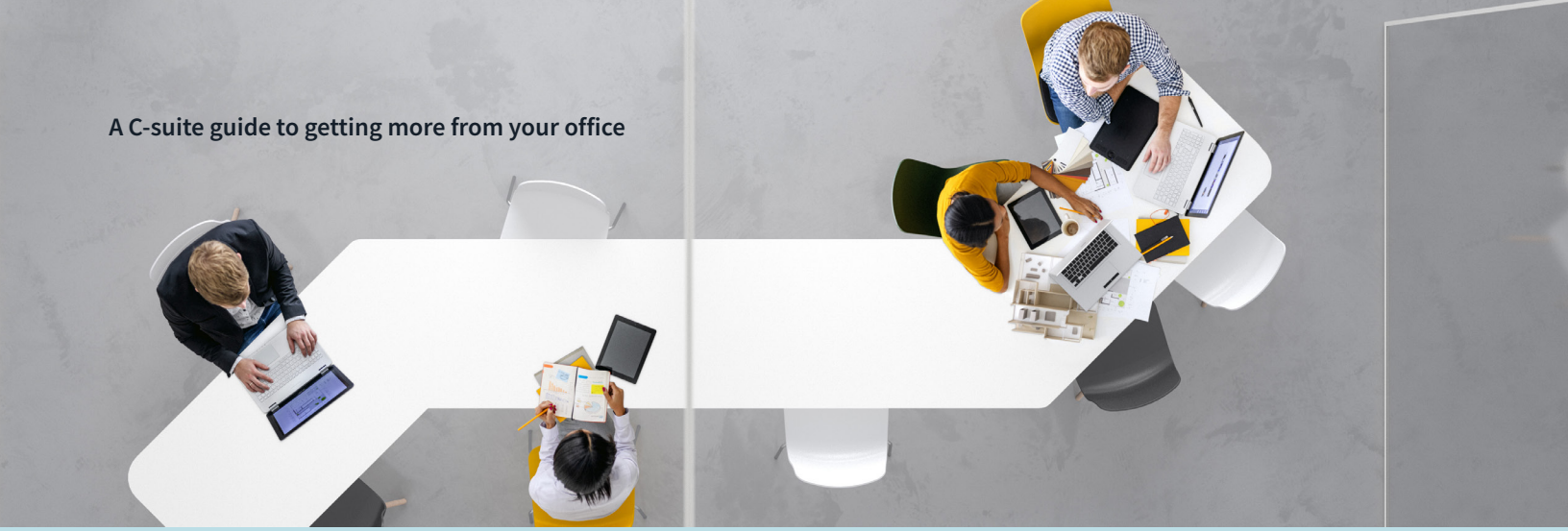


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Upgrading your workplace: A C-suite guide to getting more from your office

Learn how to create high-performing workplaces for enhanced collaboration, innovation and efficiency

JLL SEE A BRIGHTER WAY



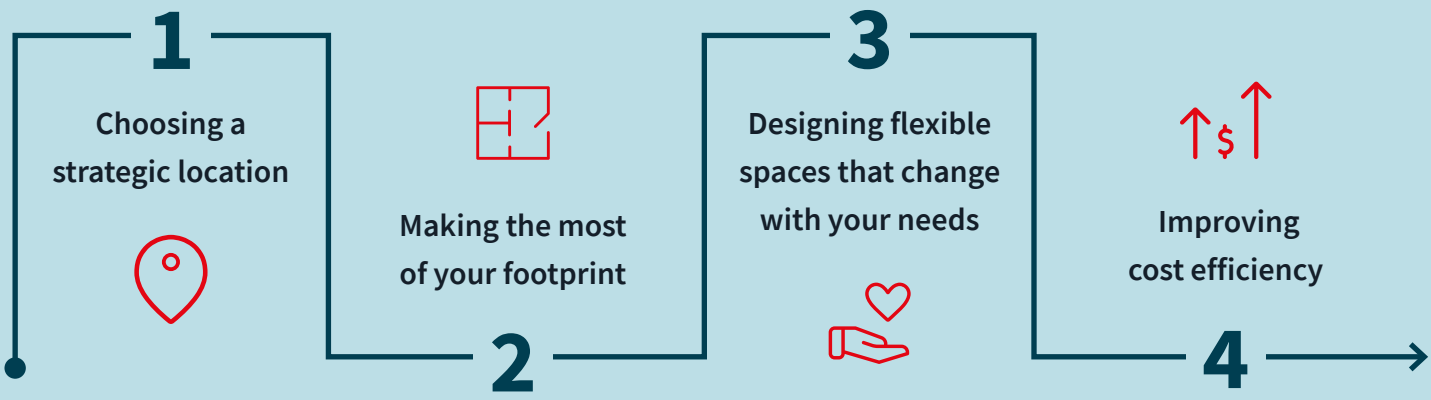
How do you draw employees into the office when they can work from anywhere with a Wi-Fi connection? That's the million-dollar question leaders everywhere are asking as they seek ways to increase collaboration, spark innovation and reignite company culture. And the answer encompasses a lot more than ping pong tables and meditation spaces.

Your workplace has the potential to be so much more than it is today. It can be a destination where employees want to go to find productive workspace, connect with colleagues and feel supported. At the same time, it can help you realize your business goals by attracting talent and fostering a growth-oriented culture.

Creating a better workplace experience starts with close collaboration between all members of the C-suite to ensure your office checks all the right boxes:

- Smart, cost-efficient space
- Technology infrastructure that works for present and future needs
- Design and amenities that support talent attraction and retention
- Sustainability features that drive performance and value
- Brand elements that reinforce corporate identity and culture

Understanding the interplay between these requirements is essential to shaping a workplace that drives tangible value for the whole business. This guide explores practical strategies to consider as you upgrade your workplace.



1

Choosing a strategic location





Selecting a great location has always been important in real estate, but the stakes are even higher today. Employees want to feel like their commute is worth it, and anecdotal evidence suggests that they're more likely to make the effort for well-located, premium buildings.

The secret to an ideal location is all in the data. Location analytics will help you identify strategic locations that support talent and business goals based on a variety of factors, such as:

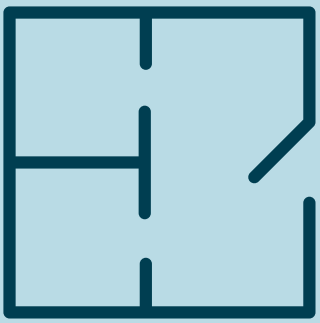
- Talent-rich areas that attract top professionals
- Accessibility to public transportation and amenities
- Commute patterns that make the most of work-life balance
- Economic incentive programs that boost financial performance
- Tax environments that enhance business value
- Cost of living

Once you have narrowed down your search to a specific area, it's time to consider which properties offer the type of experience you want to provide. Strong sustainability credentials and thoughtful amenities such as on-site dining options, wellness centers and green spaces can be a big draw for talent.

You will also want to evaluate how the building aligns with your brand image and whether it has modern infrastructure to support your technology systems. With technology advancing so quickly, it's hard to predict what smart building devices will be available to help you better manage your workspace in five years, so make sure the infrastructure is flexible enough to make future upgrades viable.

2

Making the most of your footprint



A better workplace does not necessarily require a bigger office. In fact, you may be able to shrink your square footage while upgrading your experience.

Answering the question, “How much space do we need?” has grown increasingly complex, with attendance fluctuating daily in hybrid work environments and companies providing a variety of unassigned workspaces throughout the office. However, workplace optimization techniques can help improve space use, potentially reducing real estate costs.



Answering the following questions can help determine how much space you need:

How much space (and what kind of spaces) are we actually using today?
Workplace utilization data from badges, occupancy sensors and room booking software can shed light on this. After moving into your new space, reviewing the new data will tell you if the space is performing as expected and prompting desired behaviors.

How many new employees will we need in the coming years to meet our growth goals?
Your workspace should be aligned with your long-term vision for the company.

What do employees want?
Employee surveys can tell you what works well in your current space and what needs improvement.

Do we have more space than we need?
Empty workspace isn’t just a waste of money; it can detract from your goal of creating a vibrant, active culture. If you have more square footage than you need, subleasing may be an option.

An experienced workplace consultant can provide guidance on calculating the optimal square footage based on your headcount, growth plans and the type of space you want to create.

3

Designing flexible spaces that change with your needs



While location is important, an office is more than an address. Turning your workplace into an engine for growth also requires a smart design that enhances productivity, promotes interaction, supports wellbeing and reinforces company values.

Before selecting a new location or beginning a renovation, it's important to think broadly about how your teams work, what kind of culture you want to nurture and what your people need to be productive. Every aspect of how you design your space is an opportunity to reinforce company values like transparency or agility, and to encourage behaviors like cross-functional interaction.

The following best practices can help support an adaptable and flexible workplace aligned with your talent goals and designed to evolve with your business:

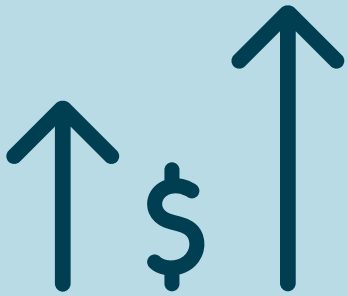
- **Include a mix of individual work settings** so employees can choose a spot that matches their workstyle and various needs throughout the day, such as ergonomic workstations, focus space and phone booths. The mix of space types should reflect the various roles in your organizations because sales, accounting, research and development, and other teams will all have different needs.
- **Foster collaboration with a variety of spaces,** including enclosed meeting rooms, open collaboration spaces, communal and town hall spaces, social hubs and cafes.
- **Build flexibility into the design** with multifunctional, reconfigurable spaces and multi-purpose furniture. This provides a cost-effective way to evolve your space over time as the culture and business strategy shift.
- **Use integrated technology solutions** that allow employees to be productive wherever they work, including standardized monitor screens and docking stations, employee experience apps, meeting room reservation systems, screen-sharing software, wireless connectivity and video-conferencing systems.
- **Support health and wellness** with features such as soundproofing, concierge services, biophilic design and wellness rooms.
- **Elevate the employee experience** with moments of delight and sensory design that uses textures, lighting, acoustics and smells to encourage desired behaviors and feelings.
- **Prioritize sustainable design** to help reach your decarbonization goals and appeal to eco-conscious talent who want to work for companies that share their values. Our guide to creating a sustainable office contains tips to help you create a greener workplace.

Test fits and space visualization tools can help ensure that a new space will accommodate your requirements and the environment you want to create.



4

Improving cost efficiency



Elevating your workplace isn't like upgrading your hotel reservation from a standard room to a suite — your new space doesn't necessarily need to be bigger or more expensive. In fact, it doesn't need to be a new space at all; you may find that updating your current office will accomplish your goals more effectively than moving.

Whether your preference is to move or stay, it's critical to have robust market intelligence to support landlord negotiations and identify cost-saving opportunities, especially in these four areas:

1. Rent

Smart leasing strategies are essential to keeping rent costs under control. A leasing expert with deep experience in your market will be able to provide insight into your landlord's position and the local market to negotiate the best deal. If your lease is coming up for renewal, revisit the terms to evaluate whether they still align with your needs and current market rents and see if there is an opportunity to incorporate more flexibility into your lease.

2. Property taxes

If you are relocating to a new state or city, economic incentives may be available to lower your tax bill. An experienced advisor can help you navigate various incentive programs and negotiate with economic development offices.

3. Energy

Energy efficiency improvements and on-site renewables often bring down energy costs, but as a tenant, you may have a limited say in building-wide upgrades. Negotiating a green lease can provide better access to energy data and set expectations for sustainability improvements — delivering significant value to the bottom line.

4. Build-out

When upgrading your space, you may be able to reuse furniture and fixtures — saving costs and reducing the environmental impact.

In addition to these primary cost drivers, it's important to consider the associated costs, the potential impacts to facilities management and a change management program to support the rollout of your new workplace strategy. By partnering with leading experts in these areas, you can find ways to rein in costs while creating the experience employees seek.



Ready to create a high-performing workplace?

There's a reason why organizations invest in flexible, amenity-rich workplaces — they deliver a tangible return on investment through increased productivity, innovation, collaboration and talent retention.

If it's time to upgrade your workplace, an experienced advisor can make all the difference.

Contact us to discuss how our comprehensive approach to office transformation can help you accelerate business growth.



Thank you!

Contact us →

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