maps to that.



Lesson #2 – Steaks are High (pun intended): Grilling represents a nice little fun thing to start doing again in a summer filled with scorching heat. However, when it comes to studying the future of work and rethinking the strategic management and value creation in office assets, this is a must have and the potential array of outcomes is for real. As we have contemplated over the last year in these white papers, in this moment even choosing to do nothing is still choosing something. As an owner or operator, you owe it to yourself to attack this head on before drawing any hasty conclusions on where work is headed.



Lesson #3 - We know enough: It is amazing and simultaneously overwhelming how much information is out there on grills. I read up on fuel types and temperature ranges and price ranges and reviews. There wasn't a grill out there that I couldn't find an issue with if I looked long enough. The real risk turned out to be, not picking the wrong grill, which is of course possible, but rather somehow not getting a grill at all. And that to me is where many find themselves on where to move next on flex, proptech, amenities, etc. But we know more than enough to start to feel confident in stepping forward into this new world. Frankly we need to – we should know why and how but we at least know enough.



I recently drove through our neighborhood and saw it – I have seen it before but with my newfound investment, it was more apparent. It was that grill in front of a neighbor’s driveway a little early on trash day. It was dirty, tired looking and old, but somehow looked barely used, with a piece of paper taped to it that said “free.” I doubled down right then in my mind – I won’t let that happen to me (this time). There will be many over the next 10 years who may dabble in adopting new features of the future of work into their assets, but only those that go all-in will enjoy the benefits of both returns and risk reduction.



Sincerely,
Mike Fransen
Founder / CEO, Workng

