



• August 15-18, 2010 • Dallas, Texas •
• Dallas Convention Center •



Creative and Advanced
Communication

Topics

1. Millennials
2. Three Tips
3. Tools

1. Millennials

Millennials

Millennials: entering the workforce since the millennium and will comprise half the workforce by 2014; they value three things:

1. Importance of “green” personal values (sincere)

2. Social networking / technology

3. Work-life balance





Millennials – comprise half the workforce by 2014
 b. 1977–1997



Millennials

What companies are doing to recruit and empower this venerable force:

1. Organizations are using social networking tools for everything from recruitment to learning, to sharing knowledge
2. Organizations are disclosing their CSR programs to attract and retain employees
3. Lines between marketing, communications and learning are blurring due to SN tools

2. Three Tips

Components of Success

- Expanding your outreach is the result of 3 components:

1

Making your communication
“viral”

2

Choosing a technology that works, is easy and fun

3

Empower your employees (to act and spread the word)

And don't forget to cater these to the particular audience!

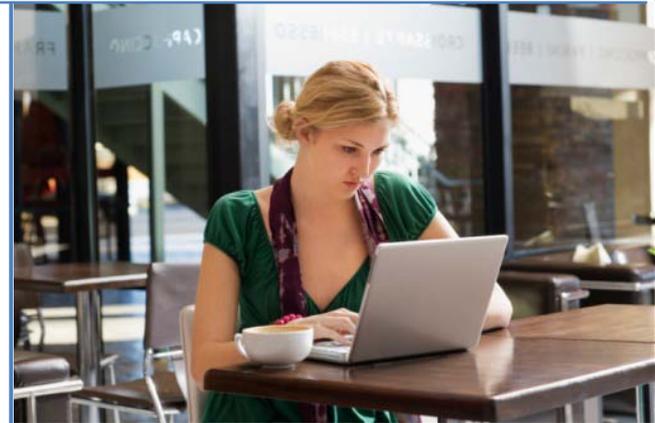
1. How VIRAL is your message?

- People are more likely to listen to their peers than you
 - A viral communication gives the message more authenticity
 - Allows opportunity for trend setters in company to lead
 - Technology accelerates a message that already would be viral, technology does not MAKE it viral
- However, message is more difficult to control



2. What TECHNOLOGY?

- Go beyond email and posters and use the technology people WANT to use
 - Facebook, Twitter, YouTube, company intranet
- Try green blog “subscriptions” or email blurbs – but MUST be kept short!
- Try spreading awareness using a question: take a poll on your company intranet (similar to CNN poll)



3. EMPOWER

- Pave roadblocks to success:
 - Make sure you have the technological ability: ensure the relevant internet sites are not blocked, e.g.
 - If you suggest a sustainable change, ensure employees can make that change at work (e.g. double-sided printing or ability to fill a thermos with coffee)
- Promote the development of grass-roots groups and activities



3. Examples



A Cleaner Tomorrow Not-so-fun fact: the typical office generates 1.5 pounds of paper waste per employee per day. One trick to combat that figure is to take a stack of paper out of the recycling bin for scratch paper. If your company STILL allows a cover sheet for printing, head to the bins by the printers - most of the paper will be nearly blank on both sides. It's "free" and still recyclable once you're finished. 17 hours ago

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Who is Jones Lang LaSalle and what are we doing to help the environment?

Did you know that buildings contribute nearly 40 percent of carbon emissions? As a real estate services firm that manages more than 1.4 billion square feet of buildings and facilities worldwide, Jones Lang LaSalle is in a unique position to drive real change that can dramatically decrease real estate's impact on the environment. We are helping building owners, investors and occupiers throughout the world develop and implement sustainability programs that significantly lessen their energy consumption and carbon footprint. In fact, in 2009, we helped our clients reduce greenhouse gas emissions by 465,000 tons. That is the equivalent of removing 114,796 passenger vehicles from the road for a year.

For more information about Jones Lang LaSalle and our energy and sustainability commitment and services: www.us.joneslanglasalle.com/sustainability

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Company of Thieves x at HOB



Company of Thieves w/ These United States - Official Lollapalooza Preshow - Thursday, August 5th on the House of Blues Back Porch Stage

Like

BlackBerry x



'Like' BlackBerry and join millions of BlackBerry fans worldwide. Get updates, apps, wallpapers and the

What is ACT and w Crysten Novak Monique Leiser Michael Palmer Kristen Marie ... Chat (10)



Welcome to the ACT: A cleaner tomorrow community.

ACT is sponsored by Jones Lang LaSalle to inspire employees to act more sustainably at home and at the office.



Suggest to Friends

Subscribe via SMS

The ACT community is an online water cooler for sharing experiences being -- or trying to be -- green at home and at work.

A Cleaner Tomorrow Not-so-fun fact: the typical office generates 1.5 pounds of paper waste per employee per day. One trick to combat that figure is to take a stack of paper out of the recycling bin for scratch paper. If your company STILL allows a cover sheet for printing, head to the bins by the printers - most of the paper will be nearly blank on both sides. It's "free" and still recyclable once you're finished. 17 hours ago

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Write something...

Attach:

Share



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Cons Gattuso <http://www.greentechmedia.com/articles/read/porsche-says-yes-to-electric-sports-cars1>

Monday at 9:47pm · Comment · Like · Flag



A Cleaner Tomorrow You can be "green" in all areas of life, not just at home or at the office. For example: the golf course! Walk the course instead of ride (and if you do ride - encourage electric-powered carts instead of gas), carry your trash until a waste or recycling container is available, and patronize courses that are environment...

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July 23 at 11:00am

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First Home Buyer Seminar



Chicago - Learn about loans, foreclosures, negotiation, contracts, closing, plus answers to your questions. StartingPoint Realty

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Artists Frame Service



Haven't you been meaning to frame something? Legendary framing in Lincoln Park & Highland Park. Let's be fans!

Crysten Novak · Monique Leiser · Michael Palmer · Kristen Marie ... · Chat (10)



A Cleaner Tomorrow Not-so-fun fact: the typical office generates 1.5 pounds of paper waste per employee per day. One trick to combat that figure is to take a stack of paper out of the recycling bin for scratch paper. If your company STILL allows a cover sheet for printing, head to the bins by the printers - most of the paper will be nearly blank on both sides. It's "free" and still recyclable once you're finished. 17 hours ago

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A Cleaner Tomorrow's Albums 2 Photo Albums

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Gadgets we like
1 photo

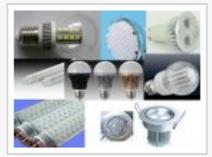


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First Home Buyer Seminar



Chicago - Learn about loans, foreclosures, negotiation, contracts, closing, plus answers to your questions. StartingPoint Realty

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America's Got Talent Live in...



The hit television variety show is launching its first ever nationwide tour this fall. Don't miss it October 20th at Rosemont Theatre....

Crysten Novak Monique Leiser Michael Palmer Kristen Marie ... Chat (10)

Videos

- Easier than you think
- Use your PDA videos and upload
- Don't need YouTube
- Easy to spread
- Get a message across easily
- Build your personal brand



Real value in a changing world

Expert insights give you something to think about



Podcasts

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Energy/Sustainability



Dramatic improvements with "drop-in centers" Patricia Roberts Jun 09 2009 [1:51]



Sustainability can save money Sarah Friedman May 04 2009 [1:20]



Go green with better data John Schinter Apr 30 2009 [2:08]



New incentives for old projects Eric Stavriotis Apr 30 2009 [1:08]



LEED for existing buildings is the new differentiator Anthony Warren Apr 08 2009 [1:38]



The green phoenix: a flight to quality in challenging times Anita Mitchell Apr 07 2009 [3:01]



Property sustainability key to economic



Driving value through the supply chain

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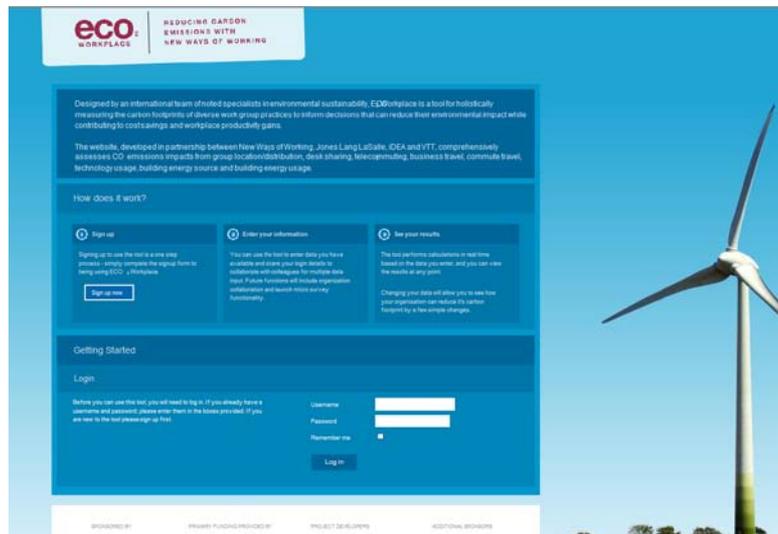
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Employee engagement

- Use interactivity through the web to capture data and build company-wide understanding
- (Live Eco2 demonstration)
- <http://www.eco2workplace.com/>



Training

- Quick and easy
- Fun
- Easy to spread, monitor
- Controls the message carefully

Expand All Collapse All

- ⊖ Course Introduction
 - ☑ Course Introduction
- ⊖ Sustainability in the Workplace
 - ☑ Corporate Sustainability
 - ☑ Real Estate, Facilities, and Sustainability
 - ⊖ Buildings
 - ⊖ Energy
 - ⊖ Resources and Standards
 - ⊖ Closing
- ⊕ Course Follow Up



C-suite executives, consumers, employees, and shareholders

MY NOTES

GLOSSARY

RESOURCES

ADDITIONAL READING

TEXT VERSION

- Course Introduction
 - ✓ Course Introduction
- Sustainability in the Workplace
 - ✓ Corporate Sustainability
 - ✓ Real Estate, Facilities, and Sustainability
 - Buildings
 - Energy
 - Resources and Standards
 - Closing
- + Course Follow Up

Lease Administration /Transactions	Project Management	Facilities Management	RE Portfolio Management	Employee Outreach
Phase of Real Estate Lifecycle		Sustainability Activities		
Acquisition		<ul style="list-style-type: none"> • Due diligence on building envelope, HVAC, lighting, power, and water systems 		
Design and Construction		<ul style="list-style-type: none"> • LEED/BREEAM/Green Globes certifications • Commissioning • Equipment warranties • Set-up utilities 		
Occupancy		<ul style="list-style-type: none"> • LEED/BREEAM/Green Globes certifications • Energy management diagnostics • Recycling and reuse • Infrastructure upgrades • O&M optimization • Greening cleaning and supplies • Utility bill management and reporting • Green Globes ratings 		
Disposition		<ul style="list-style-type: none"> • Decommission idle assets • Transition utilities 		

MY NOTES ▲
GLOSSARY
RESOURCES
ADDITIONAL READING
TEXT VERSION ▲

Top 5 Tips for Corporate Social Networking

1. Make sure you have administrative control over responses to blogs or comments on social media sites, such as Facebook or Twitter
2. Over-communicate the existence of these sites
 - Have multiple people populate the communications
 - Consider trends toward the use of location data in social media
 - Create a points or merit system (those that access the most get a prize)

