



# CRITERION BENCHMARKING

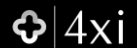
SURVEYS | DATA | INSIGHTS

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# CRITERION BENCHMARKING

SURVEYS | DATA | INSIGHTS

We're delighted to introduce you to CRITERION Benchmarking.

CRITERION is an exclusive online membership- for workplace experience leaders - with access to peer-to-peer insights into their onsite services.

CRITERION provides real-time answers to the often-asked question – **how do we compare to others?**

CRITERION gives you access to insights both inside and outside your network and eliminates the time and effort devoted to gathering answers through calls and emails.

This presentation is an introduction CRITERION and how it can bring you Surveys, Data, and Insights.

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CRITERION



# EXAMPLES OF TOPICS



CRITERION

## EXCLUSIVE MEMBERSHIP

with access to:

- PRIVATE MEMBER PORTAL
- PRIVATE SURVEYS
- PUBLIC SURVEYS
- POLLS
- LINKEDIN GROUP
- DATA
- INSIGHTS



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**Return to Work Strategies**

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**Post COVID Best Practices**

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**Amenities Strategies**

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**Foodservice Insights**

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**Breakrooms & Pantries**

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**Policies & Procedures**

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**Investments & Subsidies**

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**Sustainability & ESG**

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**Health & Wellness**

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**Key Performance Indicators**

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**Technology & Innovation**

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**Member Requested Topics**

# PRICING & PAYMENT SCHEDULE OPTIONS



CRITERION

1

**\$299 per month**

paid monthly, 12 months  
commitment \$3,588  
annually

2

**\$249 per month**

paid semi-annually 2 X  
\$1,494, \$2,988

**16% DISCOUNT**

3

**BEST VALUE**

**\$199 per month**

paid annually \$2,388  
annually

**33% DISCOUNT**



# USER EXPERIENCE AND WORKFLOW



CRITERION

## SUBSCRIPTION

- **Payment Gateway**
- **Subscription 1 year, auto renew**
  - \$199 p.m. paid annually
  - \$249 p.m. Semi Annual
  - \$299 p.m. paid monthly
- **Data Capture**
  - Email
  - Name
  - Title
  - Company
  - Sector
  - Geography

## COMPLETE SURVEYS

- **Microsoft Forms (PRIVATE)**
- **Portal Polls (PRIVATE)**
- **SCAN+ (PUBLIC)**
- **LinkedIn (PUBLIC)**
- **Monthly survey required from Members**
- **Specific Surveys/Polls Upon Requests**

## MEMBER PORTAL

- **Private Portal**
- **Initial Member Data Capture**
- **Email as identifier, password**
- **Conversation Function**
- **Email Members on new content**
- **Search/Store by Topic**
- **Share articles and reports**

## ENGAGEMENT

- **Ongoing Portal Engagement**
- **CRITERION LinkedIn Group**
- **Monthly Survey Report**
- **Quarterly Virtual Insights Review**
- **Annual Insights Report**



# CRITERION PRIVATE MEMBERS PORTAL



CRITERION

4xi360

HOME OUR PROGRAMS MEMBERSHIPS MEMBERS AREA JOIN

Home > Groups > CRITERION BENCHMARKING

Simon Elliot

CRITERION BENCHMARKING Admin

Private

+ Invite members

FORUM ABOUT CRITERION LINKEDIN GROUP EVENTS

Share something... Create a Post

Photo Video GIF

Pinned Post

Simon Elliot Admin 3 days ago

QUESTION: Who were the only three companies to be on all three BEST PLACES TO WORK listings in 2022: FORTUNE 100, LinkedIn Top 50, and Glassdoor Top 100?



ABOUT CRITERION

CRITERION is an exclusive online membership- for workplace ...

[Read more](#)

- Topics
- Future of Work (4)
  - Business & Industry (3)
  - LinkedIn Group (3) Public Poll (3)
  - Strategy (3) Articles (2)
  - Operations (2) Private Poll (2)
  - Surveys & Polls (2)
  - Best Places to Work (1) Finance (0)
  - Sustainability (0) Technology (0)
  - WORKTECH Academy (0)
- Show Less Topics

MAKING CULTURE YOUR WINNING STRATEGY

Definition: Company culture can be defined as a set of shared values, goals, attitudes, and practices that characterize an organization.

THE TRIP

SFO to JFK, and the TWA Hotel

August 2022

THE PURPOSE AND THE WHY? PG. 11

EXECUTION IS EVERYTHING PG. 35

inspiring a brighter future, together.

Upcoming

1 Wed Mar CRITERION: Quarterly Virtual Briefing / Virtual Event RSVP

What are your top priorities for work experience in 2023?







Coffee (and food) 33%

Comfort (where people choose to be) 33%


# SAMPLE SURVEYS & POLLS

## PRIVATE POLLS (PORTAL)

What are your top priorities for work experience in 2023?

 Coffee (and food) 33%	 Comfort (where people choose to be) 33%
 Commute (accessibility) 33%	 Convenience (and hybrid) 0%
 Community (and collaboration) 0%	 Connectivity (everywhere) 0%

## PUBLIC POLLS (SCAN+)



SCAN+ Business Health Check

### SUSTAINABILITY SIMPLIFIED

SCAN+ SURVEY

Hi, Simon. When you submit this form, the owner will see your name and email address.

1. Does your organization have an ESG/Sustainability Strategy?

Yes  
 No  
 Not Sure

2. To what extent are you satisfied with your ESG/sustainability performance? (Company or Business Unit)

☆☆☆☆☆☆☆☆

3. How satisfied are you that your company has the right team in place (including senior leadership)

## PUBLIC POLLS (LinkedIn)

CRITERION Benchmarking: To what extent are labor shortages impacting your business today?

You can see how people vote. [Learn more](#)

100%, fully staffed, all good	8%
90%+, doing OK	32%
<80%, challenging times ✓	29%
<70%, Struggling to keep up	31%


62 votes • Poll closed • [Remove vote](#)

### Link to Example Survey here:

<https://forms.office.com/Pages/ShareFormPage.aspx?id=0kljnX0oCkCbJL8J0HPkkwTJ8yncNrpEhodLljgJmSxU0EQ3TVNjNFRVN1pVTEVQVUY3T05BODBaVy4u&sharetoken=GHaeuNVVt4IzcSRWG6Vx>

# CRITERION PRIVATE LINKEDIN GROUP





## CRITERION Benchmarking

Listed group

[→](#) [🔔](#) [✎](#) [⋮](#)

### CRITERION Benchmarking: How important is coffee to your return to office and magnetization strategy?

You can see how people vote. [Learn more](#)

Very important <input checked="" type="checkbox"/>	72%
Somewhat important	10%
Not important at all	18%

50 votes • Poll closed • [Remove vote](#)

### CRITERION Benchmarking: What's your top priority for 2023?

You can see how people vote. [Learn more](#)

Growth & Retention <input checked="" type="checkbox"/>	32%
Sustainability	13%
Employee & Customer Experience	48%
Right-size Real Estate	6%

31 votes • 2d left • [Undo](#)

### CRITERION Benchmarking: To what extent are labor shortages impacting your business today?

You can see how people vote. [Learn more](#)

100%, fully staffed, all good	8%
90%+, doing OK	32%
<80%, challenging times <input checked="" type="checkbox"/>	29%
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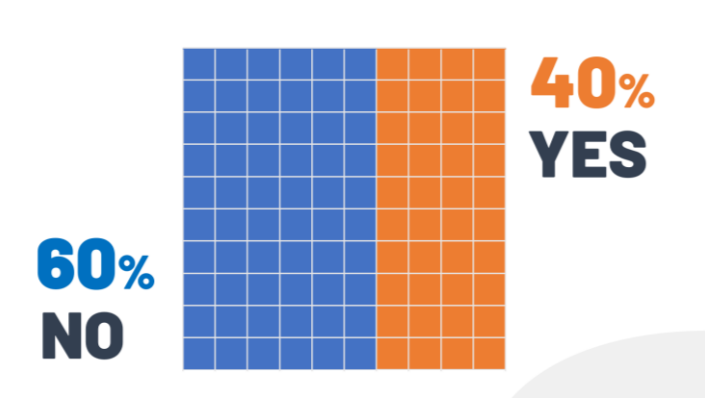
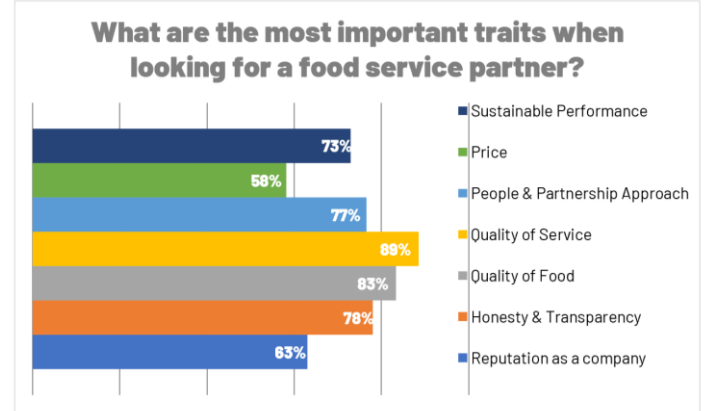
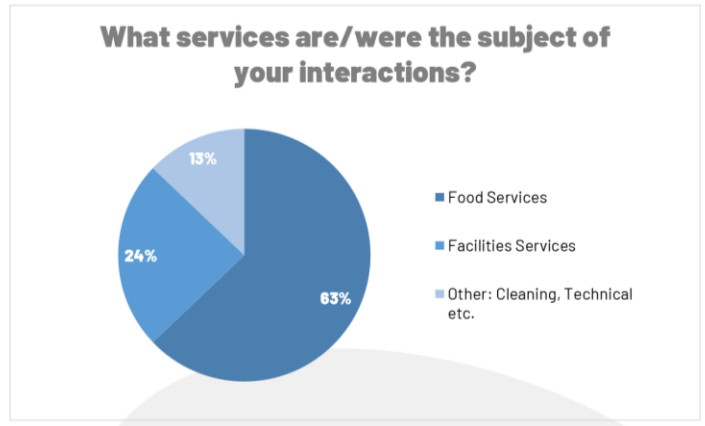
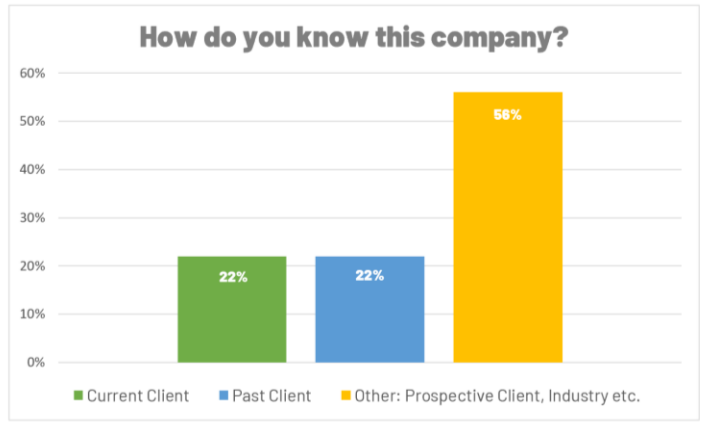
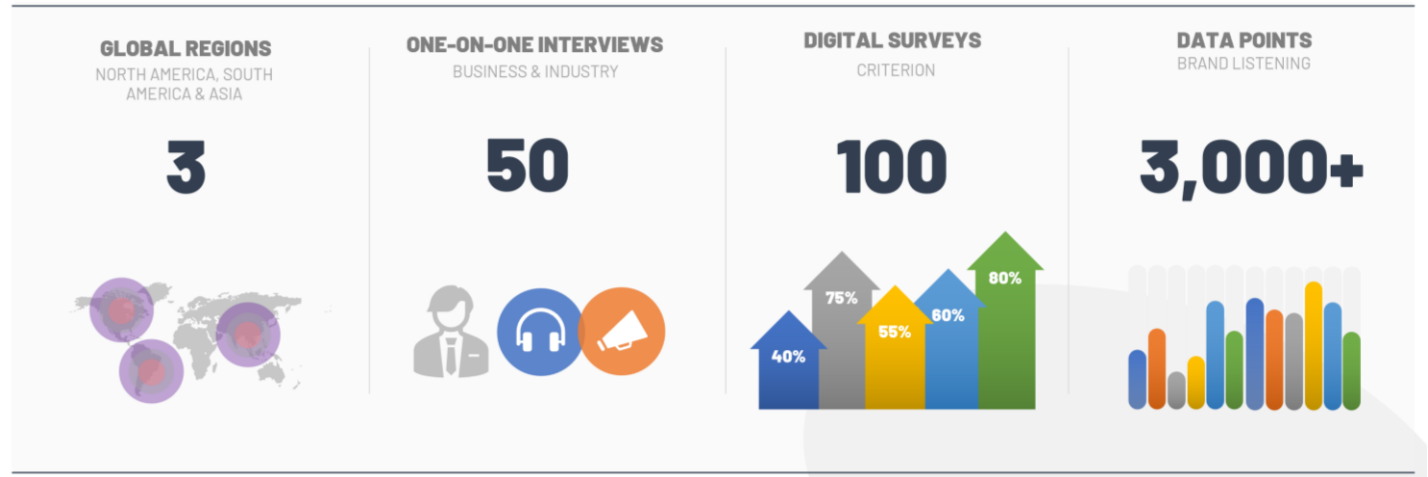
**LINK:** [\(2\) CRITERION Benchmarking | Groups | LinkedIn](#)



# SAMPLE SURVEY REPORT



CRITERION



# THE CRITERION ADVANTAGE



**360-degree  
view on how you  
compare to others**

**A pulse on  
fundamental  
workplace issues**

**Track industry  
changes  
and trends**

**A formal fast way  
to conduct a quick  
poll with members**

**Saved time in  
gathering data**

**Access to reports  
to provide support  
to strategies  
existing or new**

**A Portal that  
offers white  
papers and  
articles**

**Members  
Quarterly (virtual)  
Insights Review**

**Members Annual  
Trends Report**

**COMING SOON: 1/23/23**



CRITERION



**CRITERION**

SURVEYS | DATA | INSIGHTS

**JOIN NOW**



**DO YOU HAVE VISIBILITY TO THE ANSWERS YOU  
NEED FOR YOUR BUSINESS SUCCESS?**

EXCLUSIVE MEMBERSHIP BASED BENCHMARKING FROM 4XI.



From return to office strategies, subsidy or not, best practice sharing, how are your peers addressing pressing items in the workplace?

**#CRITERION IS A MEMBERSHIP BASED SURVEY AND INSIGHTS PLATFORM PROVIDING GREATER VISIBILITY THAN EVER BEFORE.**

**JOIN NOW:** [CRITERION Benchmarking | 4xi Global \(4xiconsulting.com\)](https://4xiconsulting.com)

# FAQ'S: CONTACT US IF YOU HAVE MORE!



CRITERION

## What is the regular flow of requests for surveys/information?

Members will be required to fill one survey each month – this is necessary so that we have sufficient data points. This will be our standard baseline, however, through the portal and LinkedIn group additional optional requests will be made.

## How do I access the information?

At the hub of CRITERION is a Private Member Portal which allows Members to log in any time to review materials, insights, current and past surveys, and polls. This flow of information onto the portal will be constant for Members as they choose to log in and look.

We will also send to Members a bi-weekly summary of group updates.

Members will also be invited to join the CRITERION Benchmarking LinkedIn Group where they will have access to public polls and surveys.

We will issue a monthly report, old quarterly virtual briefings, and an annual report. These reports will cover the variety of surveys and polls, including trends and observations during the time window of each.

## Are the surveys public or private?

All surveys and polls conducted in the CRITERION Member Portal are anonymous and aggregated and private. We are supplementing these insights with public surveys and polls harvested from outside the network including from our LinkedIn Group.

## What are the benefits of joining CRITERION?

CRITERION provides Members with statistical information and insights to be better able to answer questions and fuel/influence decision making. The on-demand information, monthly surveys, polls, virtual briefings (anonymous), and annual reports will provide you with a powerful set of insights to steer and drive your business forward, whilst saving you and your team a lot of time.

## Who should join CRITERION?

CRITERION is open to membership for business professionals interested in workplace experience, future of work, amenities management, and those seeking insights into how to positively impact the human experience.

## How many members are there?

CRITERION is launching in January 2023 and although membership capacity is unlimited, we will maintain its exclusivity by only accepting Members who are responsible for delivering and impacting the human experience in their organization. Our first target is to onboard 100 members in 2023.

## How much does membership cost?

We have 3 different membership plans: the equivalent of \$199 per month when paid annually in advance, \$249 per month when paid bi-annually in advance, and \$299 when paid monthly. Each pricing plan is a 12-month commitment.

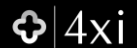




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# THANK YOU!



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