



# Hacking Your Office

How the giants of technology have hacked their offices to foster productivity and innovation  
what you can learn from them.

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# How I found myself in Washington, DC, Nashville, San Francisco and New York this year...



Why?



What?



Where?



How?



Ultimately, I scored  
tours at:



Google

airbnb LinkedIn

PANDORA®

Pinterest GitHub

WIRED ripple

yelp\* | wework



# What Not To Wear





# Let's Take a Tour





# Let's Take a Tour



GitHub



# Let's Take a Tour





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# Let's take a tour





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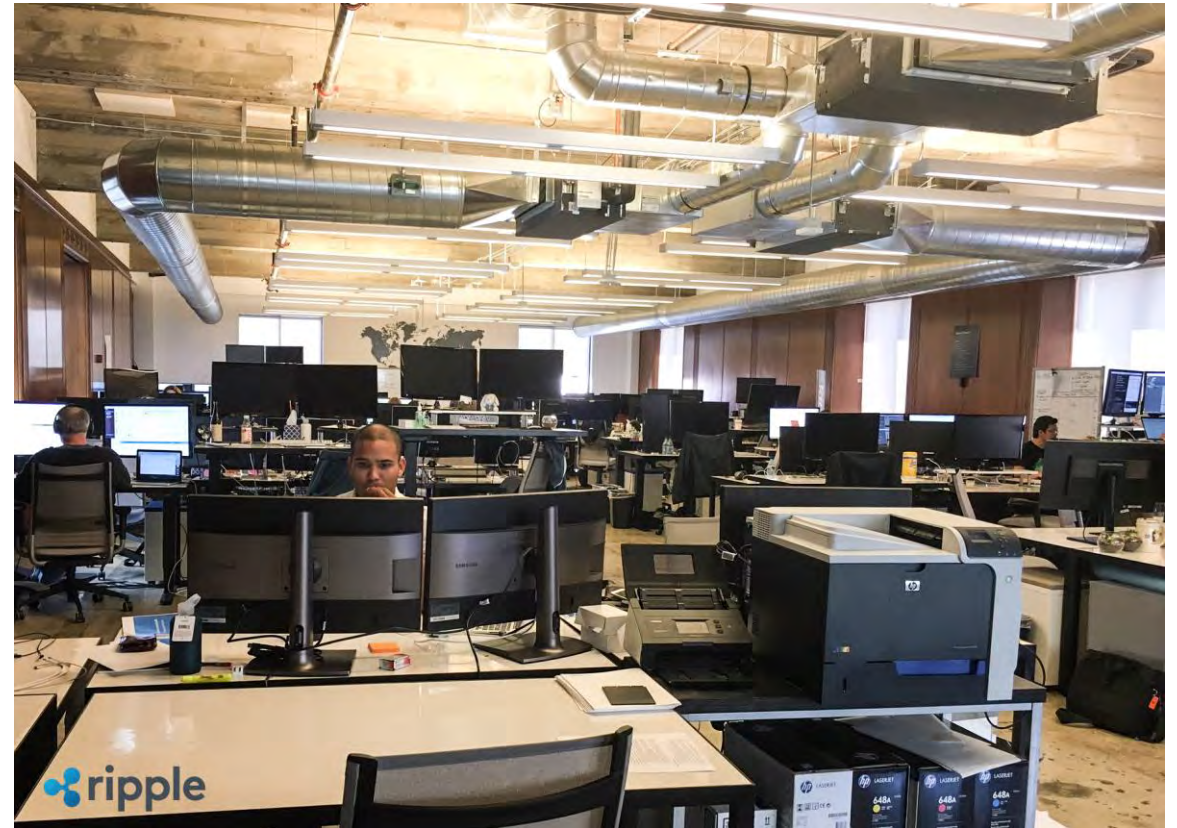
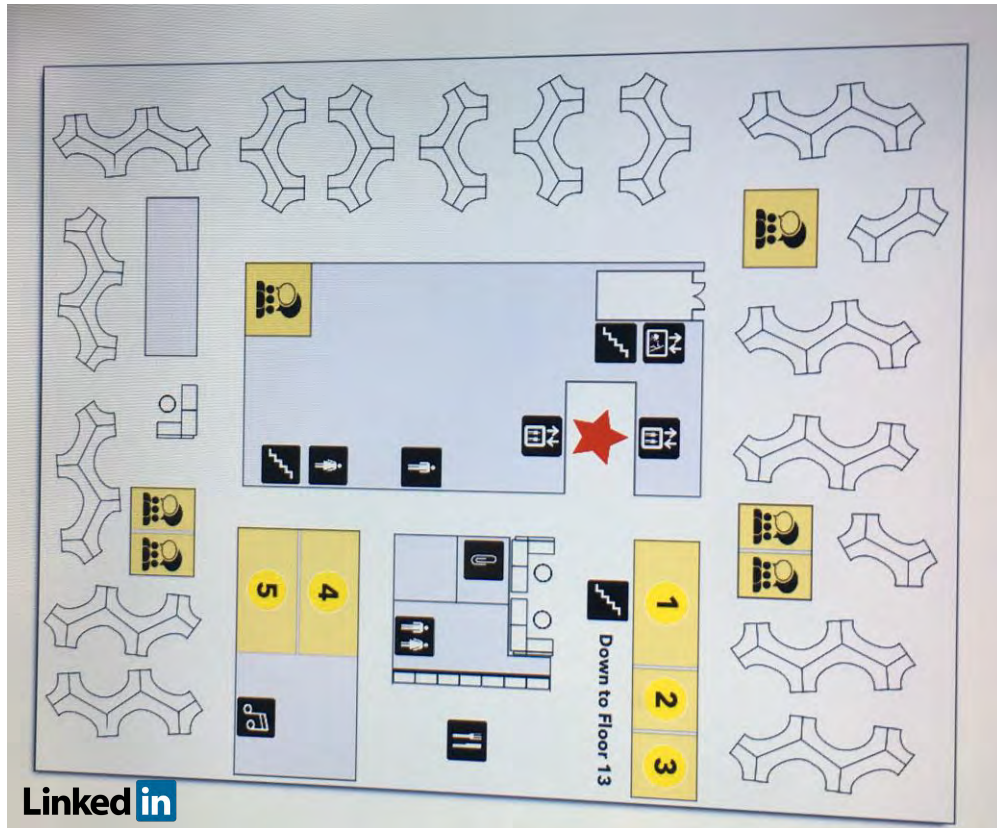




What were the 5 common themes?



# 1 → Open plan is the only plan





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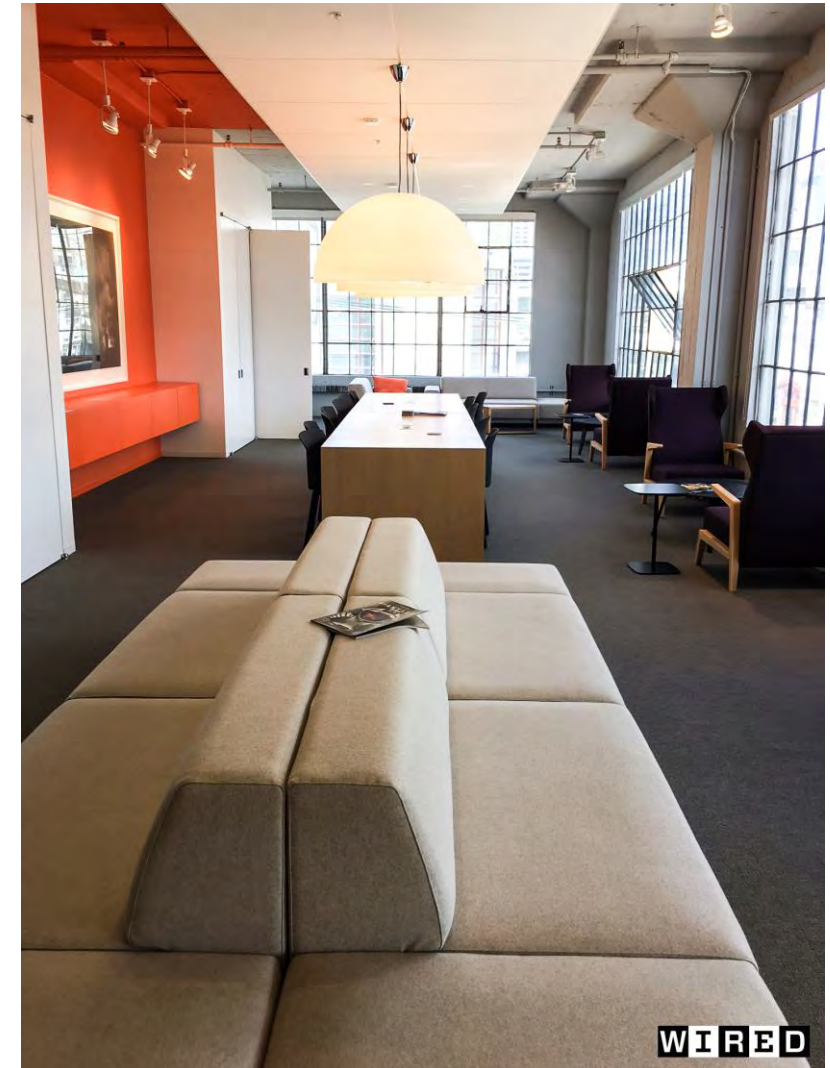
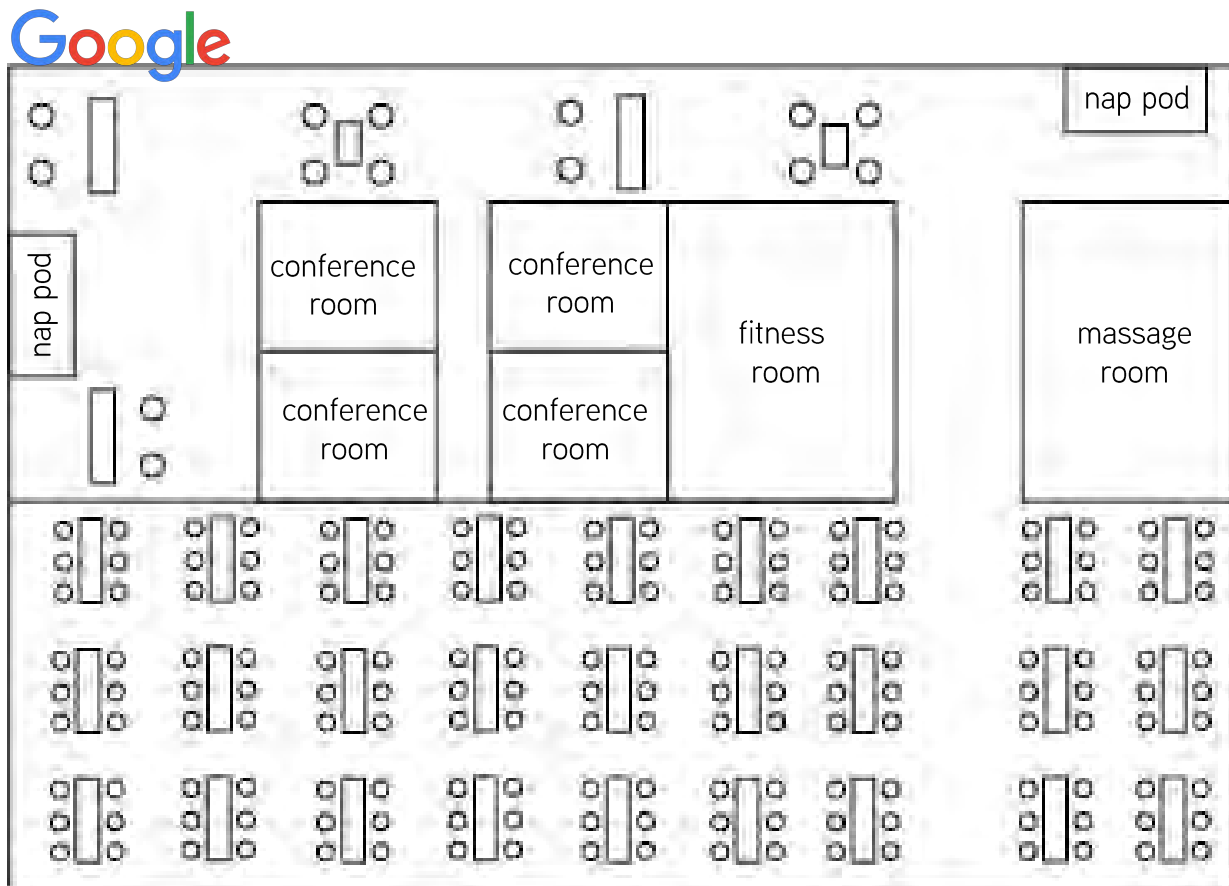
› The message: collaboration is king and hierarchies are dead.





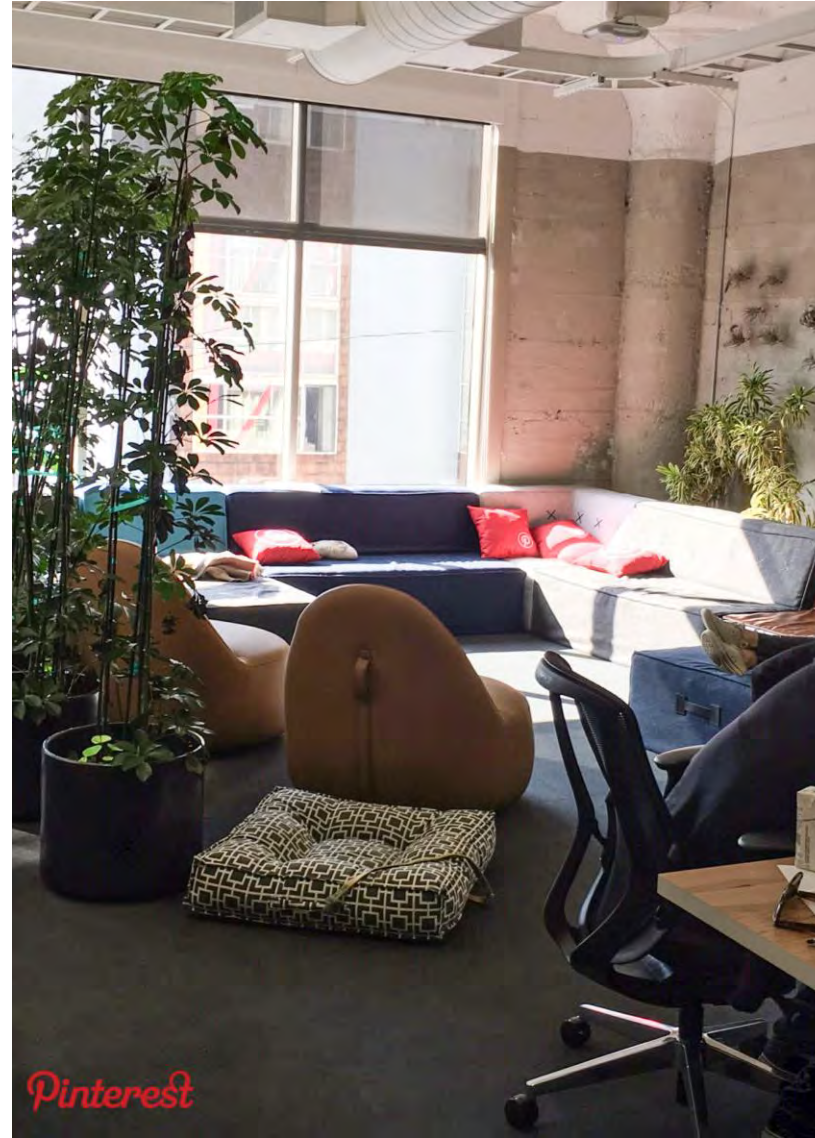
# 1 → Open plan is the only plan

› But how do we deal with the noise?



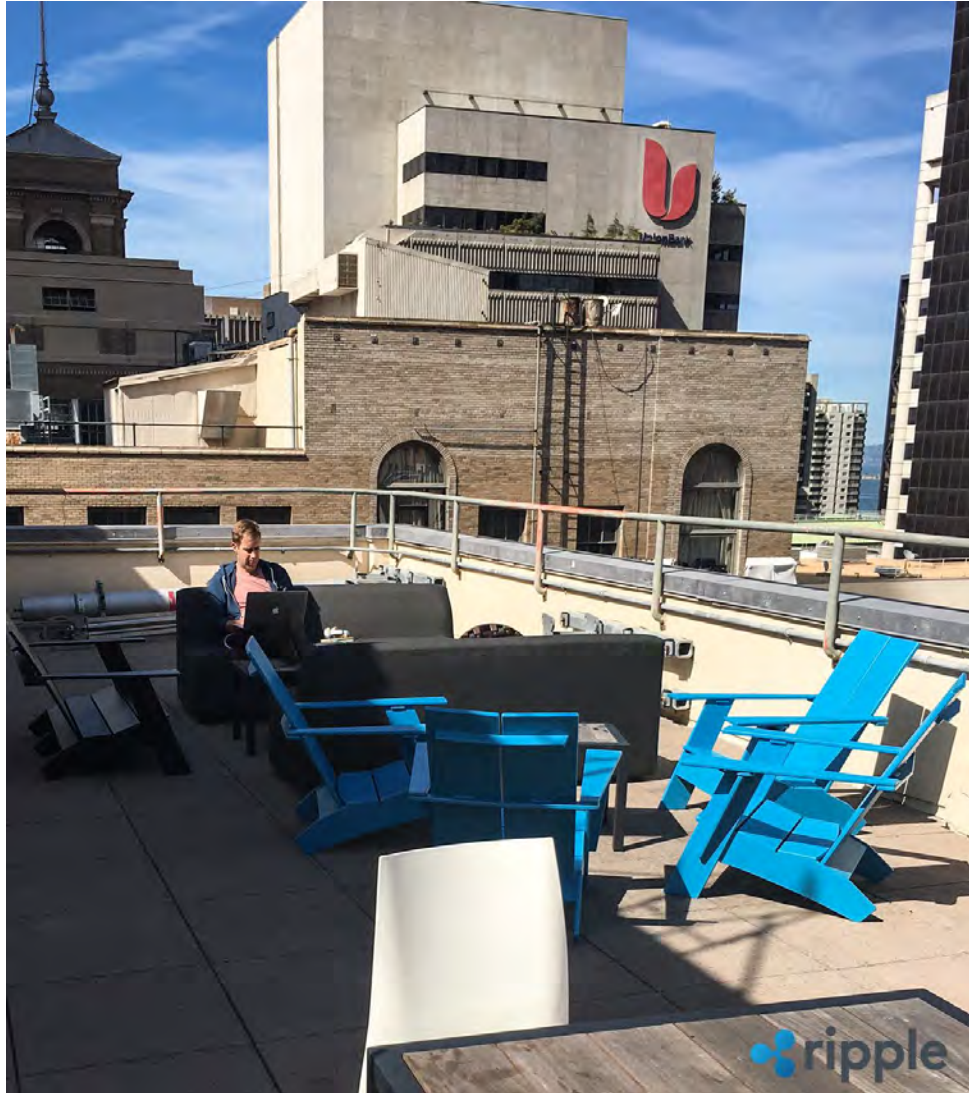


## 2 → Team and Quiet Rooms Abound





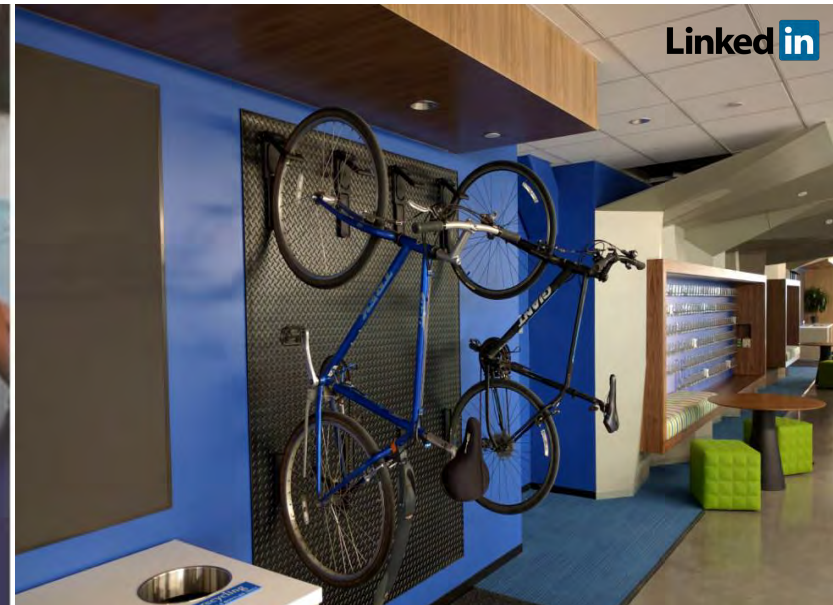
# 3 → And open space, we need that too!



- No dropped ceilings
- Please no large mechanical building cores
- Operable windows

# 3 → And open space, we need that too!

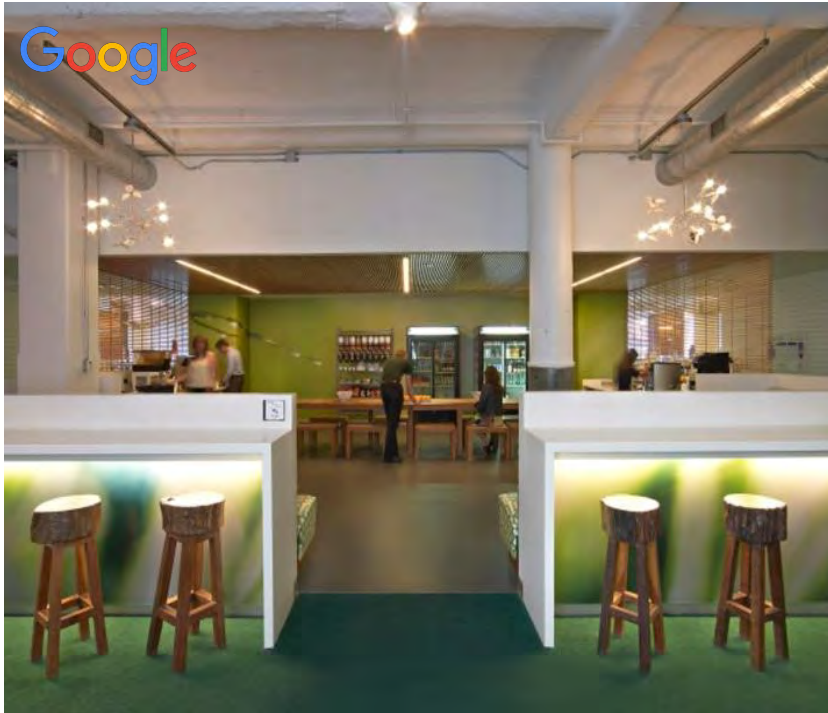
➤ Everyone's green and healthy





# 4 → Amenities

(Welcome to the firm. No one ever leaves - because they don't have to...)





# 4→ Amenities

➤ What if I need help with my technology?





# 5 → Culture



› Everybody's the Same But Everybody's Different

**wework**

Culture: Everyone is welcome

**Linked** 

Culture: Connection

 **airbnb**

Culture: Hospitable

**GitHub**

Culture: Hackable

*Pinterest*

Culture: Crafty



# 5 → Culture



› Everybody's the Same But Everybody's Different



Culture: Creative and quirky



Culture: Wild and fun



Culture: Fun



Culture: Communication and connection



Culture: We're just getting started and we are focused!



# WHAT CAN YOU DO TO ADVANCE CREATIVITY AND COLLABORATION?



SETTING THE STAGE FROM A REAL ESTATE PERSPECTIVE

- If you buy, is it a good use of capital? Do you have the flexibility you need?
- If you lease, understand the trade-off required between flexibility as to term length and lease economics.
- Also understand landlord/lender security requirements and the ramifications.

With this in mind...



# What can you do to advance creativity and collaboration?



- Ditch the high-walled cubes and use existing “offices” for team/quiet space.





# What can you do to advance creativity and collaboration?



- Use amenities to create a pull to collaboration spaces.





# What can you do to advance creativity and collaboration?



- Don't spend on your space at all; spend on your people. You can take those with you when you grow and move.

# What can you do to advance creativity and collaboration?



## ➤ Team Walls





# What can you do to advance creativity and collaboration?



- Define and focus on culture





# Come visit the 11<sup>th</sup> floor to view some examples.



› Open plan with open ceilings. (And Break-up Cookies → Food)







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