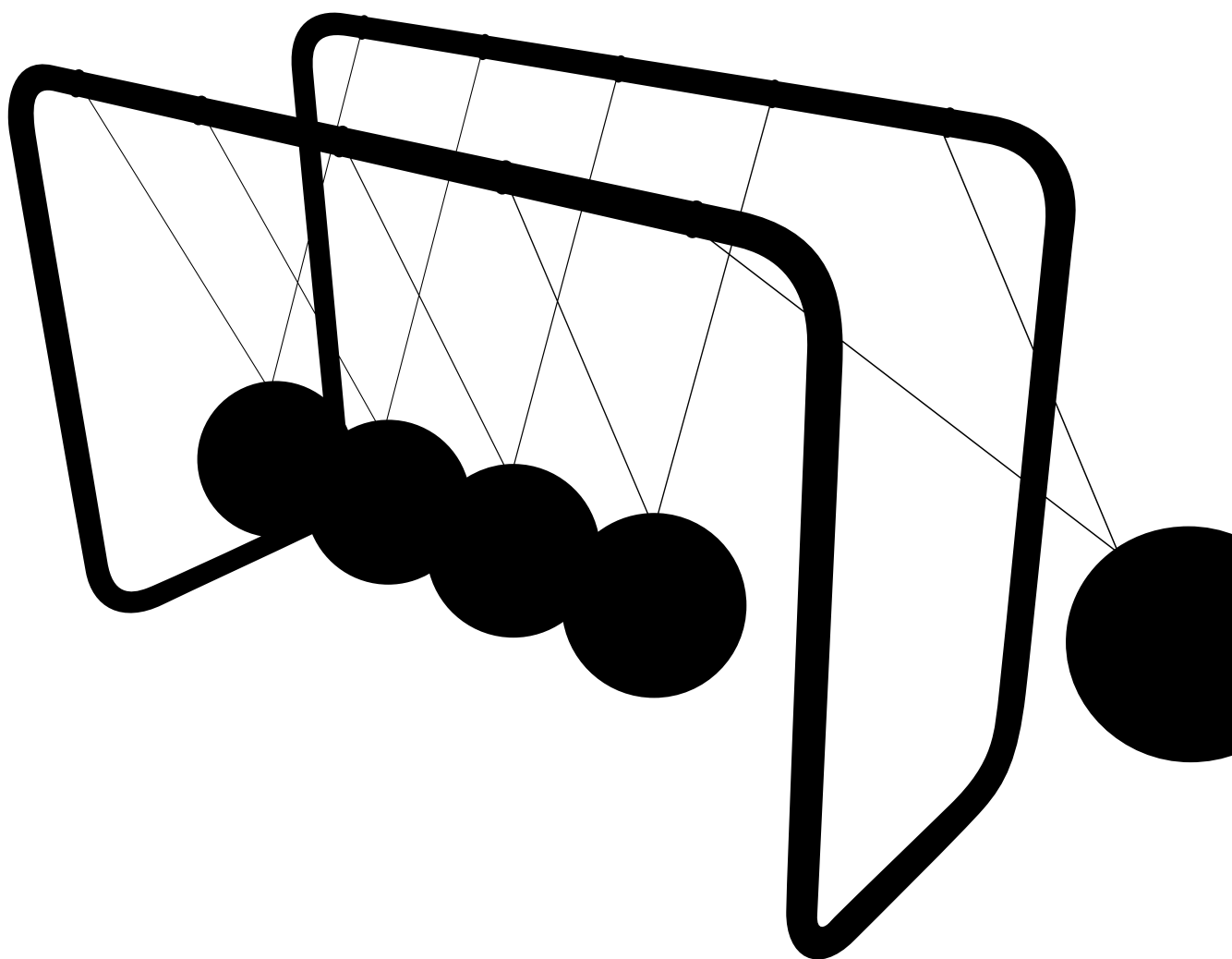




*Real value in a changing world*

# Workplace *strategy* for a changing world

Workplace Solutions



## Strategic advantage through workplace solutions

Unprecedented forces are changing the way business is conducted today. Economic uncertainty, increasing M&A activity and changing labor demographics are among the many challenges facing companies.

Is your workplace positioned to meet the demands of today and uncertainties of tomorrow?

To thrive, companies must have a lean profile and the flexibility needed to respond to an ever-evolving business climate. Workplace strategy can play a significant role in helping organizations meet short- and long-term objectives and, more importantly, to rapidly address changing market conditions and priorities.

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## Smart workplace decisions reap benefits across the enterprise

Workplace programs can play a significant role in helping organizations meet short- and long-term objectives, including:

**Readiness for global economic volatility:** Workplace planning assists as you navigate an uncertain business program. Risk assessment, business continuity, supply chain and labor pool availability all have workplace consequences. An agile workplace allows you to grow and shrink as business demands change.

**Improved productivity:** The design of your workplace environment can support or impede strategic business goals. Work settings, processes, practices, technologies and collaboration tools influence the speed at which your enterprise can implement organizational change—ultimately impacting the productivity of your workforce.

**Optimized portfolio value:** You can reduce costs and improve the return on your CRE investment by reducing overhead, optimizing space and providing a menu of space and work options. An efficient portfolio allows you to reinvest in your business through improved branding, upgraded space solutions and improved technology solutions.

**Reinforced branding:** The workplace is a metaphor for how an organization works. A workplace that reflects your organization's values communicates itself to customers and staff alike and sets the stage for workforce transformation.

**Strengthened sustainability:** A sustainable workplace goes far beyond reinforcing your company's social commitment. It can increase employee engagement and productivity while dramatically reducing CRE costs. Location, occupancy and utilization strategies can be combined with mobility, travel and meeting policies to shrink your CRE footprint and reduce employee commutes.

**Improved talent attraction and retention:** By providing workplace choice and equipping your employees to do their jobs better, you improve engagement and productivity. Flexible work practices are a key consideration in the search for knowledge workers. Each generation exhibits different workstyles and work-life balance expectations—your workplace needs to reflect these differences.



# Helping you develop a successful workplace solution

Designing and executing a workplace strategy that delivers all the benefits and aligns with enterprise goals can be challenging. Our services help you navigate each critical phase of the process—from strategy to reality.

**Strategy:** It's critical to align your workplace initiatives with business objectives. By creating a solid business case, you will secure support from senior leadership and lay the foundation for stakeholder buy-in throughout the organization. We can help you develop a robust value proposition and identify the financial and resource investments required. A strategic solution will increase your return on investment and ensure all the expected benefits are realized.

**Planning:** There are myriad details involved with implementing a successful program including the tools and technologies needed, office design, policy development and training. We help you craft a practical implementation roadmap that allows you to mitigate risk, manage change and ensure adoption.

**Implementation:** A well-designed rollout plan ensures success. Our team works closely with yours at a global or regional level—integrating IT, HR and real estate teams to improve adoption and ensure new approaches are merged with existing processes. We establish key metrics to monitor program success in alignment with your goals. Proactive change management and communication plans position you for a successful transition and give you the tools to manage stakeholders at all levels in the organization.

**Management:** Too often, good programs fail for lack of ongoing management and oversight. Our program and facility management teams can partner onsite for any size program to manage pilots, projects and initiatives. And, because we systematically monitor your program, we ensure that your financial targets and strategic goals are met.

## Jones Lang LaSalle's Workplace Solutions







### Experience and expertise that deliver results

Jones Lang LaSalle has more experience than any other firm in designing, implementing and managing workplace solutions. When you partner with us, you can be confident that you will receive access to industry leading practices and a tailored solution that is aligned with your strategic and financial goals. You benefit from our experience on hundreds of assignments helping companies leverage workplace initiatives to meet a range of objectives. For example,

- For a multinational bank, we aligned the workplace delivery processes to improve flexibility and workplace effectiveness, increasing capacity by 140 percent and saving \$64 million.
- We helped a Fortune 100 telecommunications organization cap its demand for space as the company grew by reducing gross area per worker by 15 percent, resulting in \$41 million in cost savings and avoidance and increasing productivity by 76 percent.
- By developing hotelling and work-at-home programs, we helped a Fortune 1000 consulting firm reduce space requirements by 38 percent, improve employee satisfaction by 15 percent and save \$45 million in occupancy costs.

Our team of diverse experts makes the difference. With specialties ranging from architecture, human resources, finance, organizational psychology, information technology and ethnography, we ensure a comprehensive, integrated solution that meets the expectations of stakeholders across your organization and delivers measurable financial and strategic value.

### Your partner for workplace and beyond

As the world's leading provider of real estate and money management services, we know the complexities of managing and optimizing a global real estate portfolio. Unlike other firms, Jones Lang LaSalle can seamlessly integrate workplace strategy, occupancy planning, process improvement, portfolio strategy and sustainability services with unmatched leverage to deliver exponential results.

**Portfolio strategy:** We partner with you to develop and implement portfolio strategies that support business objectives and reflect operational, financial, labor force and location needs.

**Occupancy planning:** We help you reliably measure, collect and maintain the data needed to make informed space planning decisions to improve density and utilization.

**Energy and sustainability services:** Our holistic approach helps you develop and align your sustainability program with your organization's broader business strategy and provides significant savings.

**Process improvement:** We apply Six Sigma methodologies to identify risks and improve your processes to ensure consistent service delivery and prevent cost overruns.



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For more information on gaining competitive advantage through workplace solutions, please contact:

Bernice Boucher | Head of Workplace Strategy, Americas

Email: [Bernice.Boucher@am.jll.com](mailto:Bernice.Boucher@am.jll.com)

Phone: +1 212 418 2619