

**Total Workplace Consulting**

# WORKFORCE ANALYTICS

Accessibility to the right workforce is a primary concern for nearly all C-Suite executives. A location can improve a company's ability to hire employees with target skills and attributes. Cushman & Wakefield Total Workplace Consulting provides clients with detailed and actionable insight into global, national, and local labor markets. We analyze labor markets from two complementary perspectives: job skills and demographics. These factors measure experienced talent and trainable labor in a market which provides a critical foundation for smart decision making.

## **EXPERIENCED LABOR - TARGET JOB SKILLS**

**Where does the target workforce live and work and how will a long-term real estate investment impact the organization's ability to recruit and retain the right skill sets?**

Cushman & Wakefield's Total Workplace team uses its labor analytics capabilities to ensure a company's real estate decision aligns with its talent objectives and enables the organization to capture and retain its targeted workforce.



### **LOCATION**

*Where does the company's targeted workforce live and work?*

- Net commuting patterns provide insight into the current and future supply of targeted skill sets.
- Insight into where the targeted talent lives and how that overlays with the distribution of employers and candidate locations.



### **COMPETITION**

*Who is competing for the company's targeted skill sets?*

- Job posting analytics provide insight into the demand for targeted skill sets.
- Visibility into the companies actively hiring selected positions within a market and how aggressively they have to recruit to capture this talent.



### **WAGE LEVELS**

*How does the company's pay structure affect its ability to recruit and capture the right talent?*

- Talent supply by compensation analytics enable the company to understand their ability to recruit exact and related skill sets at a specific wage-level within a market.

## **TRAINABLE LABOR - TARGET DEMOGRAPHICS**

**Where does the target demographic live and how will a long-term real estate investment impact the organization's ability to recruit and retain the right talent?**

Cushman & Wakefield will establish the company's target labor demographics. Each demographic segment is a composite of 300+ demographic and lifestyle traits, including: age, income, education, consumer behavior and occupational tendency. This provides precise insight into the volume and concentration of trainable talent in a market or submarket.

## **FOR MORE INFORMATION**

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