

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 OWNED 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 million annual recurring 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.

3.4M SF ANALYZED **1.4M** SF RIGHT SIZED **13K+** EMPLOYEES POSITIVELY IMPACTED

SERVICES

WORKSPACE ANALYSIS

Determining optimal count, size, and type of workspace, along with total square footage needed.

ADVANCED PLANNING

Strategic Facility Planning that aligns SF needs with an organization's long term goals.

WORKFORCE ANALYSIS

Establishing the appropriate balance of flexibility based on the job function being performed.

FLOOR PLAN TEST FITS

Creating data-driven test fit options to support SF design options.

MODERNIZING WORK PROCESSES

Addressing outdated processes and procedures to create efficiencies.

OWNER'S REP PMP 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.

SPACE PLANNING

Allocating support spaces, considering adjacencies, and accommodating specialty workspace needs.

WORKSPACE DESIGN PARTNERSHIPS

Collaborating with Architects, Designers, Contractors and Furniture Reps to maintain alignment.

DATA COMPILATION & ANALYSIS

Informing leadership utilizing a systematic process including employee involvement.

PERFORMANCE MANAGEMENT

Implementing employee performance metrics to ensure productivity within flexibility.

CHANGE MANAGEMENT DEVELOPMENT

Updating policies, guidelines, training and rotations to effectively support a new workspace.