

# CRUX

CORPORATE REAL ESTATE **USER** EXPERIENCE

The Workplace Specialists



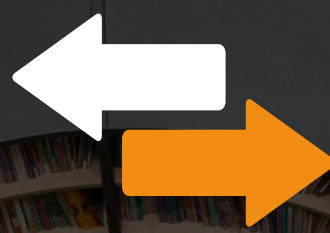
## WORKPLACE STRATEGY & DESIGN

- Space planning and test fits
- Utilization studies
- Existing office reviews
- Proprietary analytics platforms



## REAL ESTATE STRATEGY

- Hybrid space reductions
- Lease analysis
- Hub & spoke strategies
- Business case support



## WORKPLACE CHANGE MANAGEMENT

- Hybrid working guides
- Change roadmap
- Upskilling hybrid managers
- Communication Strategy

Whether it's hybrid, flexible or agile working, we help businesses create high performing workplace designs and successfully change the way of working.

Partial Client List



Contact us for all your workplace, change management and real estate strategy needs:

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# CORE SERVICES



## REAL ESTATE STRATEGY

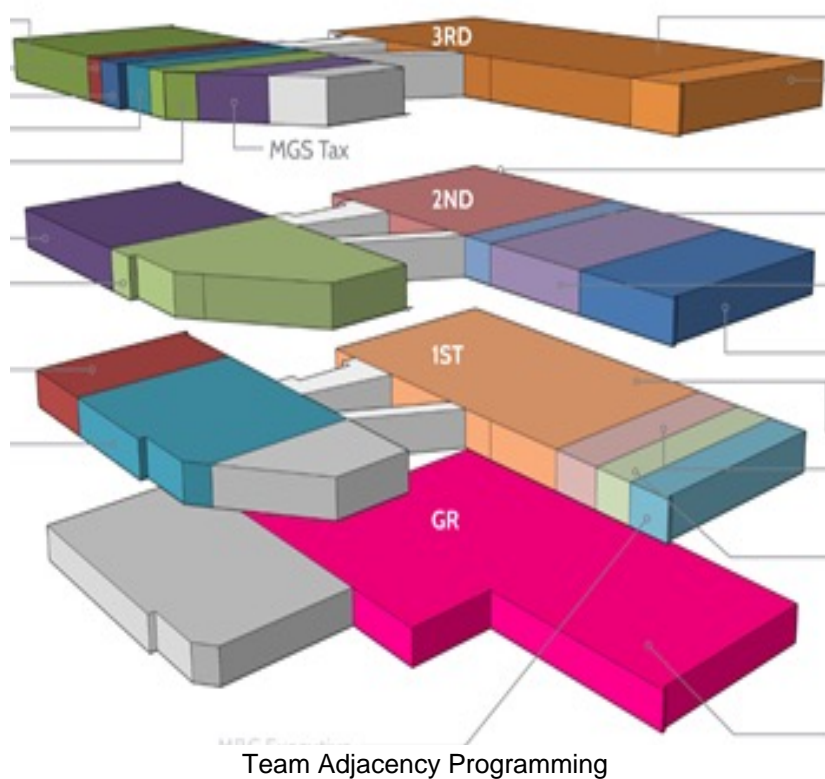
### Optimizing and aligning real estate with business needs.

Trends in office design and ways of working has long influenced real estate footprints. As the purpose of the office begins to shift, there is likely to be a fundamental change in how much space is needed, where it should be located, and the occupancy choice (own, lease, flex space or coworking).

While there are many options in the headlines, it is important that your approach supports the long-term future of your business. With so much change, what metrics should be the basis of your decisions?

An impartial, bespoke, business led analysis of your real estate needs is essential. With the potential for significant savings, this step is more important than ever.

**CRUX Workplace supports organizations using our proven methodology to ensure your real estate strategy is right-sized.**



## WORKPLACE STRATEGY

### Enhancing your workplace flexibility.

There are many good reasons why the office is still an essential part of an organization. When well-executed, it is the beating heart of the business, a place for community and collaboration. As technology has enabled a major shift in the way work can be done, flexible workplaces are taking centre stage in order to keep offices relevant and useful for businesses.

When facilities do not support the needs of employees, organizations are missing key benefits. A functional, purpose-built workplace strategy maximizes the performance of your employees and becomes a destination that compels utilisation.

**Our proven process takes the guesswork out of workplace design, utilising data from deep engagement to ensure your path forward fits your company's unique needs.**



## CHANGE MANAGEMENT

### Guiding your people through important workplace changes.

It is no surprise that change of any size creates uncertainty within organizations. Thoughtful, human-centric approaches to managing change have become more important than ever for organizations of all sizes

In business even minor shifts can have ripple effect across the company. The health of your organization hinges on your ability to engage and guide your people through changes.

CRUX believes workplace change management is key to ensuring your intentions for future ways of working are successfully achieved through people and place. Our approach enhances employee buy-in, encourages optimal utilization, and reduces human resource challenges.

We work to ensure your people and developing systems are supported as your organization shifts to the future way of working. Our Workplace Strategy process reveals the road to success.

**Together we can ensure employees are engaged and guided through the change to the new way of working and equipped to excel at their roles.**

We specialize in the design and implementation of workplace solutions which deliver innovative and effective environments within an overall real estate strategy, that is aligned to your business needs.

## OUR TEAM

We pride ourselves on customer service, resulting in ongoing client partnerships. Working across a broad range of sectors with many recognisable brands, we've built an enviable track record.

Our tenure in the industry speaks for itself with more than 50 years, combined consulting experience including 35 years on the client side.



### David George Lead Strategist CRUX Workplace Inc.

Meet David who has over 37 years' experience in workplace and real estate strategy, and change management. Leading our U.S operations helping organizations formalize their new way of working. 213-321-1322 David.george@crux-workplace.com

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