



2016 Planning: Get Ahead.

Align real estate and headcount strategies to create a competitive planning advantage



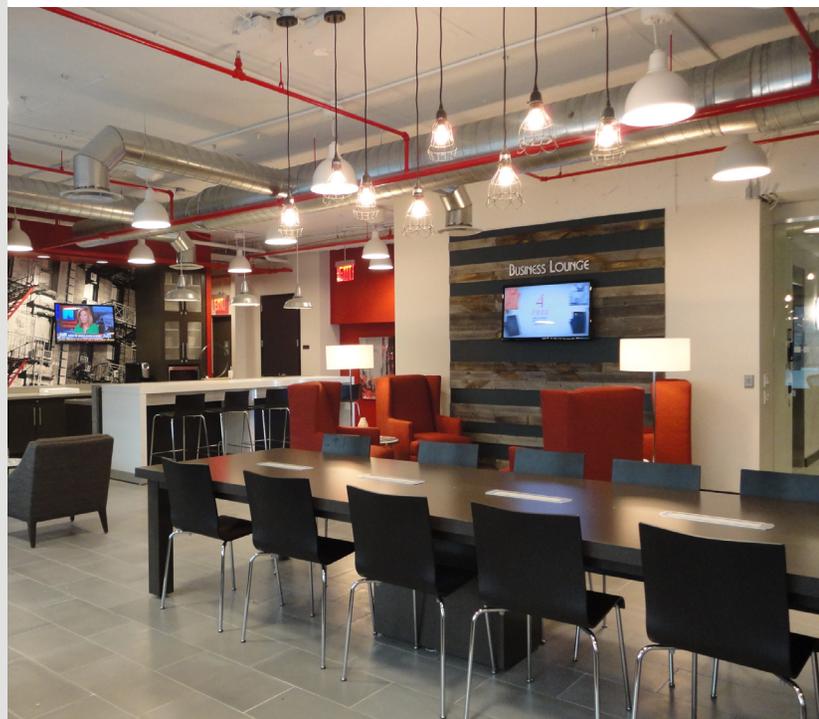
It's no surprise, Corporate Real Estate (CRE) portfolio planning is extremely challenging. CRE professionals are required to:

- Accurately forecast the organization's headcount requirements
- Understand the CRE implications of core strategic initiatives
- Consider workforce composition that drives workspace diversity
- Provide innovative, inspiring places to work

All much easier said than done.

By closely aligning your real estate planning cycle with your organization's Finance, HR and Planning teams, you can more proactively increase workspace utilization, minimize real estate costs and create a competitive advantage for your business.

“Customizing the office to create a modern culture and atmosphere has really helped us attract top tier talent. And that's great for the business.”



The Known Unknown of Forecasting.



55%
of workspace is
under-utilized at any
given time.

Headcount Estimates:

The “known unknown” of CRE planning is the ability to accurately forecast headcount for next year, three and five years in the future. Every year forward, your degree of accuracy diminishes – up to 10% over or under actual headcount.

Beyond the raw headcount estimates, 55% of workspace is under-utilized at any given time. At a cost of approximately \$10,000 per desk, that’s a significant financial optimization opportunity driven by the underutilization of space.

Strategic Initiatives:

By partnering in advance with Finance, HR and Operations, CRE professionals will be able to incorporate corporate growth initiatives into the real estate forecasting model. Headcount can be affected by:

- Sales/new market growth
- New product innovations
- Business consolidations
- Outsourcing strategies

Our workplace strategy consultants will develop the right solution that meets your organization’s needs. Whether it’s long-term, fully customizable office space, short-term satellite offices, or on-demand space by the day or hour, you are covered.

Evolving Workforce Composition:

Another driving factor critical to CRE planning is the rapidly evolving workforce. Five generations are working side-by-side for the first time – each with their own demands and workspace requirements.

Remote employees, a mobile workforce and contingent/contract workers are also becoming a more prevalent part of the talent pool. To support this evolution, organizations must adopt new agile and adaptive real estate strategies.

Innovative, Inspiring Workspace Really Matters.

Corporate real estate is playing a more significant role in the war for top talent.

Successful organizations know the single biggest competitive advantage that propels any business forward is its workforce. In order to attract and retain the best talent, and increase productivity, all organizations need to provide inspirational, high energy, flexible workspaces that meet the needs of the diverse workforce.

By working closely with HR and Planning departments, CRE professionals can obtain the necessary insights to align the real estate strategy to their organization's workforce DNA.

84% of global companies say flexibility is the key to driving productivity

Forward-thinking organizations see the benefit of using real estate to reinforce their corporate culture and motivate employees. They're investing in spaces that support the unique work styles of a diverse workforce, including:

- Sales/new market growth
- Dedicated office space
- Project space
- Co-working space
- Team rooms
- Collaborative workspace
- Business lounges and day offices to support remote and mobile workers
- Meeting rooms and videoconferencing studios
- Hot-desk solutions
- Customizable and creative design options

90% of workers are attracted to companies with flexible work environments



“With a mix of fixed and flexible space, we can quickly adjust our property requirements in line with changing headcount.”

Winning CRE Strategies for 2016

As you plan for 2016, drive the most efficient space utilization strategy and effectively address the needs of the evolving workforce by adopting a blend of both fixed and flexible office space. This up and coming strategy lets you expand and contract as headcount changes across multiple cities, states or countries, and concurrently supports workforce composition changes. As a rule of thumb, organizations are shifting 10% of their portfolio from fixed to flexible space, in order to proactively respond to staffing fluctuations, minimize CAPEX and mitigate risk.

Think about space strategically. Think Regus.

“Flexing workspace commitments in line with workforce requirements has helped us drastically cut down under-utilized space throughout the organization.”

With Regus' unparalleled global network of flexible workspace solutions, no other company is better armed to help you seamlessly transform your corporate real estate strategy to a blend of fixed and flexible, agile workspaces. With Regus, you have the flexibility to move in and out of space as you need it, anywhere in the world. This incomparable flexibility enables agile corporations to:

- Streamline operations – with straightforward pricing and a single, flexible global contract
- Work with one partner – rather than multiple landlords and leases
- Reduce costs – with more efficient space utilization. Use only what you need
- De-risk your portfolio – with increased mid-to-long term flexibility
- Change locations with no penalty, when and where you want

**Find out how
Regus can help.
Contact us today.**

 **844 920 9547**

 **[contact.regus.com/
insights](https://contact.regus.com/insights)**

 **Regus™**