

BASKIN STRATEGIES

PROVIDING LEADING WORK SOLUTIONS

A comprehensive suite of services aimed at optimizing workspace environments and increasing employee productivity, efficiency and satisfaction.

STATES MUNICIPALITIES EDUCATIONAL INSTITUTIONS CORPORATIONS

WE UNDERSTAND



leaders have pressure to optimize their real estate while balancing employee, operational, and financial considerations. Baskin Strategies provides unbiased, data-backed expertise, direction, and organizational transformation both culturally and physically. Our proven methodology for Leading Work Solutions provides **internal certainty, right-sized real estate, optimal employee productivity, and significant cost-savings** ensuring long-term sustainable success.

HOW WE'RE DIFFERENT

At Baskin Strategies, we flip the norm - **people first, real estate second**. We use an unbiased, holistic approach to workplace optimization that goes beyond design. Our focus on comprehensive workspace analysis, tailored workforce flexibility solutions, and meticulous attention to organizational transformation sets us apart.

TESTIMONIAL

"Managing the state's real estate costs was a significant initiative of our Administration's desire to be fiscally responsible with taxpayer dollars ... Reen provided the leadership, developed the strategy and executed the implementation of AWS that today is providing multi-millions of facility cost savings that the state is reinvesting in its citizen's services and the employees that provide those services."

- Greg Adams, former Chief Operating Officer

STATE OF TENNESSEE

ABOUT US



WE ARE PROUD TO BE A CERTIFIED WOMAN
BUSINESS ENTERPRISE

Founding Principal Reen Baskin, developed the State of Tennessee's first Alternative Workplace Solutions initiative, supporting departments and agencies as they began providing employees with flexibility and eliminating underutilized real estate. As the State business units averaged a 42% SF reduction in their real estate footprint, providing a 6.5 M annual reoccurring cost savings benefit, Reen saw the significant impact these solutions could have on private businesses and corporations.

Baskin Strategies was founded in 2018 with the goal of benefiting states, municipalities, educational institutions, and corporations with Leading Work Solutions. Since its inception, Baskin Strategies has provided flexible work opportunities for employees, recommended square footage needs and modernized workspace options for large and small multi-purpose organizations across the Southeast.

3.1M SF ANALYZED **1.1M** SF RIGHT SIZED **12K+** EMPLOYEES POSITIVELY IMPACTED

SERVICES

WORKSPACE ANALYSIS

Determining optimal size and type of workspace to support the job function.

STRATEGIC FACILITY PLANNING

Aligning portfolio requirements with actual SF needs, optimizing efficiencies.

WORKFORCE FLEXIBILITY ANALYSIS

Determining the appropriate balance to support job function and organization's mission.

FLOORPLAN TEST FITS

Providing unbiased, data-driven test fit options to guide leadership decision making.

MODERNIZING WORK PROCESSES

Addressing outdated processes and procedures to create efficiencies.

OWNER'S REP SERVICES

Serving as a wholistic advocate, project manager, and team accountability partner to ensure project success.

MOVE MANAGEMENT

Supporting move processes and change management communications so you remain mission focused.

ORGANIZATIONAL TRANSFORMATION

Creating guidelines and protocols, for effective implementation of company initiatives.

WORKSPACE DESIGN PARTNERSHIPS

Collaborating with architects/designers and contractors to maintain alignment.

DATA COMPILATION & ANALYSIS

Informing leadership utilizing a systematic process including employee involvement.

PERFORMANCE MANAGEMENT

Implementing employee performance metrics to ensure productivity.

WORKFORCE DEVELOPMENT

Refining policy and training support resources to improve employee engagement.