CREATING SUCCESS THROUGH SELFLESS SERVICE
PAPUA NEW GUINEA
ROADMAP

1. MY JOURNEY TO RUTHLESS
2. A DIFFERENT WAY...
3. CREATE THIS CULTURE FOR YOURSELF
Polling Question 1: Jonathan believes EVERY business leader should be:
Ruthless
Super Ruthless
Super Duper Ruthless
Not Ruthless – Right Answer
MY JOURNEY TO RUTHLESS
TOP 10 WAYS LANDLORDS & BROKERS TAKE ADVANTAGE OF YOUR BUSINESS

1. Bogus Common Area Maintenance Charges
Landlord’s can overcharge for operating expenses routinely and then intentionally reduce the tenant’s ability to audit the charged expenses with limitations on when audit rights can be invoked, when the landlord will pay for the audit, and who can perform the audit.

2. Parking Charges
Landlord’s are trying more and more to give themselves an arbitrary right to increase the pricing for parking after the first year of the term of the lease, at their own discretion. This kind of cost exposure to the tenant over a long term lease should not be tolerated and should be clearly defined and negotiated.

3. TI Overages - Unexpected Invoices
Some landlords are knowingly underwriting their buildings where renovations are needed and not including enough budget for tenant improvements for the spaces. Other landlords have their in-house contractor or construction managers intentionally not value an engineer during the build out process so that the tenant improvement budget falls short.

4. Uncapped Operating Expense Charges
Controllable expenses need to be capped, otherwise it is an open door for the landlord to build in above market expenses and additional profit centers.

5. Restoration Rights
Having the tenant pay to “restore” a space to its previous condition at the end of the lease term is oftentimes onerous to the tenant and doesn’t make sense.

6. Lopsided Relocation Rights
Landlord relocation right language in a lease is typically poorly written and needs to be properly negotiated including clearly spelling out cost allocation, timing issues, space equality issues, and how the process will be executed if the right is invoked by the landlord.

7. Exorbitant Holdover Clauses
Considering the significant number of tenants that can and do go into “holdover”, landlords habitually try to charge 150% to 200% rents.

8. Construction Management Fees
Construction Management fees are a profit center for the landlord where after the tenant negotiates a tenant improvement allowance, the landlord has their Construction Manager charge a fee based on a percentage of the TIA for basically letting contractors come into the building during the buildout process.

9. Insufficient, Subordination & Non-Disturbance Agreement Protection
If a landlord does not grant a tenant a properly worded SNDA, the tenant is put at a great risk for their right to occupy the space if the landlord decides to sell the building.

10. Inflating the Building Size
Landlords can grow cash flow with an inflated load/add-on factor or by re-measuring their buildings. This can greatly affect a tenant’s rent always to the tenants’ detriment.
GOOD OLE JOE
A DIFFERENT WAY
WHAT DOES SELFLESS SERVICE LOOK LIKE?
SELFLESS SERVICE WITH CLIENTS
1. **The Houdini**
   Once you find the most favorable options in the market, identify a “shortfall” in each option. It shouldn’t be a deal-breaker, but should be something “very important” to you.

2. **Gun to Their Head**
   With two, top options identified, deliver a LOI to Landlord A and say if you sign today, without any changes, you win.

3. **Straw Man Strategy**
   Over-exaggerate the importance of a particular item, like building signage, when, in fact, it may not be something you prioritize highly.

4. **Going Dark**
   In negotiating, silence or lack of communication can be your most powerful tool. To allow for a period of silence, create a “deadline” that is weeks before the actual deadline.

5. **Big Fish... Little Pond**
   When market options are limited, you can understate the square footage requirements to artificially expand the list of believable alternatives, and competition.
YOU MIGHT BE WONDERING...

SETH ROGEN

CHRIS FARLEY

MICHAEL WEATHERLY
HOW ABOUT NOW?

JACK BLACK

DREW CAREY
Polling Question 2: Jonathan looks most like:

Seth Rogan
Chris Farley
Michael Weatherly
Jack Black
Drew Carey
CREATE THIS CULTURE FOR YOURSELF
POLL QUESTION 2:
WILL CULTURE HAVE MORE, LESS, OR THE SAME LEVEL OF IMPORTANCE IN A POST-PANDEMIC WORLD?

MORE IMPORTANT
LESS IMPORTANT
REMAIN THE SAME
People walking around with DIY masks like

Quarantine is lifted and everyone can finally leave their homes.
Murder Hornets:

2020 every second

Zoom meeting, audio only
Zoom meeting with video

BUT WAIT, THERE'S MORE

January, 1st, 2020
June 9th, 2020
Why should this matter to you as a CFO?

Culture impacts organizations’ revenue goals.

On average:
- 69% of employees don’t believe in the cultural goals set by their leaders.
- 87% don’t understand them, &
- 90% don’t behave in ways that align with them.

By closing these gaps, companies are 9% more likely to meet or exceed their annual revenue goals.”
POLL QUESTION 3:
WHAT % OF YOUR WORKFORCE DO YOU PLAN TO KEEP WORKING REMOTELY AFTER COVID-19?
0%, 20%, 40%, 60%, 80%, 100%, Don’t Know
Our Business Advisory Services Research Shows...

Based on personality, fewer than 20% of employees are suited for long-term remote employment.

What is being overlooked?

- Productivity Impact
- Cultural Disconnect
- Employee Preference
- Functional Role Challenges
- Confidentiality & Security Considerations
TWO AUDIENCES

In-Office Employee

Remote Employee

DIFFERENT MINDSETS. DIFFERENT CHALLENGES.

BOTH CRITICAL
POLL QUESTION 4:
Has your organization completed your long term plan for in-the-office employees vs. remote along with a human capital impact study to determine the cultural impact?

Y/N
YOU MUST BE THE CHANGE YOU WISH TO SEE IN THE WORLD.
—Mahatma Gandhi
JK’S KEYS TO SUCCESS

1. Play the long game
2. Self-improvement
3. Coachability
4. Be present
5. Never punish mistakes
A CHALLENGE FOR YOU
#1 BESTSELLER
THE WALL STREET JOURNAL.

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YOU'LL BE READY.

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& Facilities Strategy Call at:

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QUESTIONS?

WWW.KEYSER.COM
IT’S TIME TO CHANGE THE WAY WE DO THINGS.