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**Workplace360 | Adapting to Today's Global Marketplace**



Rapid innovation in today's global marketplace is changing the way we communicate and, consequently, the way we work. Traditional notions of the office are giving way to newer attitudes about what constitutes the ideal environment. At CBRE, we are leading this trend from the front. Today, we are reconsidering our own approach to our offices across our global portfolio and fostering a new vision for a truly productive and market-leading workplace solution. We call this [Workplace360](#).

Workplace360 examines the workplace—including supporting technology, personal productivity, space efficiency, sustainability, mobility, flexibility and more—and applies this research to create offices that are reflective of the way CBRE employees work. Most professionals juggle a variety of projects each day, some requiring collaboration and others demanding concentration. By offering a mixture of environments, providing a higher level of services and enhancing mobility in the form of digital files and improved personal technology devices, Workplace360 allows employees to conduct business in the spaces where they will be most productive, from quiet rooms to open meeting areas designed to promote connections with colleagues and clients.

"There is no doubt in my mind that over the next decade all tenants will move to a more open, collaborative and flexible workspace," says Stephen Bay, Executive Vice President. "I see the following benefits in moving to this type of office environment: more interaction among my team and across all of our service lines; leading by example when advising clients on workplace strategies; and, lastly, we will be 'first movers' among all of our competitors."



CBRE's own Workplace Strategy team is lending their expertise to ensure successful development and implementation of Workplace360. With more than 40 professionals worldwide, the team works with leading clients, such as AmEx, Coca Cola, Diageo and HSBC, to enable these clients to achieve innovative workplace solutions already tested in CBRE spaces. It's difficult to sell the future when working in space that reflects the past. Through successfully transforming our own offices first, we demonstrate our ability to design and implement a contemporary workplace. We also provide yet another reason why CBRE continues to be recognized as the industry leader.

Workplace360 is being launched in the CBRE offices featured below. For more information, visit [Workplace360](#) or contact CBRE's Workplace360 Program Manager, [Beth Moore](#).

<p><b>Trail Blazers</b></p> <ul style="list-style-type: none"> <li>Amsterdam</li> <li>Amsterdam Global Investors</li> <li>Boston Capital Markets</li> <li>London Global Investors</li> <li>Madrid</li> <li>Madrid Global Investors</li> <li>Minneapolis Accounting</li> <li>Paris Global Investors</li> <li>Sydney</li> </ul>	<p><b>Underway</b></p> <ul style="list-style-type: none"> <li>Chicago Metro</li> <li>Cleveland</li> <li>Dallas IT</li> <li>Downtown LA</li> <li>Kansas City</li> <li>London SMC</li> <li>Long Island/Woodbury</li> <li>Saddle Brook</li> </ul>	<p><b>Upcoming</b></p> <ul style="list-style-type: none"> <li>Columbus</li> <li>Denver</li> <li>Frankfurt Global Investors</li> <li>Oakland</li> <li>Ontario</li> <li>Orlando</li> <li>Sacramento</li> <li>San Diego Downtown</li> <li>San Francisco</li> <li>Santiago</li> <li>And more....</li> </ul>
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