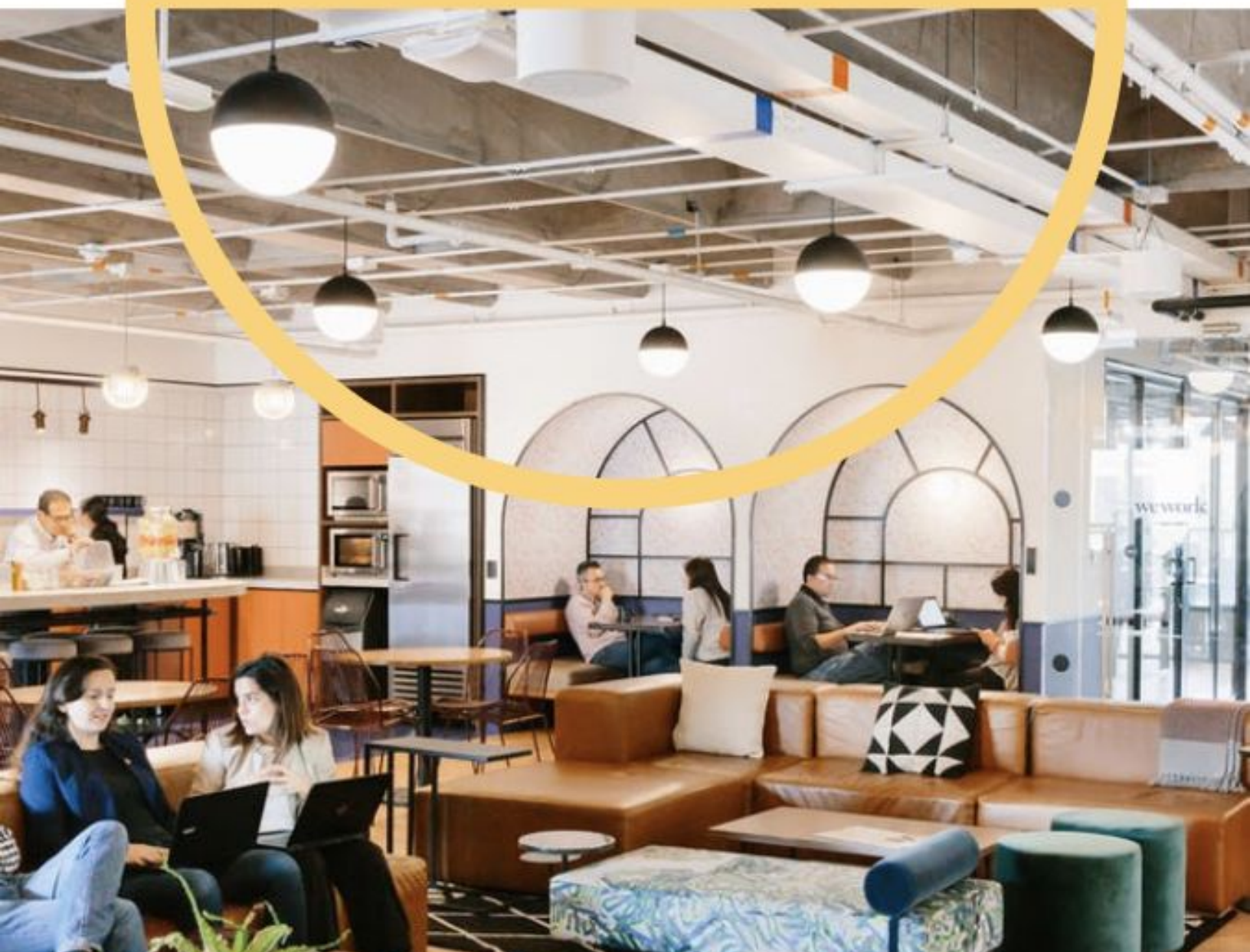


# wework



# Current Situation

- In August, WeWork filed for an IPO
- This opened the public's eyes to WeWork's questionable business structure and money loss
- CEO Adam Neumann stepped down
- Soft Bank invested more money in the company
- Currently in a state of limbo



# Problem

WeWork must generate public trust by maintaining consistency with its original mission of fostering a progressive and empowering community.

# Critical Factors

1. Negative public perception
2. Transparency
3. Enterprise client relationships
4. New client development





# Alternative 1

## Charity Outreach Program

### Overview

WeWork would partner with charities and nonprofits focused on women entrepreneurship on a corporate giving structure, and would provide PTO volunteer days for employees, employee match programs, and also place donation boxes at all 500+ WeWork locations.

Example of charities and nonprofits that focus on women entrepreneurship are Dress for Success, The Malala Fund, Ladies Who Launch, etc.

### ICM Strategy

- *Online + Interactive* - 15-30 second ads on YouTube and Facebook.
- *Public Relations* - encourage clients to make donations.
- *Publicity* - press release to national news outlets announcing charity outreach integration into business structure.
- *Events + Sponsorships* - women's entrepreneurship workshop in Los Angeles on International Women's Day with prominent women entrepreneurs.
- *Owned Media* - section on WeWork website dedicated to initiative and testimonials from women who have been positively impacted by the program.

### Pros

- Addresses perceived sexism in the company and integrates women into the company.
- Helps improve public perception and trust of the company.
- Will not be perceived as an irresponsible use of money.
- Can alleviate public pressure on large clients by improving WeWork's image.

### Cons

- Does not directly address issue of building trust with current and potential clients.
- Could be perceived as self-serving if there is no follow through in the company's internal actions (i.e. directly addressing sexism within the company).

# Alternative 2

## Community Centers

### Overview

WeWork will host a mentorship experience in local communities of major cities i.e. Atlanta, Austin, Chicago, New York City, and Seattle. Vacant buildings will be transformed into unique, public WeWork spaces. There will be partnerships with famous entrepreneurs from each city to host relevant mentor workshops. This will be a well-rounded experience that offers opportunities for professional development growth and resources to design and launch a small business.

### ICM Strategy

#### Phase One:

- *Advertising* - OOH Billboards.
- *Public Relations* - promoting workshops at local universities and small businesses.
- *Publicity* - press releases for local newspapers, magazines, community social media accounts and news websites.
- *Influencers* - local and famous entrepreneurs encouraging audiences to attend workshops through social media promotions.

#### Phase Two:

- *Online + Interactive* - YouTube & Facebook spots featuring impact/success stories of participants. Instagram posts and stories about Community Center events and testimonials.

### Pros

- Increases positive public perception with local communities.
- Enforces enterprise-client relationships with notable entrepreneurs.
- Can build clientele by promoting growth of small business owners.
- Huge PR swing with famous entrepreneurs and potential for buzz.
- Can alleviate public pressure placed on large clients by improving WeWork's image.

### Cons

- Can be expensive to book big-name entrepreneurs.
- Does not address transparency.
- Control over narrative lies within community.