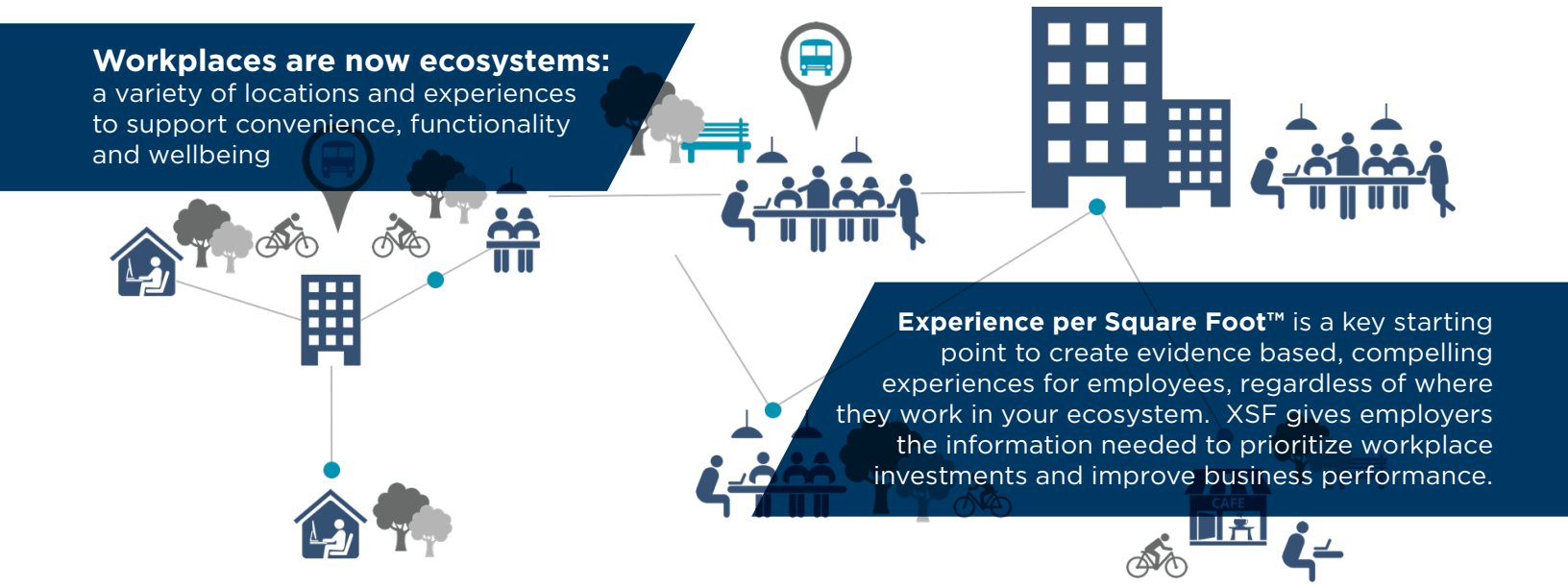
EXPERIENCE SQUARE FOOT™

CUSHMAN & WAKEFIELD

Data-driven Insights that Inform the Future of Workplace

As the global pandemic has drastically altered many companies' working environments, Cushman & Wakefield's proprietary Experience per Square Foot™ (XSF) has kept pace providing an avenue for real-time insights.

Workplaces are now ecosystems: a variety of locations and experiences to support convenience, functionality and wellbeing



Experience per Square Foot™ is a key starting point to create evidence based, compelling experiences for employees, regardless of where they work in your ecosystem. XSF gives employers the information needed to prioritize workplace investments and improve business performance.

XSF provides the insight on what's working and what's not. Insights inform actions to begin the journey to performance via understanding the right work styles for the future.

100,000 Responses < 6 MILLION Datapoints

2017

Classic XSF

Working in an Office
40,000 survey responses and 3 million datapoints in more than 3 years

2020 Q2-Q3

XSF@Home

Pandemic-Driven Work From Home
60,000 survey responses and 3 million datapoints in 6 months

2020 Q4

XSF 2.0

Thousands of new survey responses help answer timely questions about when, how and where employees want and need to work

Why It Works

- Links workplace investments to employee engagement
- Client scorecard evaluates how employees are doing
- Targets improvement areas which have the greatest impact to employees
- Employee benchmarks measure pandemic back to performance
- Supports the future of workplace decision-making

What We Deliver

Survey Prep — 1 WEEK
Administer Survey — 2 WEEKS
Deliver Results — 2 WEEKS
Assess Results

- **Dashboards** to view survey data results
- **Comparisons** across different regions
- **Evidence** of what is working well and not so well for employees
- **Benchmarks** (confidentially and in aggregate) with other companies who have taken the survey
- **Executive Summary Report** Overall presentation of findings and benchmarks

For more information:
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