FOR OWNERS RUNNING FLEX IN-HOUSE, AND THE TEAMS WHO WILL RUN IT

Building your own flex *brand*.

A structured path for owners who want to run flex themselves: from the first decision to an operating product, adapted from the Institute's ten-module Coworking MBA.

WHAT IT COVERS

01 **Who you are building for**
Audience, positioning and the social as well as the financial return.

02 **Design and the floor plan**
Avoiding the layout decisions that cost the most to put right.

03 **Sales, pricing and marketing**
Filling the space and pricing the inventory you have.

04 **Operations, technology and team**
Systems, service standards and the people who run them.

05 **The model and its governance**
Building the business case, reporting on it and holding the team to it.

WHY NOW

More owners are launching their own flex products, and many still treat flex as fit-out: desks, chairs and a name. It is an operating business. The most expensive mistakes, in layout, positioning and the team you hire, are made before the doors open and are costly to undo.

FORMAT

DELIVERY
Live online, monthly

LENGTH
Up to twelve months

ALSO AVAILABLE
As a private in-house training for your team

PLACES, IN-HOUSE COHORTS AND PARTNERSHIPS

Start the *conversation*.

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