

CHANGE MANAGEMENT SERVICES

BECAUSE LOSING TIME AND PRODUCTIVITY IS NOT AN OPTION.

CUSHMAN & WAKEFIELD



WHAT IS CHANGE MANAGEMENT?

Change Management is the discipline that guides how we prepare, equip and support individuals to successfully adopt change in order to drive organizational success and outcomes.



70%

of participants report positive impact on employee engagement with a change management initiative.*

WHY SHOULD YOU CARE?



Employees may be resistant to change



81% of projects using change management come in on or under budget*



Change happens one person at a time and needs a strategy



Internal stakeholders need a voice



A much higher rate of success in meeting financial and operational goals is guaranteed

** Prosci 2018 Benchmark Report*

WHEN SHOULD YOU CARE?



Relocation



Renovation / Remodel / Restack



Merger



Consolidation



Organizational Change



HOW WE'RE DIFFERENT

We Know Our Stuff: Our people have experience across several change management methodologies and are Prosci® certified.

We Know Your Stuff: Our team brings HR, process improvement, operations and workplace backgrounds, allowing us to drive the change vision with impacted stakeholders and maintain your employee culture.

We've Been There: Our team knows workplace strategy. We've transitioned to agile workspaces; we partner with teams to embrace and accept the change for higher workforce engagement.

We've Done That: Working with clients such as Aon, Entergy and The Coca-Cola Company, we've guided companies through workplace changes - from combining cultures and offices into a single location to transitioning into open and flexible floor plans with positive outcomes.



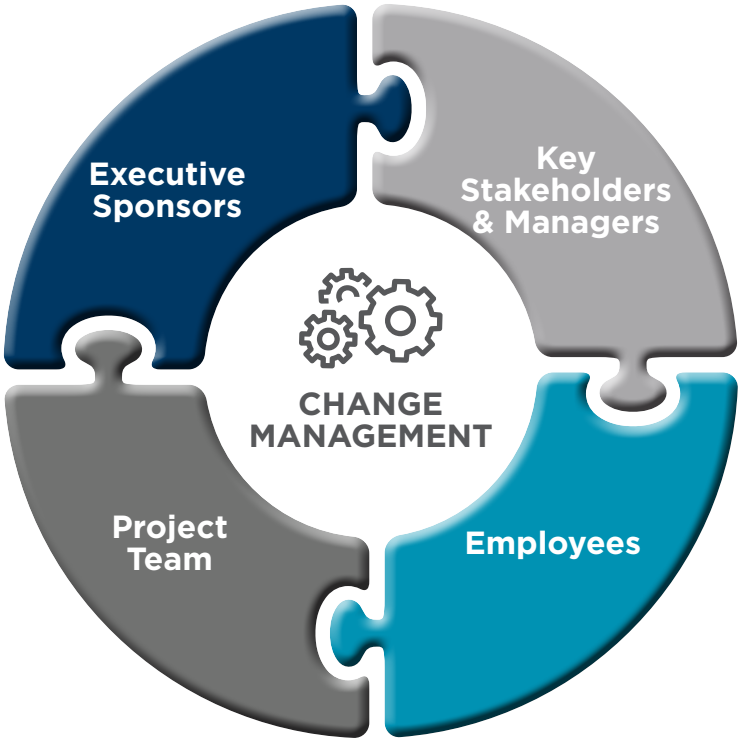
HOW WE PARTNER

Coaching Executive Sponsors
We encourage your executives to be change champions by leading and motivating individuals and teams.

Engaging with Stakeholders and Leaders
We provide tools to your leaders that will assist in guiding teams through change.

Aligning Project Team
We ensure the change plan is intertwined with the project plan to achieve desired outcomes.

Communicating with Employees
Through development and delivery of targeted communications, training and engagement activities, the potential for resistance is significantly reduced.



Change management is about so much more than communication.

PREPARING YOU FOR WHAT'S NEXT

PHASE

01
Initiate the Project

- Project kick-off — Align with project management plan
- Partner with project management team
- Assess the current location and workplace data and information
- Assess the final location and new workplace strategy goals
- Assess technology strategy and current assessment

PHASE

02
Build the Change Toolkit

- Online employee experience survey
- Conduct focus groups
- Develop change management strategy
- Create recommended change management schedule
- Assist in development of the client and Cushman & Wakefield change management team and associated activities
- Coach client stakeholders to become advocates for the change
- Deliver a change management toolkit

PHASE

03
Deliver the Change

- Conduct Change Champion and Steering Committee workshops
- Provide change management training to managers
- Provide tours of new space
- Conduct day one move activities
- Solicit, gather, and analyze feedback from all impacted employees. Make recommendations to improve the process.
- Execute change management plan until final moves



Our approach reflects our understanding that everyone hears, learns, and adapts in unique ways.

CUSHMAN & WAKEFIELD

About Cushman & Wakefield

Cushman & Wakefield (NYSE: CWK) is a leading global real estate services firm that delivers exceptional value for real estate occupiers and owners. Cushman & Wakefield is among the largest real estate services firms with approximately 51,000 employees in 400 offices and 70 countries. In 2018, the firm had revenue of $8.2 billion across core services of property, facilities and project management, leasing, capital markets, valuation and other services. To learn more, visit www.cushmanwakefield.com or follow @CushWake on Twitter.

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