



Insider's View to Corporate Real Estate



Carrie S. Holstead
Real Estate Consultants Inc.

Representing Users Of Corporate Space Worldwide

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Three Ways To Use Your Office Space To Retain and Attract The Best Employees

By: **Carrie S. Holstead**

President & CEO, Carrie S. Holstead Real Estate Consultants, Inc. / ITRA Global

Do you know how your office space stacks up against your competitors? If you haven't looked around recently you will be surprised. To be sure, those considering job alternatives are paying close attention.

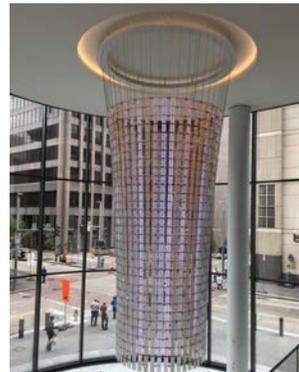
Whether you occupy a portion of a building or an entire skyscraper, there are ways to use your office space to retain and attract employees. Below you will find three of the best.

❖ **Workplace design** –Your workplace design plays a vital role in retaining and attracting employees. Some industries, such as law firms, use traditional designs that have been the standard for decades and focus on the private office as a symbol of status and success. However, due to the expectations and work styles from young attorneys, Gensler Architects predicts the private office will remain but in the future it will hold reconfigurable furniture and integrated technology that accommodates in person and virtual collaboration. Also, more gathering areas to support chance encounters as well as better space for smaller groups and work outside an office will be incorporated into the design.

On the other hand, due to the nature of the industry, larger technology companies are eliminating most, if not all, of the enclosed offices and opting instead for an open plan with glass conference rooms, gathering areas to promote collaboration, and game rooms for fun and to encourage creativity. Due to the competition for talent, some designs even include a juice bar, fully stocked refrigerator, or professional kitchen complete with a chef, all free to employees.

❖ **Building Amenities** – Don't have a professional kitchen in the budget? Don't worry. Look for more building amenities. Some that have recently been completed or proposed in Pittsburgh are a cool new restaurant in the building or on the roof, a coffee bar by day and cocktail bar by night, and a no or low cost gym. One landlord is even talking about a bowling alley or swimming pool at his building. Stay tuned. This is getting fun!

❖ **Energy Efficient & Healthy Work Environment** – Last month I had the pleasure of touring PNC's new headquarters in downtown Pittsburgh. From its ability to naturally ventilate without the use of fans, air conditioners or furnaces 42% of the year, to its



The beacon in the lobby of PNC's new headquarters, the greenest building in the world, changes in real time to indicate internal conditions. Each level represents a floor of the tower.

water recycling and treatment systems which reduce its water consumption by 77 percent, to its automated blind and lighting system, it truly raises the bar for innovation in energy efficiency and a healthy work environment. Interestingly, at the end of the tour, our guide shared what was most important about PNC's stunning new headquarters... its ability to retain employees and attract tomorrow's leaders.

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About the Author

Carrie S. Holstead is the Founder, President and CEO of the longest established tenant representation firm in Pittsburgh, Pennsylvania, and Chairman Emeritus of ITRA Global with experience in nearly 300 markets around the world. She was honored as a Woman of Influence by *Real Estate Forum Magazine* in 2015, and is the acclaimed author of the monthly *Insider's View To Corporate Real Estate*. If your company needs to expand, contract, merge, relocate, or renew an office lease(s), locally or globally, contact Carrie Holstead at **+1 (412) 255-3737**. To receive the *Insider's View To Corporate Real Estate* electronically, sign up at **www.carrieholstead.com**.