

# Change Management

Change management is about migrating an organization one person at a time.

We help leadership and key stakeholders understand the internal and external expectations, team norms and individual behaviors to shape and support a lasting change.



## Prepare for Change

*Workplace Transformation is an Opportunity*

We begin by understanding an organization's current state and then help to define what is changing, including new desired behaviors, and how the change will impact the various parts of the organization.



## Speak About It

*Increase Awareness and Understanding*

Share information and content with team for transparency.



## Manage the Change

*Creating and Following Your Roadmap*

We work with organizations to develop communications and sponsor roadmaps that will help lay the foundation for change. This includes message development and creating a strategy to manage resistance.



## Show What's Happening

*Build Excitement*

Share visual content and design experiences to help team members build an emotional connection to what is happening.



## Reinforce the Change

*This is How We Do Things Around Here*

We observe and modify the strategy as needed to encourage positive behaviors and correct unwanted behaviors. Can include training, town halls, policy development and modification.



## Foster Team Buy-In

*Encourage Commitment and Participation*

Create opportunities for team members to share their experiences and generate content for internal notifications.



### 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.

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