

Real Estate/ Facility Strategy

A plan encompassing an entire portfolio of owned and/or leased space sets strategic facility goals that are aligned to organizational objectives. As spaces quickly become outdated, the traditional “design once” process for implementing workplace strategy is no longer effective.



Resources

- Spark Articles:
 - [5 Lessons from a Leadership Exchange](#)
 - [Affordance Impacts on Human Performance](#)
 - [The Best Companies Grow and Change Shape](#)
 - [Creating a Space Master Plan Strategy](#)
 - [Hey, Corporations...Build Parks!](#)
 - [The Rebirth of the Headquarters](#)
- Guide: [Social Spaces](#)
- Web: [Social Spaces](#)
- Customer Spaces:
 - [American Water](#)
 - [Ash Brokerage](#)
 - [Warner Norcross + Judd](#)
 - [Zev Yaroslavsky Family Support Center](#)

85% Fortune 500 real estate executives who plan to implement flexible office solutions into their portfolio strategy.

Source: CBRE Americas Occupier Survey, 2018

Questions to Ask

- Does your real estate strategy allow for scalability or flexibility to keep pace with operational change?
- How is your real estate plan linked to organizational goals?
- Is your real estate plan developed to provide a competitive advantage (for talent attraction, customer experience, etc.)?
- What elements of real estate planning do you prioritize? Space, price, grade of facility, area, risk?

How Haworth Can Help

Your real estate strategy reveals a lot about the needs of your workplace. Whether you are consolidating facilities or expanding into new markets, key organizational strategies should drive your real estate strategy. Haworth research and experience can be applied to help achieve your goals.