

TOTAL WORKPLACE CONSULTING LOCATION STRATEGY

RELOCATION CAN DRIVE SIGNIFICANT BUSINESS BENEFITS

When properly developed, strategy sets enterprise objectives, reveals the actions required to achieve those objectives, and aligns employees and resources against those actions. Location strategies present inherent tradeoffs between access to the right kind of labor, cost efficiencies and the impact of competition for talent. Cushman & Wakefield's approach is designed to identify an optimal solution - globally, nationally, regionally, and locally.

Typical Location Strategy Goals



WORKFORCE QUALITY

Secure the talent required to run and grow the business.



PROFITABILITY

Reduce structural labor and real estate costs



ORGANIZATIONAL EXCELLENCE

Create value through improved process coordination and collaboration across the operation.

Benefits of Location and Real Estate Strategies

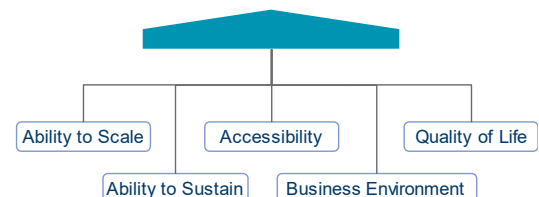
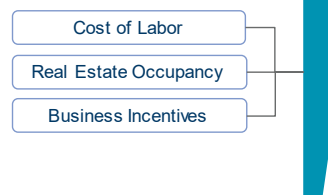
- RECRUIT, RETAIN, AND ENGAGE TOP TALENT
- LOWER STRUCTURAL COSTS
- IMPROVE OPERATING EFFICIENCIES
- DRIVE CROSS-TEAM SYNERGIES AND INNOVATION
- ENHANCE BRAND
- IMPROVE SUSTAINABILITY
- INCREASE ACCESS TO CUSTOMERS/CLIENTS

OUR APPROACH TO LOCATION DECISION MAKING: COSTS VS. CONDITIONS

Candidate locations are assessed from both Economic and Non-Economic perspectives, and reviewed within a single analytical framework that enables visibility into the trade-offs between each consideration.

The locations in which your company currently operates will be carried through the analysis for comparison purposes. Our approach is:

- Aligned to your company's specific operating requirements
- Fact based and objective
- Comprehensive, detailed, and with an integrated view
- Based on the best location, real estate, and incentives information available
- Designed for executive decision making
- Able to evaluate strengths of a labor pool within a broader metro area



FOR MORE INFORMATION

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