

3 steps to advancing CRE value creation

As organizations undergo transformative change, corporate real estate (CRE) departments have an opportunity to deliver strategic value that far exceeds that of their traditional domain. Since real estate typically ranks number two among top capital expenditures, it can be a powerful lever in adding measurable value to organizational initiatives. CRE teams have an opportunity

to demonstrate their ability to deliver on broader business objectives by focusing on talent, technology and collaboration. Additionally, aligning with C-suite goals will improve executive commitment and sponsorship of real estate initiatives. Here are 3 steps to advancing corporate real estate value creation.

1 Help win the war for talent

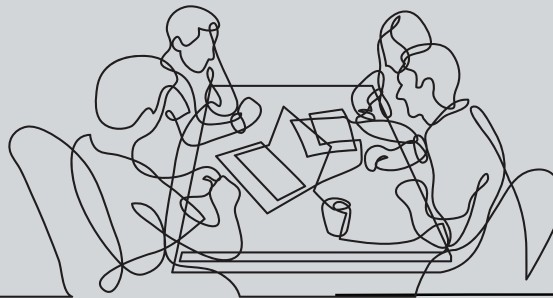
1



55% of CRE leaders think they can add significant value to achieving human experience goals, such as increasing employee productivity and engagement.

2 Embrace adoption of and investment in technology

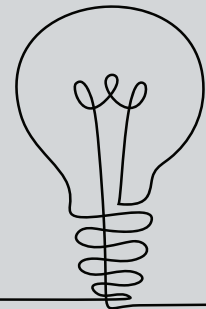
2



One of the top barriers to CRE functions adding strategic value is technology investment.

3 Improve collaboration and innovation

3



51% IT/45% HR CRE leaders expect more collaboration with IT and HR than finance or procurement over the next three years.

The war for talent is a critical issue facing organizations – and CRE leaders can play a pivotal role in providing an outstanding employee experience. Technology and data analytics can provide insights to support achieving strategic goals for CRE functions. Progressive CRE leaders are establishing and nurturing collaboration with other functions to help align efforts to the C-suite agenda. By demonstrating value in helping to achieve broader business goals, CRE leaders can build a business case for increased investment.