

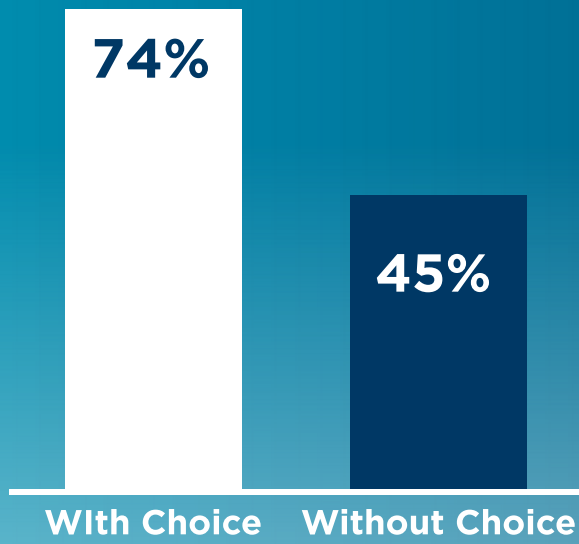


Return à la Carte!

Experience per Square Foot™ (XSF) Research Reveals People Perform Best When They Have the Choice of Where They Want to Work

HERE'S WHAT WE'VE SEEN

% Reporting Positive Overall Experience



While a degree of remote work is here to stay, people want to come to the office to collaborate, innovate, learn, and connect. As organizations respond with new office attendance policies, the most successful understand that overprescribing attendance hurts employee experience.

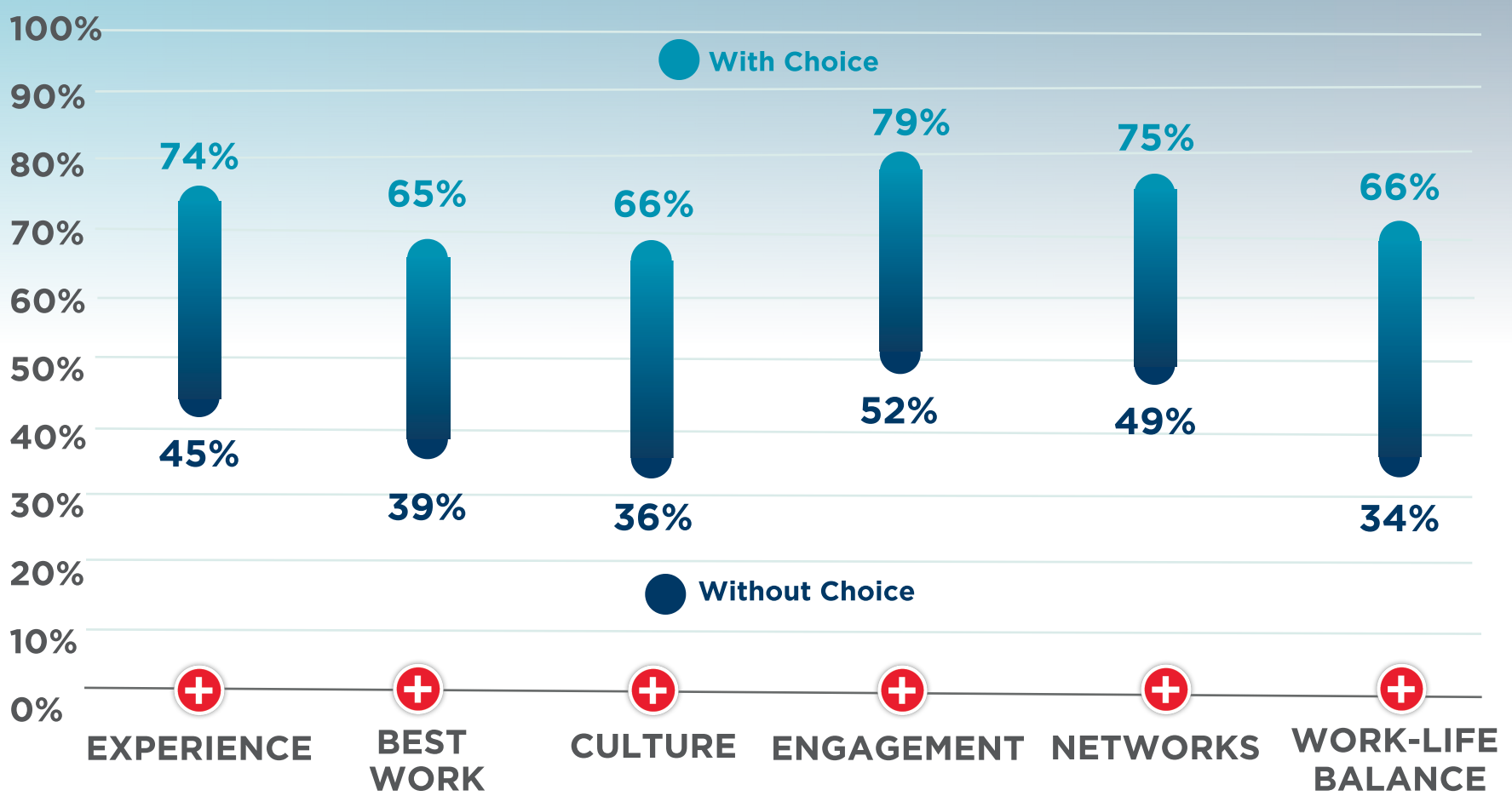
People with the freedom to choose where they work outperform those without this freedom on all XSF Performance Indices.

Through XSF organizations can uncover the unique workplace environment and services that will draw people back to the office. Instead of policy mandates to return, XSF helps you create environments and experiences that motivate people to choose the office as a workplace destination.

Provide Employees with the Freedom to Choose Where They Work to Create the Best Experience

n=11,898 global workers
Source: C&W XSF Survey

XSF Performance Index Scores Comparing Employees With and Without the Choice of Where They Work



XSF Performance Indices

Click above to learn more.

Each XSF Performance Index consists of variables selected through primary research and statistical factor analysis.

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 C&W's Return to Office and Change Management best practices to inform, excite, and take care of employees as you welcome them back to the office.

XSF IN ACTION

BUSINESS PROBLEM

92% of a regional bank's staff was predominantly in the office pre-COVID. With the workforce now mostly remote, the employer recognized that employee wellbeing was suffering. The bank needed to understand the remote work experience, employees' desires for returning to the office, and use these insights to craft a future workplace strategy that respects employee preferences while driving engagement and productivity.

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.

SOLUTION

Leveraging XSF, the bank uncovered that post-COVID, only 27% wanted to make the office their primary location and an alarming 46% of the workforce preferred to work remotely. However, people's wellbeing and productivity levels were dropping fast. The bank was able to establish why people wanted to come to the office and are now focused on repurposing their headquarters into a destination people want to work in.

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

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