



“With Generator you don’t have to commit to a lease based on a prediction of future headcount - you can scale up when you need to. Our membership allowed us to focus on what’s important, instead of setting up an office when we were entering a new market.”

Matt Bould

Enterprise Partnerships - Doordash

How to **Hybrid**

For happy people and a healthy balance sheet.

Thanks to a global pandemic we’ve seen rapid change to the way we work, most notably the wholesale adoption of ‘hybrid’ working. Corporate employers are responding by looking for flexible space with flexible terms. And there’s a new focus on quality. They’re choosing modern buildings that deliver great design, amenity and sustainability credentials in prime locations to draw staff back to the office and boost recruitment and retention.

Generator has provided all of this since 2011. Our combination of premium office and event space and wraparound services is designed to support your business objectives within a hybrid work model.

Read on for some advice on how to hybrid from the experts.

4 BIG CHALLENGES

The recent CBRE *Future of Work* New Zealand Office Occupier Survey 2023 found that the top four challenges faced by business in relation to hybrid working are:

1. Keeping or building a strong culture when people are spending less time in the office.
2. Attracting employees into the office more often.
3. Deciding when and how often employees come to the office (optimising space use and productivity).
4. Accurately sizing capacity and rethinking the design of productive hybrid workspaces.

Fortunately, Generator can help your business navigate all of these challenges.

1. Have a work place **strategy**

Developing a workplace strategy involves taking a good look at how you work now, and assessing what's ripe for reinvention.

WHY HAVE ONE?

- Allows you to align your work environment and your work patterns so that the way you work and where you work supports your business objectives.
- Helps you to optimise efficiency, employee wellbeing and performance, while you minimise cost.
- Informs your workplace policy and helps you set clear expectations for the team.

TIPS:

- Track desk utilisation to help accurately forecast how many desks you need.
- Survey staff or hold workshops to understand what's important to them and what's not.
- The best workplace strategies are developed in partnership with HR, property management and your team.

IBM NZ - A TWO SPACE BUSINESS

IBM NZ has a workplace strategy that focuses on collaboration and meeting space when the team is in the office. We worked with IBM to develop a customised Managed Suite at our Madden Street site. Their space features 24 desks for 80 employees. If overflow desk space is required IBM can utilise the hot desks and quiet zones across the wider site.



IBM's private office at Generator Madden Street, Auckland

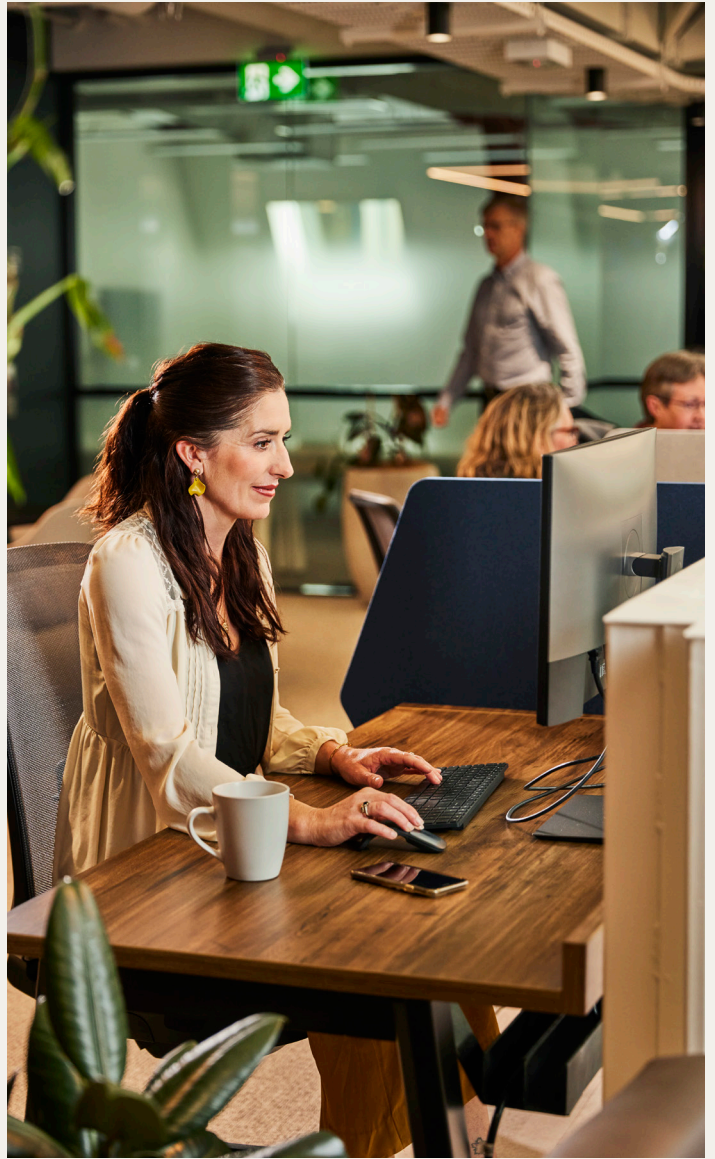


92%

of Generator members have a hybrid working policy

2. Rightsize for **hybrid**

We can help you do the maths for your organisation, but based on what works for our members, a good rule of thumb for hybrid work is 70%, i.e. you should be paying for no more than seven desks for every 10 people. The nature of your business may allow for a lower ratio, but for most businesses 7:10 means there's usually a desk for anyone who wants one. Of course, at Generator a huge variety of overflow spaces exist should you want (or fluke) everyone in on the same day. We can help you 'plan for your peaks' by including Additional Resident User memberships and adhoc hot desk days to cover more infrequent office users and peak office days.



70%

7 desks : 10 people



3. Maximise

the entire flexible workspace offering

"We've been able to take fewer desks, because our team can use the meeting rooms, breakout spaces and cafe when they need them."

Adam Follington

Head of Quantum New Zealand

When you hybrid work from a flexible office space your goal is to have your cake and eat it too. Use all of the flexible space and the amenities and services available to you to get extraordinary value out of your membership. At Generator, a private office with 20 workstations might be 80 sqm, but you have 800 sqm of amenity-packed shared space at your disposal, including those that are part of your membership - like breakout pods, cafes and member lounge.

"If you're sitting at your desk in your private office all day, everyday, you're not tapping into the value of being at Generator."

Amy Brown

Head of Business Development, Generator

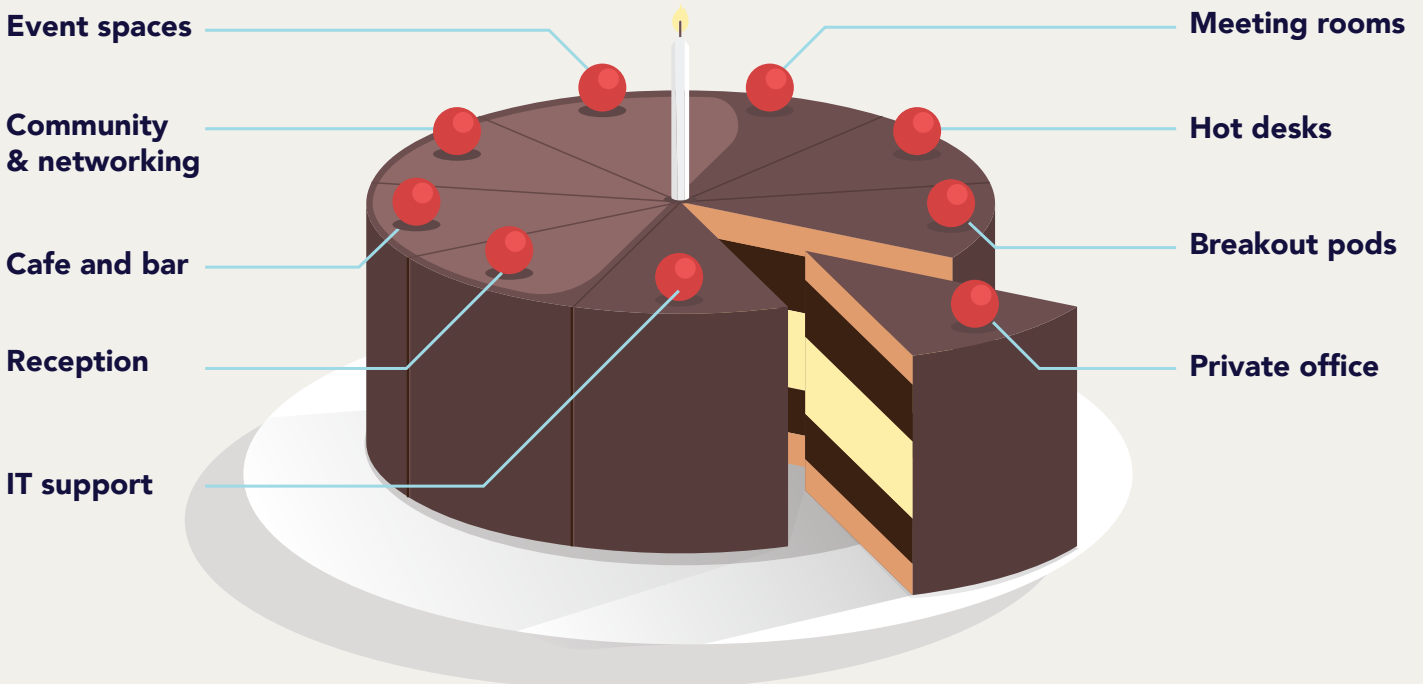
In a traditional lease you'll likely pay for around 12-14 sqm of space per person, which often includes amenities you only use occasionally - think large boardrooms or event spaces. At Generator you only pay for these spaces when you actually use them.

45%

of Generator dedicated to workspace

55%

of Generator dedicated to amenity



4.

Be yourself

When you move to a flexible workspace with shared amenities you don't need to leave your personality behind. On the contrary, we help our clients nurture their unique vibe and support their culture. Everyone's different and everyone has the freedom to be themselves, so make the most of it. Our community team can help with staff engagement and events that align with your culture.



Slalom, a global tech consultant, has created some nifty branding for their home at Madden St. AKL.

CUSTOMISE YOUR SPACE

Personalise your space to suit the way you work and your company culture. We'll help you plan and implement it.

"We have a lower percentage of staff working from home than in our other global locations, and I believe that's because Generator makes coming into work much more enjoyable. Our overseas guests are always so impressed with our space."

Tony Monteleone

Senior Solution Consultant - Infor New Zealand

CELEBRATE YOUR CULTURE

There's a lot going on at Generator with a business focus, and there's just as much happening purely because it's fun. On top of the Generator-initiated events, we recommend you work with us to provide special perks to show your team they're valued, such as a bar tab, weekly lunch or bespoke events. We can work with you to understand when you want to see staff in the office. If Monday mornings are important, let's create a Monday breakfast club.

5. Share the load with us



Managing a business is the ultimate ball juggling exercise. Pass some balls to us. Here's some of the ways we can help you meet your business objectives:

SUSTAINABILITY

Shared workspaces are more sustainable because space and services are fully utilised and there's less wastage of resources, such as energy. We can help you meet your sustainability goals by showing you how we meet ours and sharing our data.

CAREER DEVELOPMENT

Generator runs educational events for members, initiated by us, plus we facilitate member initiated events so we can lighten the load when it comes to keeping your people learning and growing.

EMPLOYEE ENGAGEMENT

Generator provides social spaces, like our cafes and bars, and social events for both individual member companies and the wider community. There's always something going on to keep people engaged and give them reasons to come into the office.

STAFF RETENTION

Providing your team with a bigger and more varied pool of people to associate with is surprisingly beneficial to their happiness. Harvard research shows that having control over who you engage with during the workday is associated with greater employee satisfaction, performance, and retention.

PROFESSIONAL SUPPORT

Cut the office admin just by joining. We'll manage your receptionist, IT support, cleaners, kitchen and bathroom provisions, snacks, energy bills, meeting and events catering, drycleaning, flat whites, Friday drinks venue, waste disposal... it's all taken care of, and all billed in a single monthly invoice. Just one bill to pay!

By the **numbers**

0

Capital expenditure.

1

Utterly predictable, bill per month, all opex.

5

Sites in AKL and WGN. Treat them all like home.

7:10

Desk to headcount ratio. Stop paying for what you don't use!

2

Minimum desk count for a private office.

12

Months is the fixed term of a private office membership.

14

Hub sites across Oz. Your home across the ditch.

60

Maximum desk capacity for a private office.

25

Event spaces available to members at reduced rates.

+

Access to the Precinct Properties portfolio for bespoke Managed Suites.

=

Room to adapt and grow.

"Shifting the cost of the lease off our balance sheet has been a great benefit of our membership with Generator. It's also allowed us the flexibility to grow without having to move offices."

Tui Moore

Head of Business Performance and Practice Management
- Toitū Envirocare

How to Hybrid **bonus tips**



- Give it three months. Our member research shows it takes about that long for people to really start valuing their new workspace and community.
- Tweak it as you go. Rather than a landlord you'll have your own account manager to help you get more out of the space and services. Use them.
- Don't try to replicate a traditional lease. Remember you'll have less space per person (or per desk) but vastly more space and amenities overall.
- The middle of the week is busier than either end. Use this to your advantage when booking hot desks and meeting or event spaces.
- The commute is the biggest barrier to coming into the office. Mitigate it with great end of trip facilities and discounts with car parking providers.
- Get your team in early to beat the traffic and start the day right with yoga, a business breakfast or (at Britomart Place) even an ice bath!
- Try it! That's the benefit of flexible workspaces. With the short terms offered, after 12 months, you can always reevaluate or head back to a traditional lease.

We'd love to help you with more tailored advice on how to hybrid.

Call Jade on 027 228 5549
Email jade.ramsey@generatornz.com