

IMPACT

WE MAKE IT INNOVATIVE

EMPLOYEE EXPERIENCE INVESTMENT GUIDE Q1 2024

JANUARY 2024

EXPERIENCE
SQUARE FOOT™

 **CUSHMAN &
WAKEFIELD**

UNDERSTAND THE MOST IMPORTANT WORKPLACE EXPERIENCE INVESTMENTS

Many factors influence employee experience at a company including benefits, culture, manager quality, and senior leadership behavior. Beyond these factors, employers have an additional and powerful way to influence employee experience - **the workplace.**

The challenge companies face is knowing exactly how to invest in the workplace to boost experience. Limited workplace budgets and seemingly countless workplace options make it hard to know how to optimize workplace change ROI.

To address this challenge, we used regression analysis to evaluate 30 features of the workplace environment to uncover how effectively they each drive experience. This enabled us to cut through the noise and provide precise and clear direction on where to invest to improve experience.



FOCUS WORKPLACE EXPERIENCE INVESTMENT HERE

The Top 5 Workplace Experience Investments for Q1 2024

Workplace Features in Order of Impact on Experience:



1 Create a Sense of **Community**

Develop vibrant and magnetic communal / social spaces to consistently bring people together for both formal and informal interactions throughout the workday.



2 **Energize** the Workplace

Use lighting, color, access to nature, furniture, and room placement to enhance the energy of the space.



3 Make it **Easy on the Eyes**

Optimize workplace lighting comfort (e.g., glare, reflections, contrast) across different workspace types to make it easy for employees to see each other, their work, and their environment.



4 Give People **Privacy**

Provide adequate, easy-access private spaces for employees to dip into for confidential / personal calls or to get away from the overall noise of the workplace environment.



5 Integrate Frictionless **Technology**

Ensure all work areas have easy-to-use, reliable technology so employees can go about their daily activities without interruption, frustration, and technology-induced fatigue.

Regression analyses were run for each applicable XSF client from 2022-2023 to identify top drivers of employee experience. Overall top drivers were then selected by identifying common drivers across clients. Employee experience is a composite of Focus, Team, Bond, Learn, and Renew metrics.

APPENDIX

UNCOVERING WHAT MATTERS MOST TO WORKPLACE EXPERIENCE

30 Workplace Features Assessed for Their Impact on Employee Experience

Regression analysis used to test the following 30 workplace features for their relative impact on employee experience:

Rank Order*	Workplace Features	Rank Order	Workplace Features (cont.)
1	Communal / social spaces (café, kitchen, lounge, reception area, etc.)	14	Noise levels / Acoustics
2	Energy of the space	17	Location
3	Visual comfort of the lighting in my workspace (e.g., glare, reflections, contrast)	18	In-person technology support
4	Availability of private spaces for confidential/personal calls	19	Available technology at individual workstations
5	Ease of use of technology at individual workstations	20	Private office design
6	Access to plants/greenery	21	Décor / Look and feel
7	Overall workplace layout	22	Temperature in my workspace
8	Availability of conference rooms / collaboration spaces	23	Amount of natural light in my workspace
9	Availability of spaces for individual work	24	Meeting room reservation system
10	Signage/Wayfinding	25	Embodiment of the company culture in the space
10	Food & beverage options in the workplace	26	Nearby amenities (e.g. restaurants, gym, transit)
10	Open workspace design	27	Options to dispose of trash, compostables, recycling
13	Ease of use of technology in conference rooms / collaboration spaces	28	Network connectivity
14	Availability of personal storage	29	Workstation furniture (chair, desk, etc.)
14	Available technology in conference rooms / collaboration spaces	30	Sustainability efforts at my office

*Rank numbers repeated when there is a tie among features.

OPPORTUNITIES ARE WHAT **WE** MAKE THEM



BRYAN BERTHOLD

Global Lead, Workplace Experience
bryan.berthold@cushwake.com

STEVEN ZATTA

Global Lead, Total Workplace Research & Innovation
steven.zatta@cushwake.com

LINSEY SMITH, PHD

Senior Global Director, Total Workplace Research & Innovation
linsey.smith@cushwake.com

MARY SZELIGA

Senior Research Analyst, Total Workplace Research & Innovation
mary.szeliga@cushwake.com

HASSAN AMIRI

Workplace Analyst, Total Workplace Research & Innovation
hassan.amiri@cushwake.com

Publication date: Dec. 13, 2023

About Cushman & Wakefield

Cushman & Wakefield (NYSE: CWK) is a leading global commercial real estate services firm for property owners and occupiers with approximately 52,000 employees in approximately 400 offices and 60 countries. In 2022, the firm reported revenue of \$10.1 billion across its core services of property, facilities and project management, leasing, capital markets, and valuation and other services. It also receives numerous industry and business accolades for its award-winning culture and commitment to Diversity, Equity and Inclusion (DEI), Environmental, Social and Governance (ESG) and more. For additional information, visit www.cushmanwakefield.com.

Copyright ©2023 Cushman & Wakefield. All rights reserved.



To share ideas and suggestions, email noreply-XSF@cushwake.com