

# LIFECLOUD • CO-LIVING



WELL-BEING ASSESSMENT  
& CULTURE DESIGN FOR CO-LIVING SPACES



# THE MARKET IS CHANGING



GLOBAL WELLNESS ECONOMY:  
\$4.2 TRILLION IN 2017  
(with 12.7% growth compared to 2015)

# THE MEANING OF ACCOMMODATION IS CHANGING

CO-LIVING PROMISES  
MORE THAN JUST  
SHELTER



COMMUNITIES TO RELATE TO

EXPERIENCES TO HAVE

A STAGE TO FLOURISHING

## THE SHIFT

What attracts people to shared living is a culture: a sense of togetherness, like-mindedness and higher forms of well-being and achievement such as “self-actualisation”.

We no longer seek a shelter, instead we look for new and holistic **experiences** of living. An entire generation is ready to move (and pay) to access a different lifestyle & culture.

## THE DANGER

The plaster approach: providing amenities but no community.

## THE CHALLENGE

Rethink the culture and the co-living system as a whole, which requires a clear intention, along with supporting design and operational principles.

# STATE OF AFFAIRS

25% of the population is suffering from mental ill-health

In the UK more than 9 million people report always or often feeling lonely

Co-living can help solve those problems, but there are many challenges when creating a community:

- What does community even mean? What is well-being made of? Is it the same for all of us?
- What are the key indicators of a thriving community? What should we look for?
- How to measure the health of a community? How to understand its culture?
- How to follow its evolution to support happiness and fulfilment?

BRINGING  
THE GAP

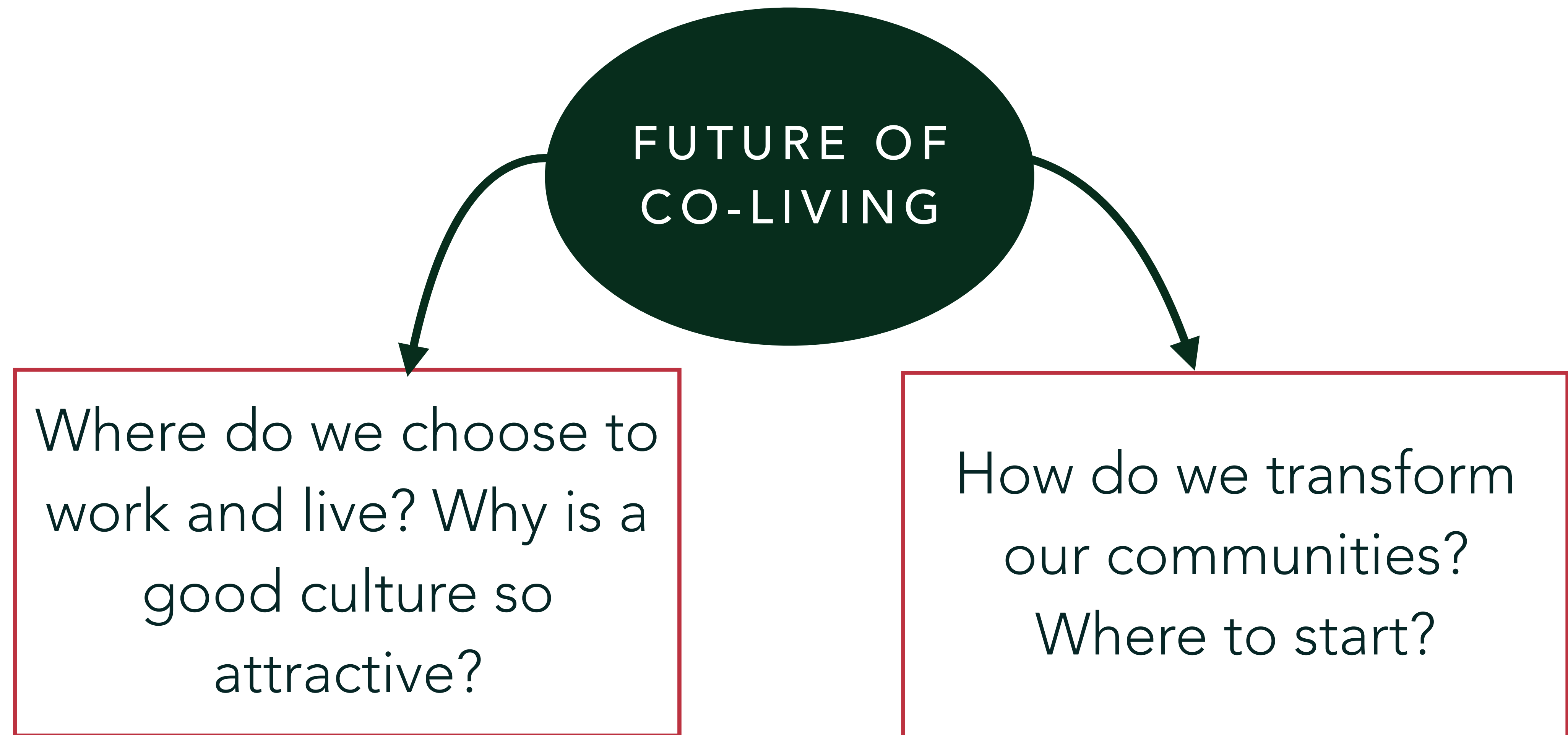
## OUR MISSION

Well-being is at the heart of the future of living. **At LifeCloud we put People first:** we help you nurture resident's fulfilment. We help you monitor, understand and improve happiness and culture of co-Living spaces. We use the science of well-being at large: neuroscience, behavioural science, psychology and sociology to support you in creating, sustaining and following the evolution of a thriving community in a world of perpetual change.





# RESPONDING TO THE NEW DEMANDS BY ASKING THE RIGHT QUESTIONS



# HOW WE WORK

## #1 CONSULT

Understanding your co-living identity, its ambitions, identifying challenges & designing a well-being strategy

## #2 EVALUATE

Your tailor-made “social weather forecast”, a 5min monthly survey to monitor happiness and culture.

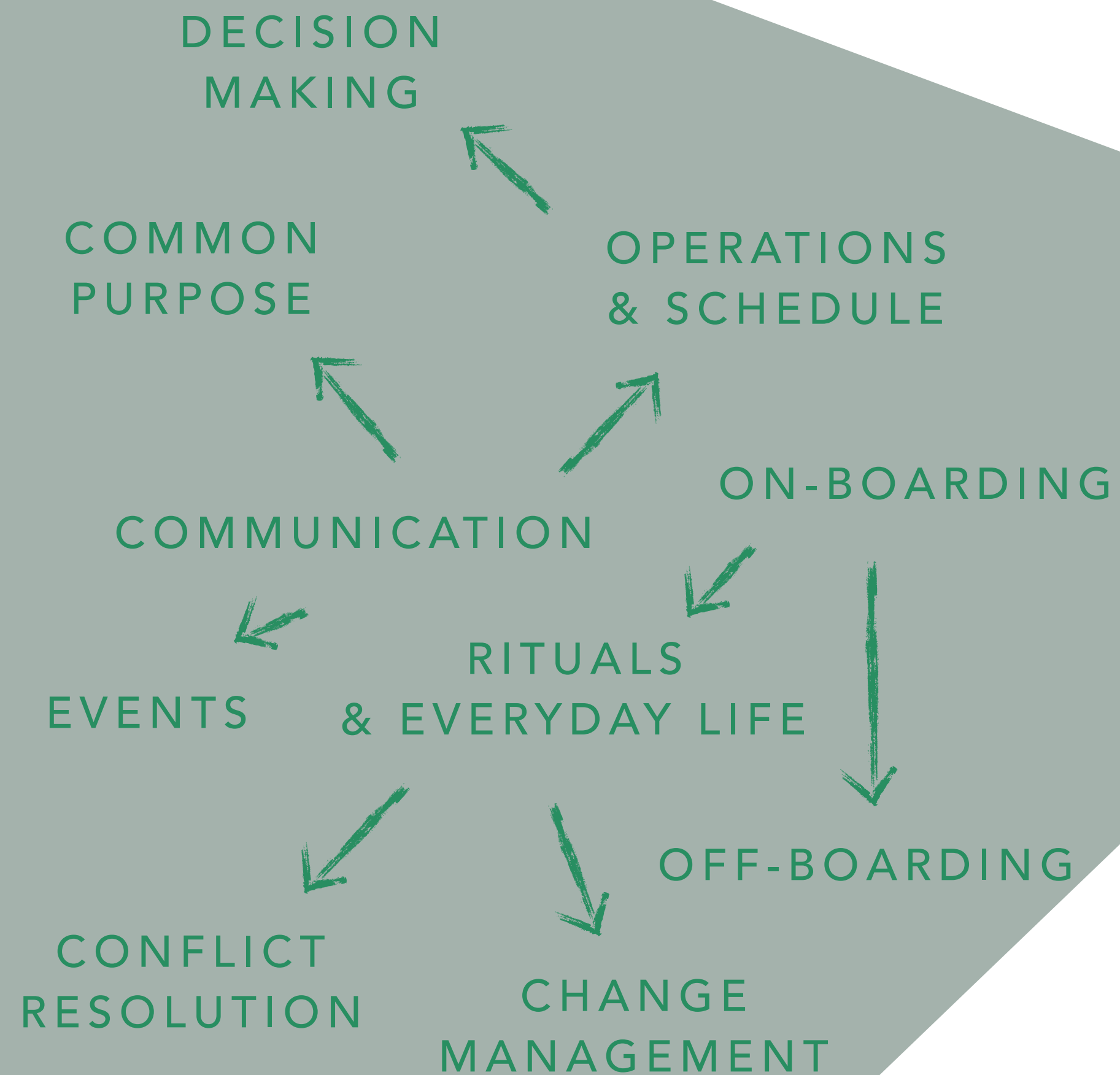
## #3 IMPROVE

From conflict resolution to transforming culture, we help you optimise well-being and happiness

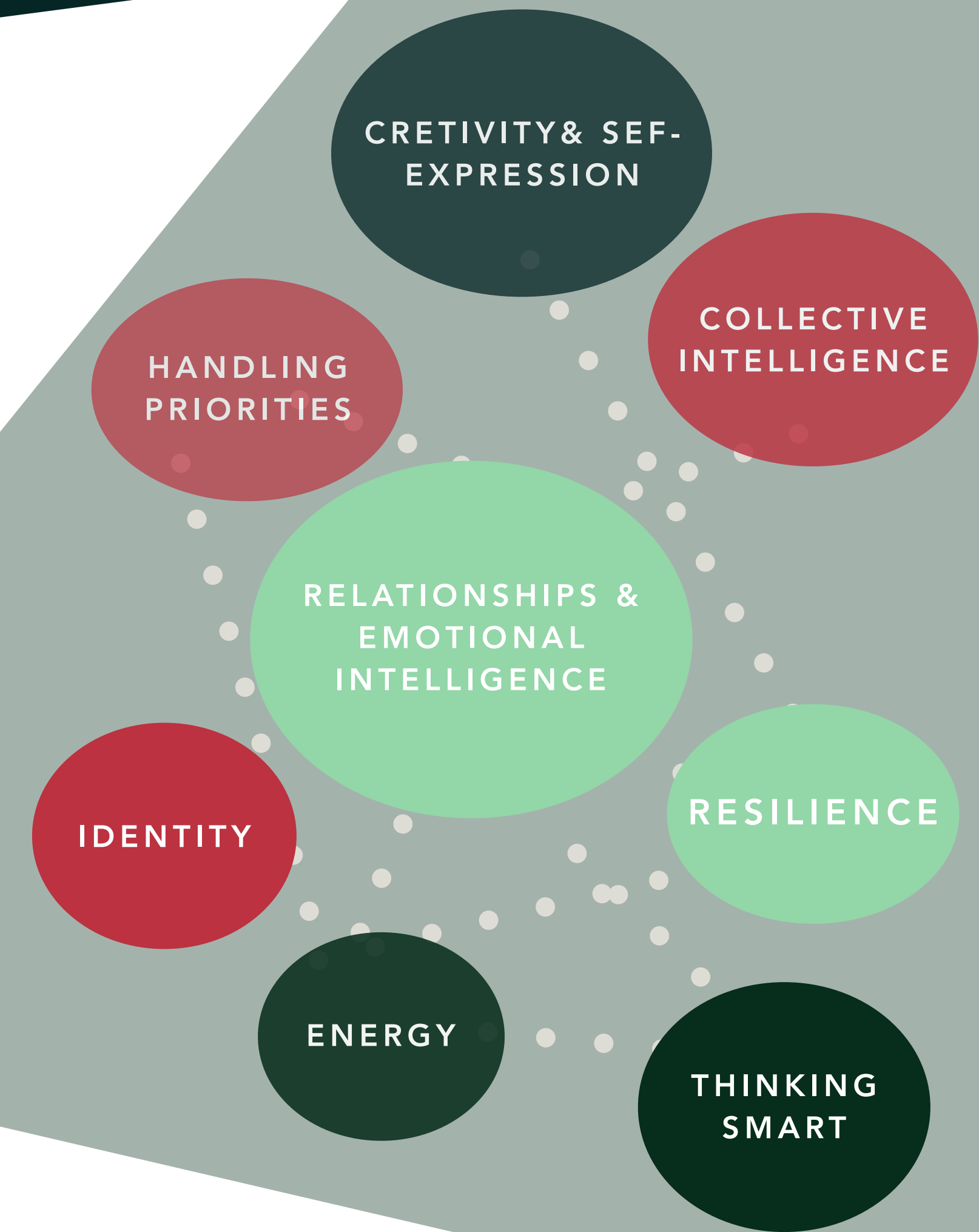
## #4 EVOLVE

We help you make sense of the data periodically, provide advice and the tool to reevaluate and readapt.

# 1 # CONSULT



Every aspect and processes of co-living influence resident's well-being. LifeCloud helps you build a bridge between the two.



# 1 # CONSULT

- WHAT IS WELL-BEING?
- HOW DOES IT APPLY TO CO-LIVING?
- WHO ARE THE PEOPLE MOVING INTO YOUR CO-LIVING?  
WHY?
- WHAT ARE THE DRIVERS OF THEIR HAPPINESS?
- WHAT ARE THE KEY WELL-BEING INDICATORS, OUTCOMES  
AND VARIABLES TO LOOK OUT FOR?



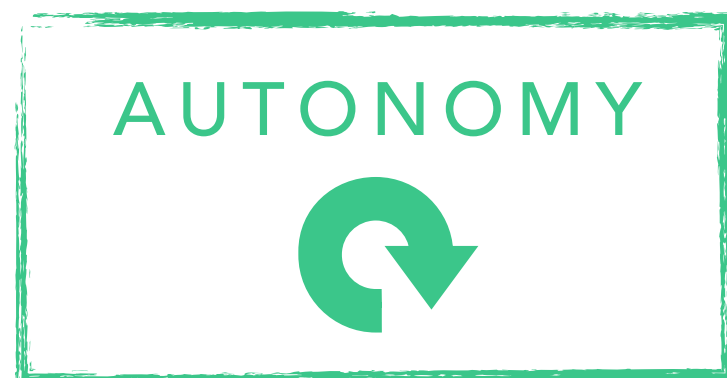
# 1 # CONSULT

## DEFINING WELL-BEING

An example and 3 new levers for concrete action.



Seeking to control the outcome of what is happening in one's work and life and having a sense of "experience mastery".



The desire to be causal agents of one's own life and act in harmony with one's integrated self; without being necessarily "independent".



The willingness to interact, be connected to, and experience caring for others.

**Self-determination Theory** is a well-researched model for well-being. Its 3 pillars (competence autonomy and relatedness) make for a clear definition, easy assessment and actionable levers of well-being. This simple model is a great springboard to generate happiness and fulfilment.

# 1 # CONSULT

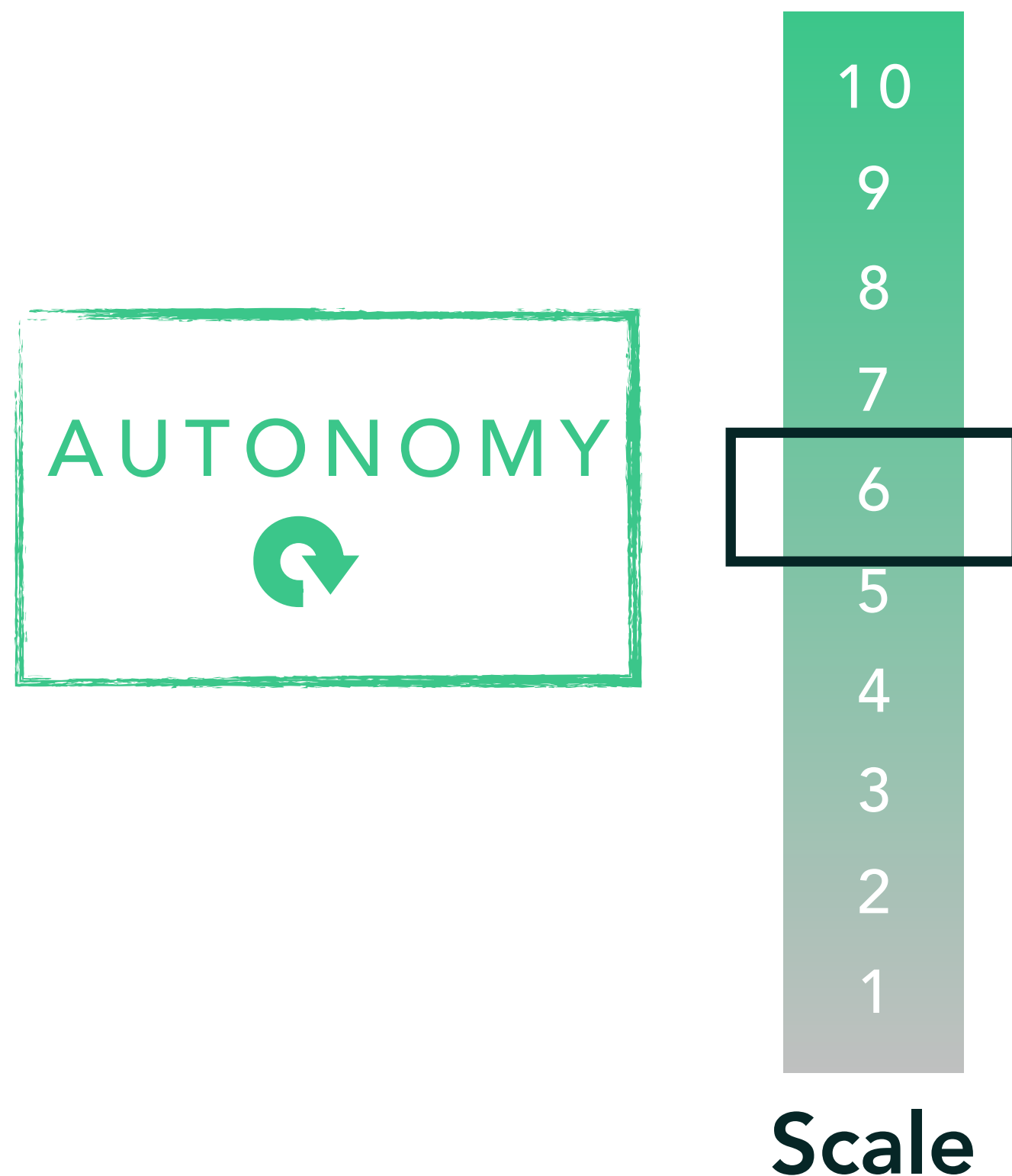
How to use those new levers for happiness?  
Where do we start?

# 2 # ASSESSMENT



# 2# ASSESS

## MAKING SENSE OF SCORES & SCALES



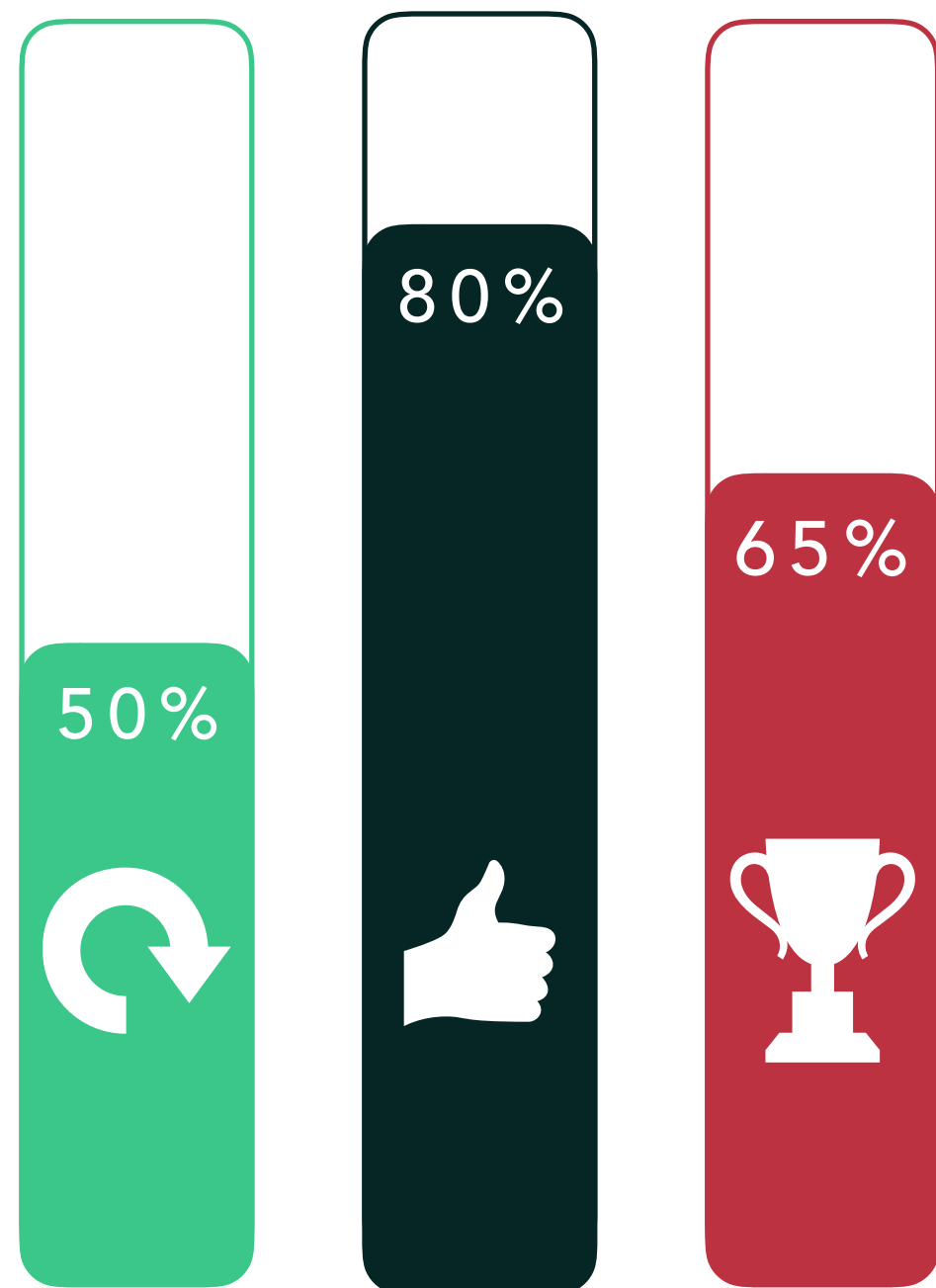
### DEFINITION

The desire to be causal agents of one's own life and act in harmony with one's integrated self; without being necessarily "independent".

### SCALE MEANING

Lesser score indicates that the respondents are experiencing little autonomy in their work life and have a higher likelihood to seek greater autonomy; while high score shows your respondent are experiencing high levels of autonomy.

# 2# ASSESS

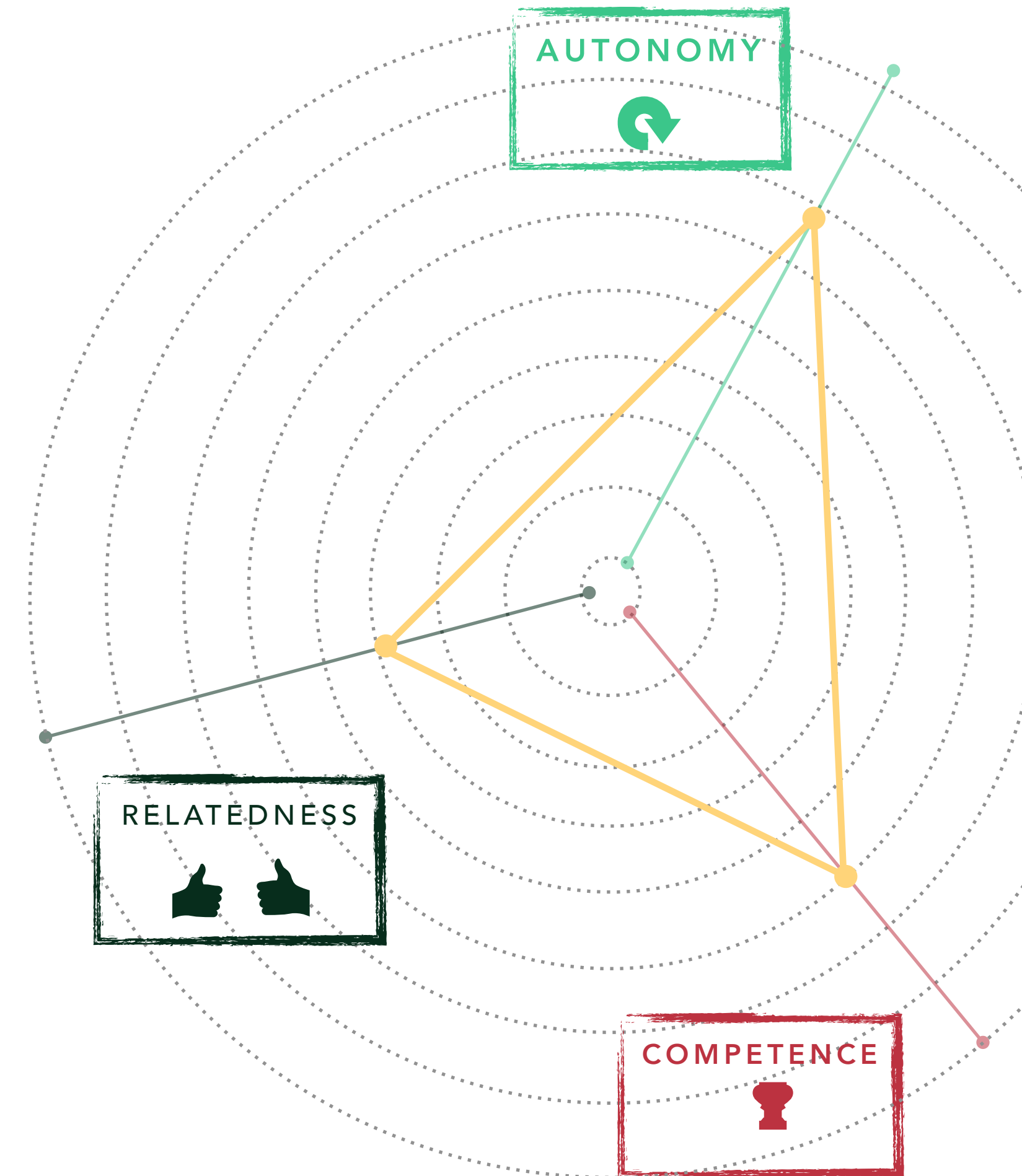


Raw score (%)

## MAKING SENSE OF YOUR BAROMETER OF WELL-BEING

We help you analyse your data:

- Unlock Insights for each pillar of well-being
- Identify strengths and weaknesses
- Shape an improvement plan

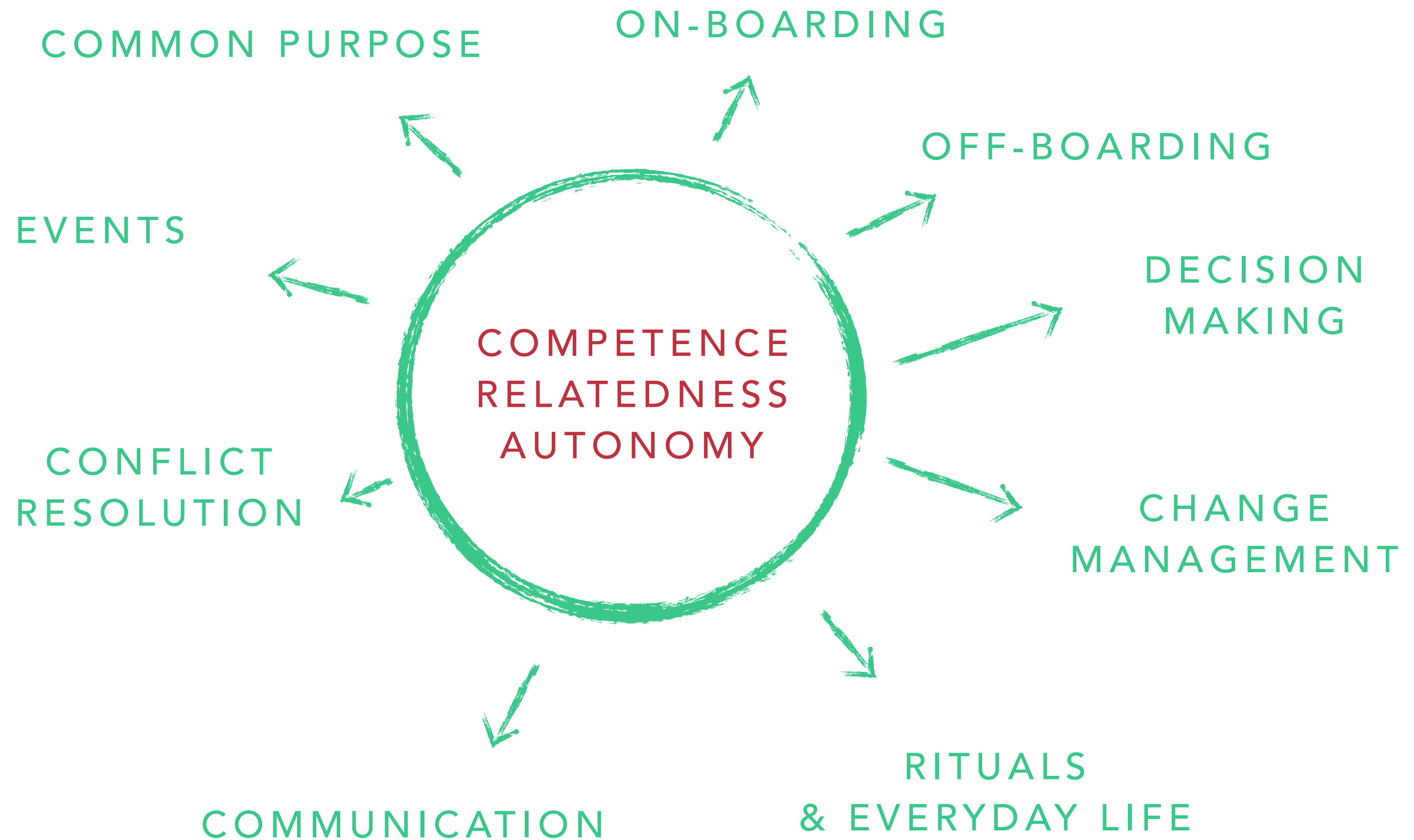




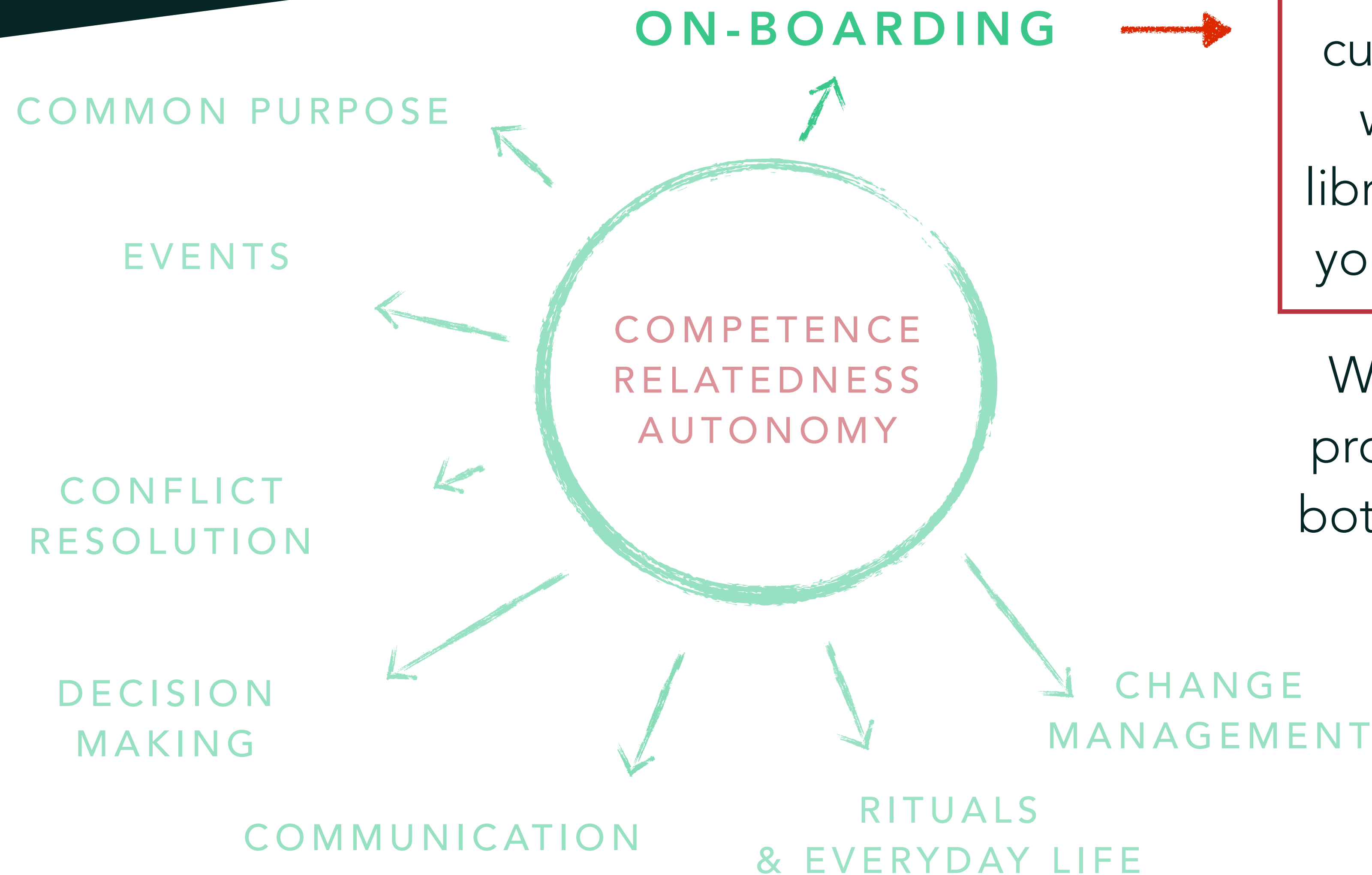
# 3# IMPROVE

## TAKE ACTION!

We use well-being science to inform everything that happens at the co-living.



# 3 # IMPROVE



A cross between your culture and the science of well-being: Access our library of methods to boost your on-boarding process.

What if your on-boarding process was an experience both empowering and filled with a deep sense of connection?

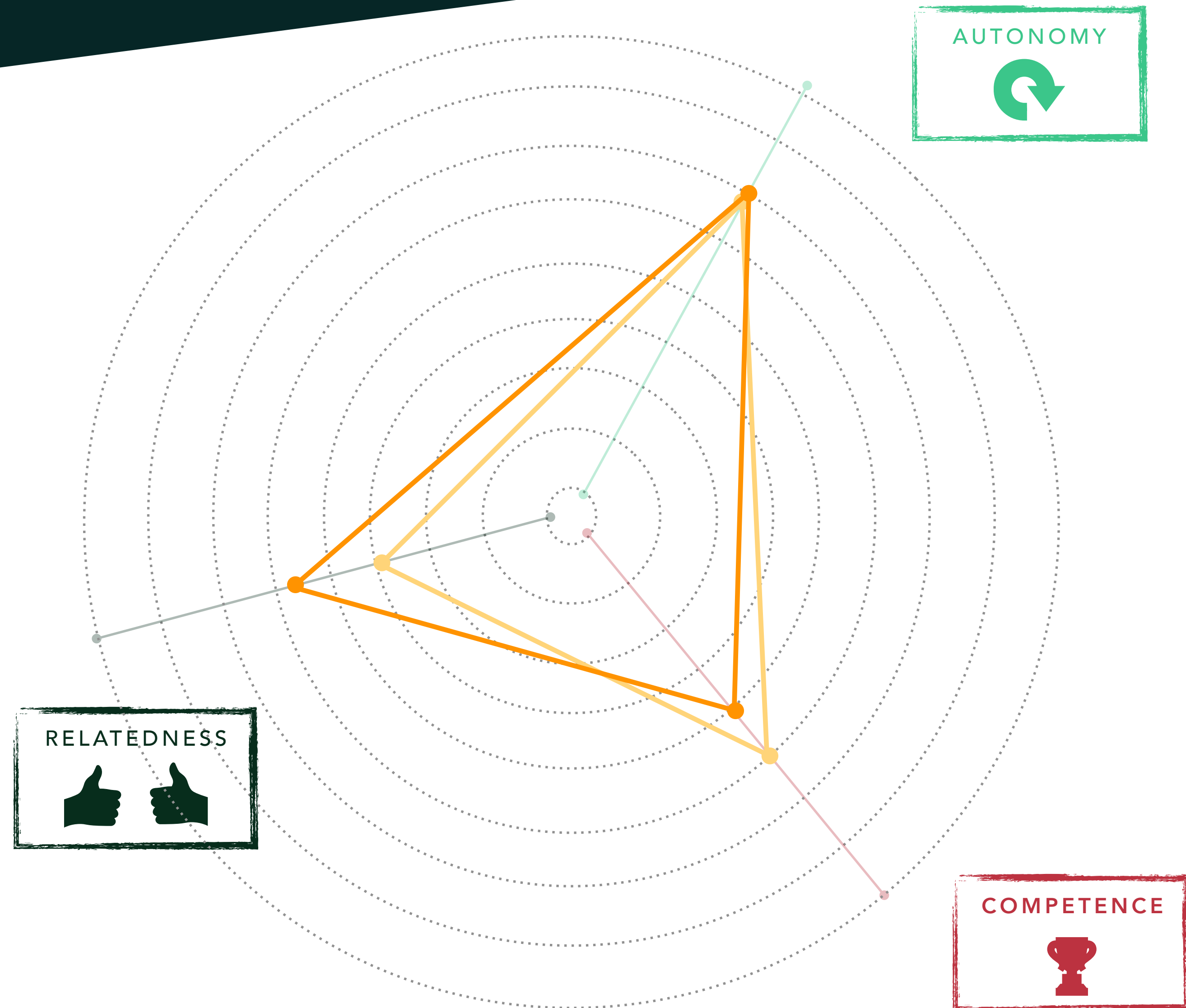


# 4 # EVOLVE

Happiness, well-being and culture are constantly evolving within a community. We help you follow its natural unfolding:

- We follow-up regularly to help you make sense of the data
- We provide advice, tool & methods to reevaluate and readapt autonomously.

...Just like a living system.



# THE METHODOLOGY CYCLE

With fresh new insights at hand every 2 weeks, we can re-apply the cycle to adjust culture & processes as much as needed.

## #1

### CONSULT

Understanding your co-living identity, its ambitions, identifying challenges & designing a well-being strategy

## #2

### EVALUATE

Your tailor-made “social weather forecast”, a 5min monthly survey to monitor happiness and culture.

## #3

### IMPROVE

From conflict resolution to transforming culture, we help you optimise well-being and happiness

## #4

### EVOLVE

We help you make sense of the data periodically, provide advice and the tool to reevaluate and readapt.



LIFECLOUD



LAURIE PARMA

Well-being strategy, culture design & performance

**T** 07432321730

**W** [lifecloudstudio.com](https://lifecloudstudio.com)

**E** [laurie@lifecloudstudio.com](mailto:laurie@lifecloudstudio.com)

