

Global Workplace Strategy & Human Experience

Our team leverages workplace to tailor environments where employees want to come to work, participate and perform.

Our Workplace Strategy and Analytics Team includes real estate strategists, architects, financial analysts, change managers, and subject matter experts with experience in what makes a successful workplace. We focus on the people, place and process aspects that drive performance. We work with you to make the experience of going to work more engaging, supportive and productive by inspiring people through meaningful placemaking.

Our clients include leading corporations who are rethinking their approach to the workplace. They are motivated by a variety of factors-including making their people happier, driving organizational change and re-alignment, and being more effective with their real estate and technology investments.

Our services include:

Workplace Strategy

Helping clients understand how they use space today and how new ways of working can reduce cost, improve performance, and enhance attraction and retention of top talent.

Brand & Culture

Helping clients showcase and support their organizational culture, brand and competitiveness.

Change Management

Helping clients migrate to new ways of working that align with organizational goals and engage the workforce.

Occupier Services

Helping clients forecast changes in the workforce, find the right location, create workplace standards, and tailor the workplace to suit the organization.

Workplace Wellbeing

Helping clients create top performing workplaces that drive employee health, happiness, innovation and creativity.

Development & Visualization

Helping clients visualize and communicate opportunities that do not currently exist in a way that brings the workplace opportunities to life.



ABOUT NEWMARK

We transform untapped potential into limitless opportunity.

At Newmark, we don't just adapt to what our partners need—we adapt to what the future demands.

Our integrated platform delivers seamlessly connected services tailored to every type of client, from owners to occupiers, investors to founders, and growing startups to leading companies. We think outside of boxes, buildings and business lines, delivering a global perspective and a nimble approach. From reimagining spaces to engineering solutions, we have the vision to see what's next and the tenacity to get there first.

CONTACT

Roy Abernathy

Executive Vice President

t 404-395-0344

roy.abernathy@nmrk.com

Madeline Dunsmore

Senior Managing Director

t 205-541-2579

madeline.dunsmore@nmrk.com

WHAT IS WORKPLACE STRATEGY

“It isn’t magic... it’s science. Workplace transformation is an opportunity.”

An effective workplace strategy brings together a number of work-streams that are often siloed and aligns them with organizational goals to unlock tangible benefits.

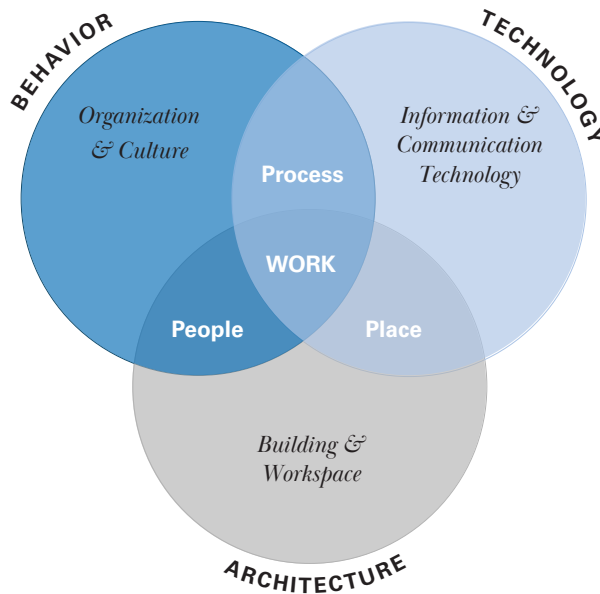
Behavior

- Culture
- Workplace Behaviors
- Policies & Practices

Technology

- Work Tools
- Collaboration
- Mobility

- Building
- Workspaces
- Branding



The Human Experience Platform

Curating an experience around the virtual and physical aspects of workplace that drives engagement, productivity, and attraction and retention. Our goal is to create a place that supports your organization in ways that are unique and tailored to you.

