
Performance driven by one-of-a-kind Linkage

Rich Roll and his podcast once again has unearthed a couple of absolute beasts in Norwegian athletes Gustaf Iden and

Kristian Blummenfelt – actually kind of makes it seem like my Scandinavian and Swedish DNA got shortchanged on some sort of key athletic performance gene. They have been hitting some previously unheard of times in their triathlon endeavors. Rich unpacks the unique, special, but replicable data driven training they go through. I was excited and challenged by the parallel opportunity that lies within the Office world if we can get our arms around the equivalent of what Gustaf and Kristian discovered in the elite athlete world. Did data driven technology exist? For sure. Did athletes with atypical God-given mental and physical capacity exist? No doubt. However, what becomes apparent in this discussion is that there is a once in a generation opportunity and progression in this moment that elevates an entire sport going forward... wow, sounds like something I dream about for Office.

Rare Marriage: Gustaf and Kristian are both training partners and competitors against each other tied together by coach and bit mad scientist Olav Aleksander Bu. In the early days, these two athletes were part of a large group of other gifted athletes who aspired to reach similar record-setting levels. However, virtually none of them possessed the rare combination of tangibles and intangibles (physical and mental) needed to fully deploy Olav's training. Gustaf and Kristian, unique and gifted athletes who could have easily followed traditional and historically successful training programs, risked their careers to follow the lead of this new way of training. One of the insights that really jumps out as a key to their success is the nature of their communication with Olaf -



it took time and trust to develop but is now mutually respectful, fluid and dynamic. Office, I see the data driven potential and I inherently know there are operational “athletes” out there willing to embrace and incorporate the value of this data – but to date I don’t believe we have seen the marriage of the right combo willing to bet on each other in order to reach new Office performance metrics.



From Survival to Exceling: Historically the famed Kona Ironman was won by the athlete who merely survived this trifecta of independently grueling events. I grew up watching these on tv with even the leading athletes physically disintegrating as the final marathon progressed. With more than a decade of careful and thoughtful grinding under their belts, “suddenly” these two athletes emerged and having placed 1st and 3rd most recently, proving that these races can be conquered with peak performance from start to finish. Easy? Painfree? Not at all. But with Olaf’s careful coaching, monitoring and training, these two athletes attack the course and its progression with the precision of NASA during a launch sequence. Office, I think in many ways, to date performance of assets behave a lot like historic Ironman’s with mere survival being the most we could hope for. But with this gift of an opportunity to finally marry data driven tech stacks and operational leadership and teams, we have a chance (no... a mandate) to connect these two like never before to start exceling in this new world of work. There is no more time to halfheartedly measure things that don’t move the needle, build and put into place things your customer didn’t ask for, and just hope by the end of your hold period you don’t see your investment thesis end up in a crumpled mess on the hot pavement.



Changing Everything Going Forward: We can all predict what happens from here in the world of Ironman’s. This trio of coach and athletes will now, if not already, be carefully and thoughtfully emulated. Gustaf and Kristian can expect to add others besides just each other they must compete against



to win. But the real winner in all of this becomes an elevated and more compelling Ironman world. Office, someone will have to emerge in the next 12-18 months with a better way of merging tech, flex and asset management. And those quiet efforts that are hopefully occurring right now will produce some real asset and performance winners. But the real win for the Office sector, just like the Ironman, will be the resulting, improved way of operating positive outcomes across the board.

What I really appreciated as Rich's discussion evolved is just how different these two elite athletes were: both physically and mentally. The data and monitoring revealed very different drivers for both. One naturally thrived in low lying and hot areas while the other found his sweet spot in cool, high elevation. This reveals the versatility of the process and its application across a wide-ranging group of diverse athletes and situations – ie. these two very different athletes were battling each other for 1st place virtually the entire race. Office, once we get this right and leverage a data driven operations, led by teams on the ground, the resulting performance and the application potential will be wide ranging.



Sincerely,
Mike Fransen
Founder / CEO, Workng

