



**CUSHMAN &  
WAKEFIELD**



**STRATEGIC CONSULTING**

in

**TOTAL WORKPLACE AND  
WORKFORCE ANALYTICS**





A people, place and technology focus will align the workforce, real estate portfolio and workplace strategies with the business objectives of entities. Adding emphasis on culture and behaviors enables the vision and strategy of entities, to drive their Total Workplace and Talent Ecosystem.

Our solutions enable our clients, to understand the geo-political framework and regional socio-economic-environment influencers, whilst addressing the challenges of local workplace habitat, talent nuances & real estate portfolio dynamics.



# OUR EXPERTISE

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## ENTITY DYNAMICS

**How do I manage productivity and organization aspiration?**

- Operationalizing Workplace Experience
- Transition to Evolving Ways of Working
- Talent Availability and Retention Dynamics

**How do I future-proof my portfolio and sustain equitable cost strategy?**

- Right-size Real Estate Footprint
- Formulate, Transition and Sustain Workplace Utilisation

**How can I deliver organization's ESG goals**

- Reduction in Carbon footprint
- Enable - Journey to Net Zero

## OUR SOLUTIONS

- Real Estate Portfolio Strategy Advisory
- Market Entry and Location Advisory
- Workplace Strategy and Change Management Advisory
- Workforce and Talent Analytics
- ESG Interventions in Workplace Advisory
- Diversity, Equity and Inclusivity (DEI) Interventions in Workplace Advisory

- Evolved People and Places Experience
- Efficient and Sustainable Operations

## WHY US

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Innovation and Thought Leadership



Diverse Talent Pool with in-depth Knowledge



Global Practices and Local Strengths



ROI Realization



Integrator of Services Cross Functional Collaboration



## OUR PAST WORK

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### GLOBAL SEMI-CONDUCTOR ENTITY

**Workplace Strategy Advisory** was undertaken considering Return to Office Dynamics and enabling Hybrid Working and Agile seating based on Intensive Space Utilisation audit of dedicated workspaces and collaboration areas and Stakeholder interactions.



### GLOBAL FORTUNE 500 IT MAJOR

Comprehensive **Real Estate Portfolio Strategy Advisory** across 7 cities comprising of Market Assessment, Competitor Benchmarking, Occupancy Scenario Analysis and Parametric Evaluation of micro markets to achieve space and cost rationalisation.



### GLOBAL HEALTHCARE ANALYTICS ENTITY

**Multi City Talent Availability Analysis and Parametric Evaluation** across 10 Tier II cities, covering fresh and lateral talent presence, skill / age / experience and cost of talent, recruitment timeline, ease of hiring and retention dynamics for job profiles across hierarchy.

We would be your extended team available to assist you in effectively optimizing and enhancing the people and places experiences to ensure productivity and growth for your businesses.



For more details on our service offerings, you can reach out to:



**KUSHALAPPA KP**

*Director & Practice Head - India*

Total Workplace & Workforce Analytics  
Cushman & Wakefield

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**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](http://www.cushmanwakefield.com).

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