

## A Global Perspective | 12.12.22 | [EPISODE PAGE](#)

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### Culture

- Clarity from leadership is paramount to empower people to work how/where/when they work best without second-guessing their judgment
- Employees want choice from employers and employers want flexibility from employees - the ideal arrangement is a two-way street
- Courage/compassion/connection: the values that bind people together at Kin + Carta - those remain the same but implementation looks different country by country
- Freedom within a frame: hire the best people, provide them guidelines, and trust them to perform
- Intentionality is key; e.g., be considerate around video (cameras on or not), audio quality
- Make the big feel small with multiple dimensions of belonging: Chicago office, engineering team, client XYZ
  - Gives a sense of belonging to a 50-person “pocket” as opposed to a 2,000-person company
  - Drives engagement and connection with like minds AND allows people to explore something new

### Office

- Office space must have a purpose, whether collaboration, social gatherings, etc.
- Rebranding can go a long way – instead of HQ or an address, call it the innovation hub, data center of excellence, delivery center, etc.
- Offices are being retrofitted
  - More personal space since people are on more Zoom calls
  - More hoteling space for those without a permanent desk
  - More technology to accommodate remote callers and collaboration

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Helping office tenants embrace the new normal.

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