



ASPIRE

BEYOND THE *BUBBLE*

FUTURE FORUM 

THE FUTURE OF THE WORKPLACE

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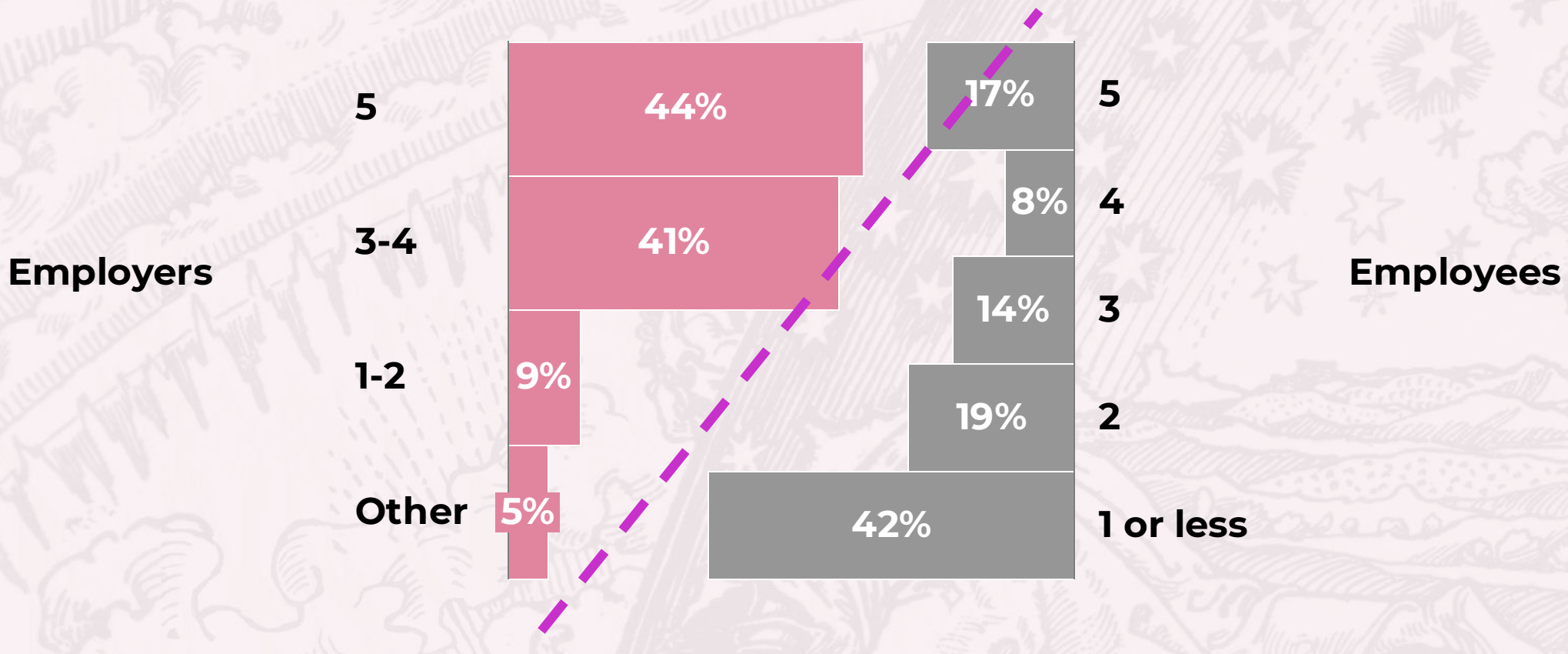
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“Perfect misfit” in the model of work

Assessment of preferences in the number of days in office

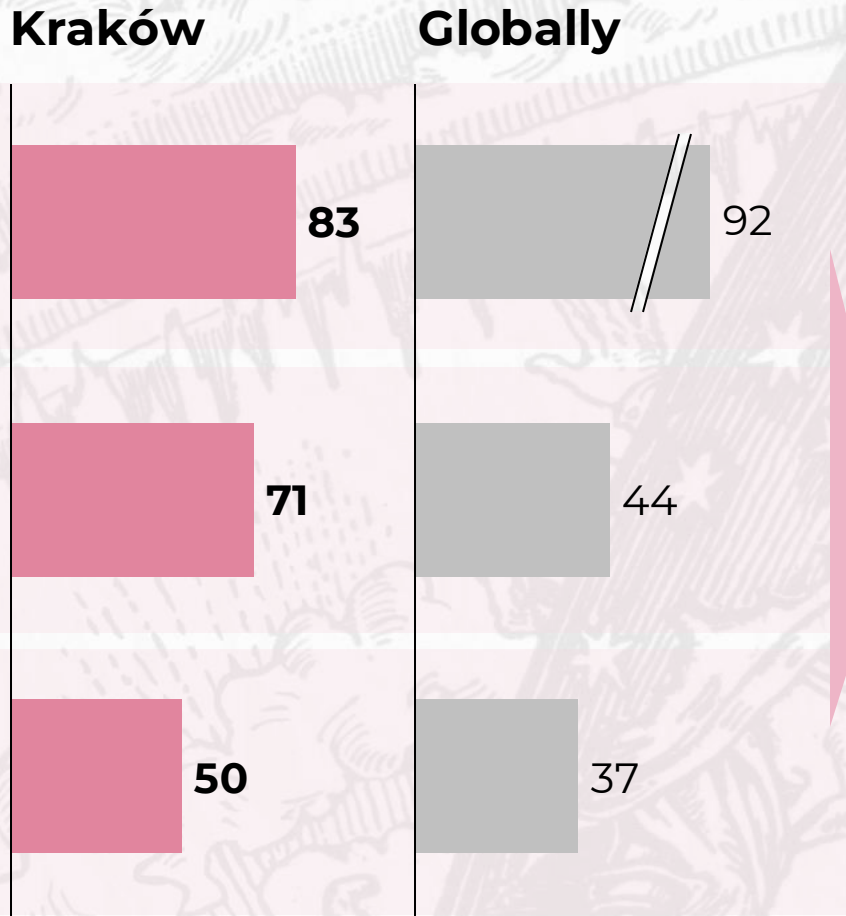


Hence, the basic operating formula needs to be risk adjusted

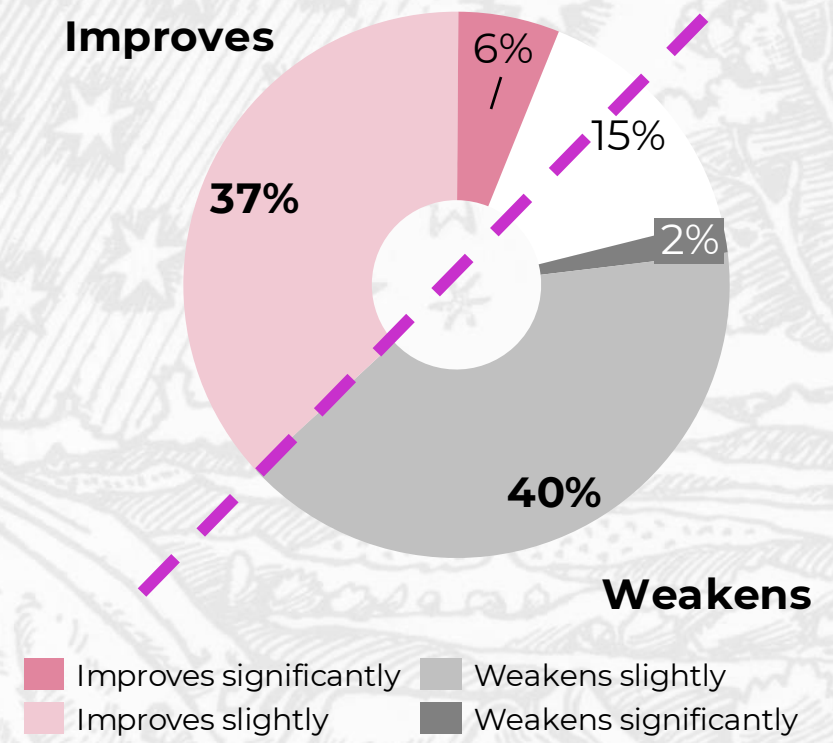
How do we set our model of work?



And what does Kraków think about the future?



Competitiveness of Kraków as a hub?

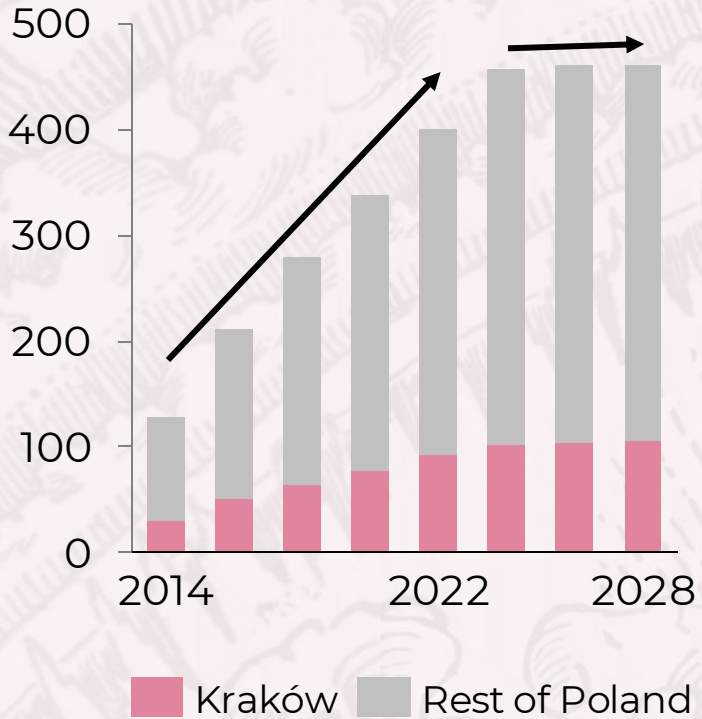


Source: JLL analysis based on ASPIRE Leaders' Survey - Survey of site directors and other local leaders from Sept 2024

No matter what our beliefs are, times of change are now

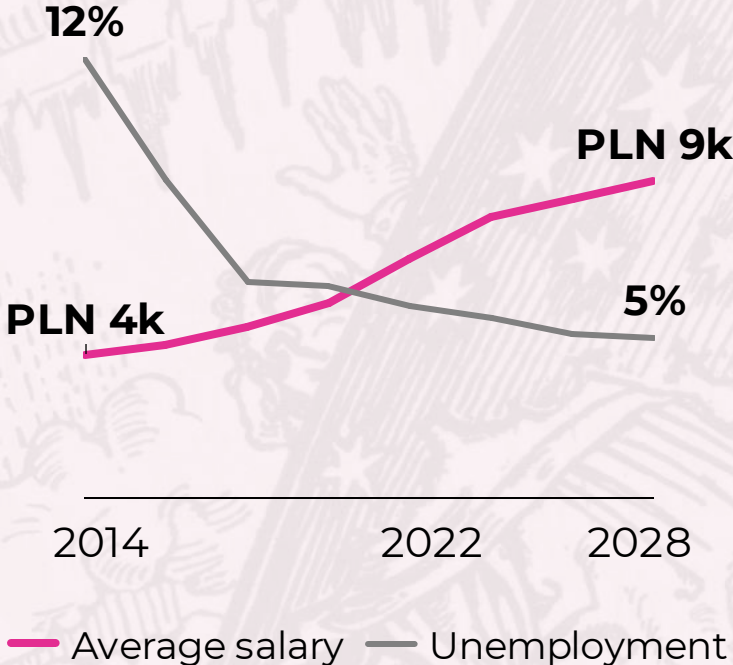
BSS growth story

In number of employees (thousands)



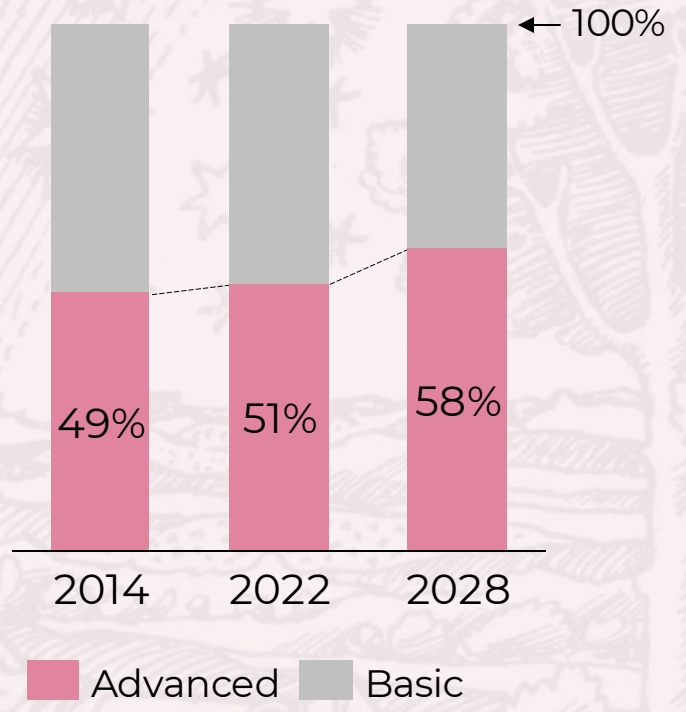
Salaries and unemployment

In PLN thousands per month, in percent

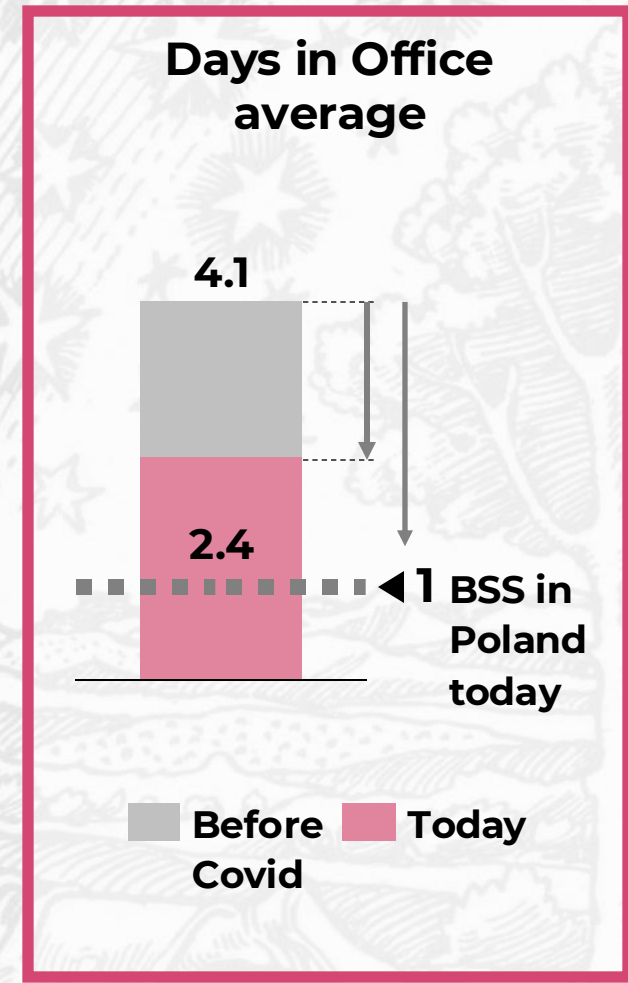
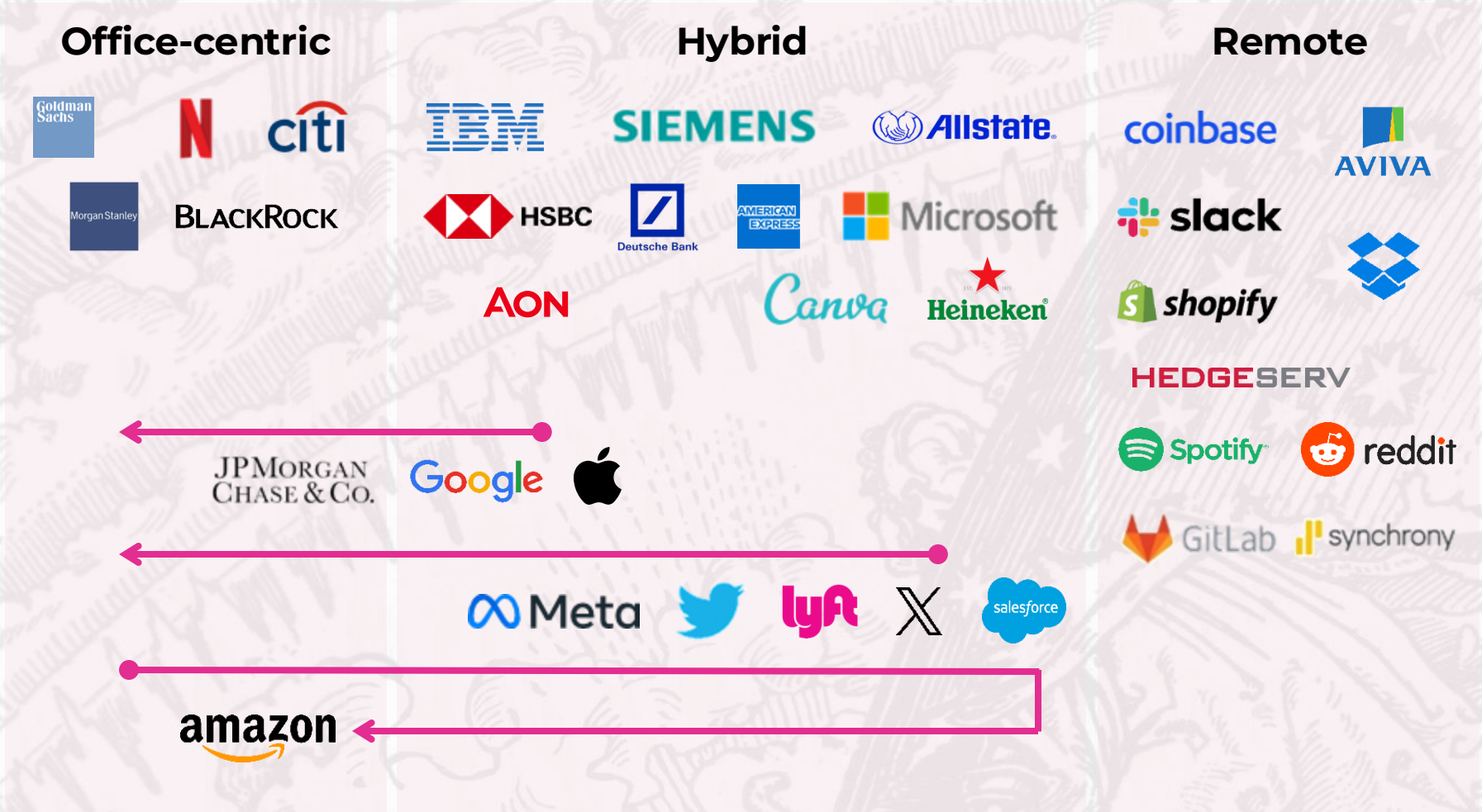


BSS level of sophistication

In percent



We all search for a new normal, BSS is impacted stronger



C-suite and Corporate Real Estate decision makers started responding

~40-60%

will invest in quality of offices and in prime locations

~40%

foresee differentiating pay and benefits to employees based on office attendance

4

day week might be a gamechanger as a base for a new social contract



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THANK YOU
