

# WORKPLACE CHANGE MANAGEMENT

*Organizational change consultants,  
specializing in workplace change*

**CBRE**



# OUR EXPERTISE

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Experienced in supporting changes ranging from broad organizational and cultural shifts, new workplace strategy implementations and office relocations, we help companies address the questions that are top of mind:

- How do I build the business case for the new way of working?
- How do I invest in our employee lifecycle to maximize the new employee experience?
- How do I account for continuous improvement, post-change or post-move?

CBRE's Workplace practice focuses on improving the workplace experience and building greater organizational effectiveness. We take a multi-faceted approach to manage transition and sustain adoption, while minimizing disruption to business and for employees.



# OUR PHILOSOPHY

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## LEAD WITH CULTURE

Culture is the context of behavior; it's what is valued, how work gets done, and why. We start here, by using a data-driven approach to understand your organizational adaptiveness and resilience in the context of change.

## BE INCLUSIVE + OWN IT

Change is most impactful when it is inclusive. We believe active engagement with an empowered and committed change network of key stakeholders helps foster transparency, amplify adoption and cover our blindside.

## BUILD TRUST

In the absence of information, people fill the void with rumors. Define your key messages and answers to potential FAQs well in advance and insist on consistency. For undecided factors or areas that are too early to communicate, address when you expect to be able to share more information.

## APPROACH CHANGE AS A JOURNEY

Organizational change does not happen through communication alone. We believe sustained adoption starts unwavering leadership and deepens through authentic experiences, coaching, and action-based learning. Effective change management must capture the hearts and minds of everyone involved, strengthening the collective change muscle of the organization.

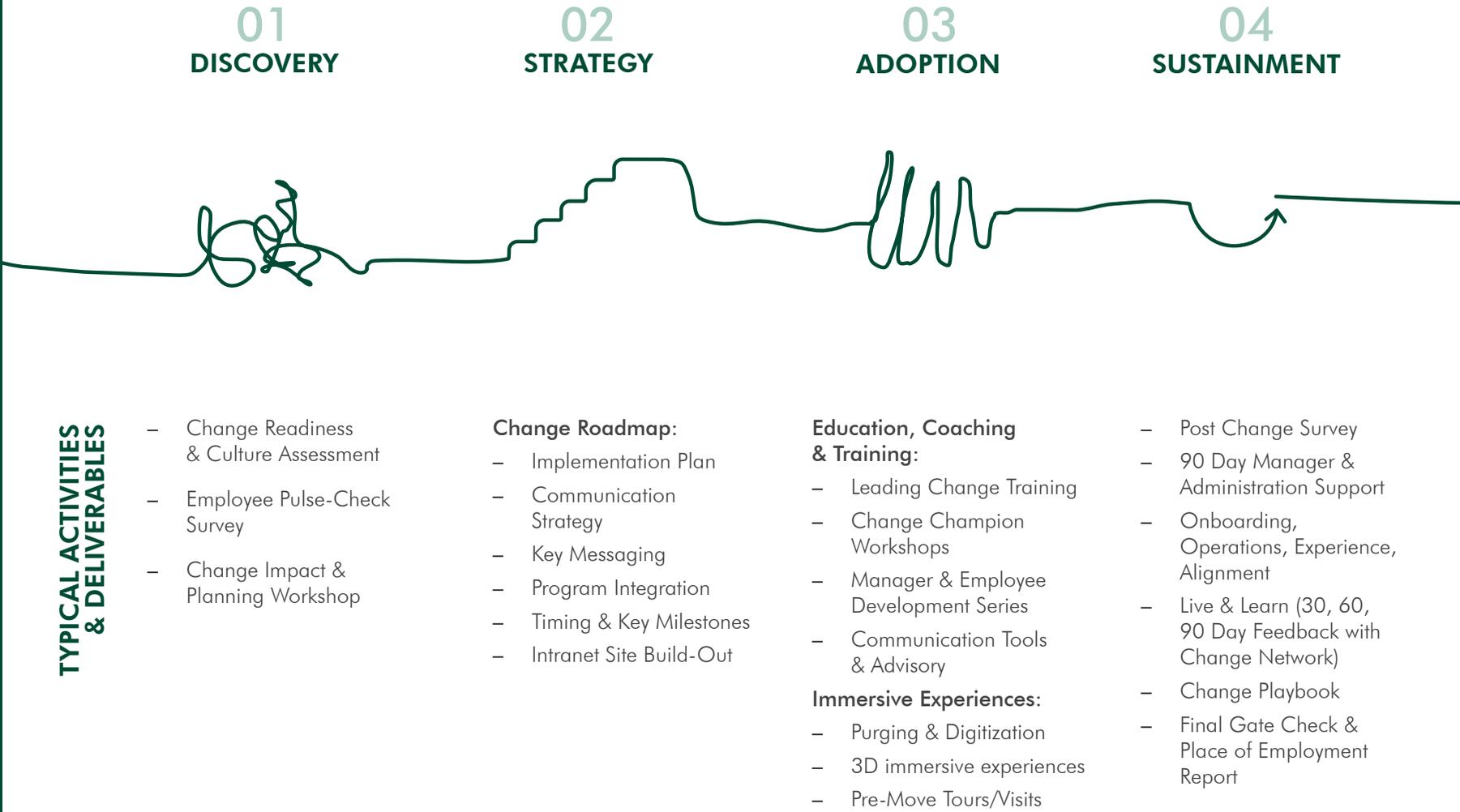


# OUR PROCESS

We customize our change process to meet the unique needs of your organization.

To be most effective in managing change, it's essential to develop relationships and establish trust with those you are asking to adopt change.

We align our services to our client's needs and budget, customizing our activities and deliverables to meet your specific requirements. The following is our typical approach:



\*Sample Change Activities and Outputs

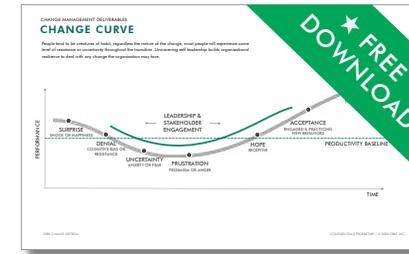
# TOOLS FOR YOU

Change is constant, and the pace of workplace change is increasing. To jumpstart your change journey and guide the development of your change strategy, we've made some of our sample tools available to you here.

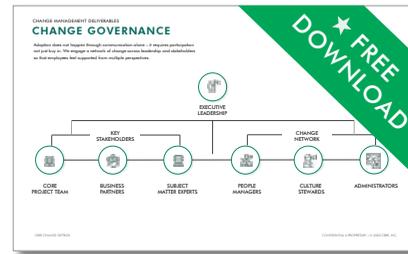
CBRE's Workplace Change Managers will work with you to align on the right level of support on the project, program, local or global level.



**CHANGE CHECKLIST**



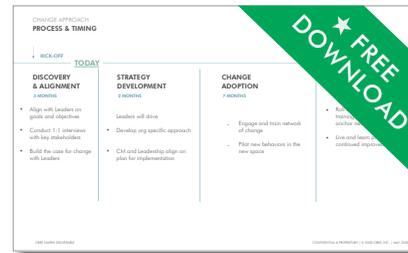
**CHANGE CURVE**



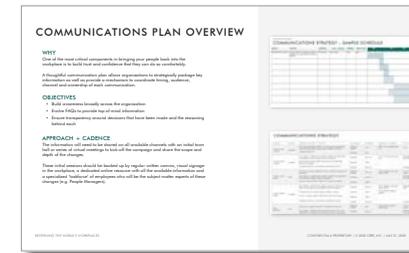
**CHANGE GOVERNANCE**



**KEY ACTIVITIES**



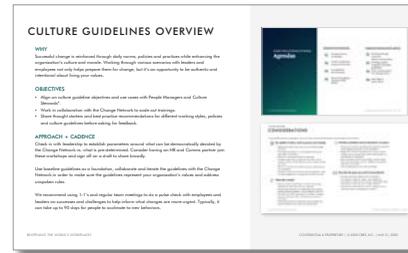
**PROCESS & TIMING**



**COMMUNICATIONS PLAN**



**WELCOME BACK CAMPAIGN**



**CULTURE & GUIDELINES**



**MANAGER SERIES**



**COFFEE Q&A SESSION**

# OUR IMPACT

In the past 5 years, our U.S. team has supported over 50 clients on over 75 different change management projects, nationally and globally. In doing so, we've engaged, trained, and supported more than 50,000 end users.

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Additional Resources:

Workplace Strategy Brochure



2021 Global Occupier Sentiment Survey - The Future of the Office



The Role of Great Offices in the Future of Work



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