

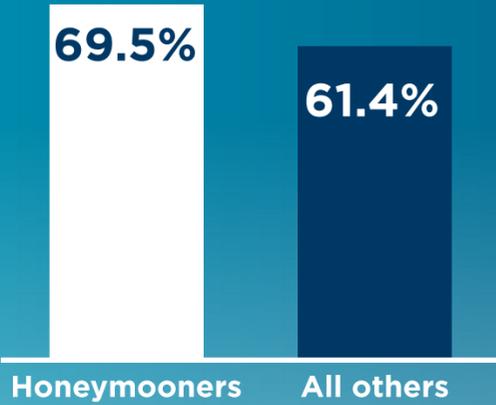


Protect & Extend the Honeymoon Phase of Your Newest Hires

Experience per Square Foot™ (XSF) Research Uncovers the Link Between Tenure and Engagement in Remote Working

HERE'S WHAT WE'VE SEEN

% Reporting Positive Overall Experience



Many organizations worry about the engagement of their most recent hires. Our pre-COVID XSF data showed that these “honeymooners” were having a great workplace experience.

But what about new hires who have yet to set foot in the office due to the pandemic?

They appear to be doing just fine, with a few important exceptions. Honeymooners working remotely outscored their longer-tenured colleagues on over 70% of XSF measures. However, the honeymooners lagged in key areas related to personal interaction including network activation and bonding with colleagues.

Examples Where Honeymooners Excel While Working Remotely

Percentage of employees rarely coming to the office who agree or strongly agree with each experience statement



Examples Where Honeymooners Lag Behind While Working Remotely

Percentage of employees rarely coming to the office who agree or strongly agree with each experience statement

n=7,428 remote workers
Source: C&W XSF Survey



WHAT YOU SHOULD DO

- DIAGNOSE Measure Employee Experience**
 Measure the employee experience at your company using XSF.
- PLAN Design Your Workplace Strategy**
 Partner with Cushman & Wakefield Total Workplace to plan your optimal workplace strategy including the type and amount of space, its functionality, and the look and feel it embodies.
- EXECUTE Build Your Re-Entry Plan**
 Use Cushman & Wakefield Return to Office and Change Management best practices to bring groups back to the office as quickly, safely and seamlessly as possible.

XSF IN ACTION

BUSINESS PROBLEM

A financial investment firm planning a return to office sought to continuously diagnose, improve and monitor the workplace experience as part of their strategic goals to support their workforce.

SOLUTION

XSF insights led the client to establish an employee experience baseline and build action plans with the goal of improving the employee experience XSF score 5% year over year.

Leveraging experts in real estate, HR, design and technology, alongside global best practice insights, we developed the industry's first workplace experience diagnostic and are deploying it for Fortune 500 companies across the globe.

- 6 million+ data points
- 110K+ employee respondents
- 100+ companies
- 100+ countries

[For more information visit Experience Per Square Foot™](#)