A Global Workplace Community focused on increasing Workplace Innovation & Consciousness

CBRE WORKPLACE 360
A fundamental shift in the way we go to work
About our Presenter

Chris Hood

As a student of Alternate Workplace Strategies for over 34 years he shares his knowledge, experience and thought leadership with his clients, teammates and his industry. He is a past winner of Corenet’s Global Innovation Award, a founder and leader of their Workplace Community, and has spoken at Industry Conferences across the world.
Workplace360 is examining how we work at CBRE from all aspects – work environment, supporting technology, branding, personal productivity, space efficiency, sustainability, mobility, flexibility and more – applying this research to transform our future workplace.

Improve the way we work
Generate business
Optimize our assets
## WORKPLACE360 AT CBRE

### WHO ARE WE ENGAGING WITH IN THE AMERICAS?

<table>
<thead>
<tr>
<th>Count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,300</td>
<td>Survey Respondents</td>
</tr>
<tr>
<td>161</td>
<td>Visioning Session Participants</td>
</tr>
<tr>
<td>317</td>
<td>Interviewees</td>
</tr>
<tr>
<td>190</td>
<td>Focus Group Participants</td>
</tr>
</tbody>
</table>

### WHO ARE WE ENGAGING WITH GLOBALLY?

<table>
<thead>
<tr>
<th>Count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>49%</td>
<td>Average Utilization</td>
</tr>
<tr>
<td>290k+</td>
<td>Utilization Data Points</td>
</tr>
<tr>
<td>3,918</td>
<td>Employees Engaged (of ~47,000 total)</td>
</tr>
<tr>
<td>530,000+</td>
<td>Square Footage Impacted (of ~4.5m total)</td>
</tr>
</tbody>
</table>

### THE IMPACT OF DIGITIZATION

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sf reduction</td>
<td>17,535 Sf reduction in file drawers</td>
</tr>
<tr>
<td>Drawer</td>
<td>1 Drawer per person in new model</td>
</tr>
<tr>
<td>Storage</td>
<td>$7.7M Storage Savings (based on sf)</td>
</tr>
<tr>
<td>Purge rate</td>
<td>72% Average purge rate</td>
</tr>
</tbody>
</table>
US LOCATIONS

TRAIL BLAZERS - 11
- Cleveland
- Kansas City
- Downtown LA
- Sacramento
- Orlando
- Downtown San Diego
- Carlsbad
- Ontario
- Honolulu
- Baltimore
- Downtown Chicago

UNDERWAY
- Denver
- Mexico City
- LA North
- Foster City
- Palo Alto
- San Jose
- Chicago Metro
- Columbus
- Greenville
- Houston

UPCOMING
- Miami
- Nashville
- Cincinnati
- Dallas
- Phoenix
WORKPLACE360 AT CBRE

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TECHNOLOGY
✓ Laptops for all, 22" dual monitors, Box.com
✓ Media:Scape, Crestron reservations
✓ Media Wall, Oblong, Liquid Galaxy and more...

DIGITIZATION
✓ 72% average purge rate, 1,500 employees
✓ 25,000sf+ in storage space impacted
✓ Reduction from 4+ file drawers to 1 drawer

HEALTH AND WELLNESS
✓ Height adjustable workstations and focus room desks
✓ Healthy snacks, natural light, hydration stations
✓ Circadian lighting, Wellness room, plant life, and more...

ART AND BRANDING
✓ Employee committees, local artists
✓ Recycled materials, rotating artists
✓ Local brand, global context
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A CONCIERGE SERVICE MODEL FOR US AND OUR CLIENTS

92% of employees believe the work environment reflects a world class organization
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NEIGHBORHOODS THAT PROVIDE FLEXIBILITY, AS WELL AS A HOME BASE

79% of employees feel more productive compared to the previous office space.
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AN ENVIRONMENT THAT PROMOTES INTERACTIONS AND COMMUNICATION

94% of employees agree or strongly agree that they are able to more easily collaborate
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BUT, ALSO SUPPORTS ACTIVITIES THAT ARE PRIVATE OR CONFIDENTIAL

83% of employees agree or strongly agree that they are able to find spaces for private and focused work.
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SEAMLESS TECHNOLOGY, ENABLING YOU TO WORK ANYWHERE AT ANYTIME

93% of employees believe Workplace360 reflects a reinvestment in employees, processes, and technology
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A HEALTHY WORKPLACE THAT INVESTS IN ITS EMPLOYEES’ SATISFACTION

86% of employees believe the new work environment creates a positive effect on their health and well being
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A BRAND THAT CAN BE IMMEDIATELY RECOGNIZED IN THE SPACE

86% of employees believe the work environment reflects their impression of the CBRE brand and promotes a positive image of the company.
BRING REAL ESTATE TO THE TABLE

93% of employees said they would not go back to the old way of working

HOW DO WE INTEGRATE AT CBRE?
- Global Facilities
- Workplace Strategy
- IT
- Project Management
- PR/Marketing
- Facilities Management

LESONS LEARNED:
- Don’t underestimate the timeframe of a successful change management program
- Update Facilities policies – new cleaning procedures
- Update OpEx budgets – healthy snacks, employee activities, better coffee, etc.
- Between 30 days and 6 months is a critical time – continue to engage with employees