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Creating business advantage
The workplace as a strategic weapon – how are multi generational issues affecting workplace strategies?
The Y Factor

A new generation is coming into the workplace, and they are changing the way we do business. This generation, known as Generation Y, is bringing fresh ideas and perspectives to the workplace. They are more technologically savvy, have higher expectations, and are more comfortable with change. This article explores the impact of Generation Y on the workplace and how it is shaping the future of business.
14 minutes in a day reading magazines

91 minutes in a day browsing the net

82% of the boys own a gameconsole

56 minutes in a day they play on it

27% of the girls prefer to watch MTV

96% own a mobile phone / smartphone

80% of the girls mainly use it for texting

1200 text messages a month is average

95% of the music they listen to, is’nt paid for
Nature changes along with us.
We are currently developing workplaces for employees we are yet to recruit.

And a generation challenging our traditional ways of working…

…and living…
Generation Y & the Workplace

For the first time ever, in workplaces around the world, four generations are working together. The youngest, known as Generation Y (aged 18-25), are the current entrants into global workforce.

1.7 billion worldwide

26.92% of worldwide population
Demographic megatrends:
Growing world population – but German / Dutch numbers are shrinking

- Population is getting older
- Birthrate: 1960 = 2,6 shrunk to 1,3 today
- 2005: 40+ years > 50%
- 2000→2050: Working population -30%
- High live quality until old age
- Mental and physical fitness
- More women working
- Diversity in society and corporations
- Work-Life-Balance as a value

If a demographic trend goes over 25 years into the wrong direction, it will take 75 years to stop this process.

Herwig Birg, population expert, 2007
OXYGENZ in Germany – Background

A rising and powerful future workforce of the 21st Century:
• 18.8 millions 15-25 years old in Germany
• 11.3 millions 0-14 years old

The German workforce is now officially shrinking!
It will fall by 40% by 2050
Investment Megatrends
By Robert J Froehlich, Bob Froehlich, Bob Froehlich, Ph.D.
Who is the Gen Y?

They are a remarkable generation, and here is why...

- There are **not enough** of them coming into the workforce
- They are **transformational**
- They **do things differently**
- They are **challenging**
- They are **techno-savy**
- They are **agile** – multi-taskers
An Ageing Workforce

Traditionalists (The Veterans or Seniors)
Born between the wars, they are a generation of fighters, grounded in traditions, who lived through and fought an unforgettable Second World War. Their values and belief is very different from their junior. Work was a necessity, and they have a strong belief into the company they work for and most of them had a job for life. Offices were not the norm in their professional career.

Veterans: 1922-1945

- Work Ethic / Values: Hard work, Respect authority, Sacrifice
- Work is: An obligation
- Leadership Style: Directive, Command-and-control
- Interactive Style: Individual, Work & Family Life: T

Source: http://www.fdu.edu/newspubs/magazine/05sw/generations.htm.

The Baby Boomers
Born during or just after the war, they are the children of the post war. A group of individuals who have seen the world dramatically change in the last 50 years, through an industrial revolution, the rise of communication and technologies. Offices were a common working environment in their professional life and they lived through much hierarchical practice in the office. They are still our leaders. They are struggling to embrace new ways of working.

Baby Boomers: 1946-1964

- Work Ethic / Values: Workaholics, Work efficiently, Crusading causes, Personal fulfillment
- Work is: An exciting adventure
- Leadership Style: Consensual, Collegial
- Interactive Style: Team player, Loves meeting

Source: http://www.fdu.edu/newspubs/magazine/05sw/generations.htm.

The Generations Y: 1965-1980

- Work Ethic / Values: Eliminate the task, Self-reliance
- Work is: A difficult challenge, A contract
- Leadership Style: Everyone is the same, Challenge others
- Interactive Style: Environment

Source: http://www.fdu.edu/newspubs/magazine/05sw/generations.htm.


- Work Ethic / Values: What’s next, Multitasking, Tenacity, Entrepreneurial
- Work is: A means to an end, Fulfillment
- Leadership Style: The young leaders, century
- Interactive Style: Participative, Work & Family Life

Source: http://www.fdu.edu/newspubs/magazine/05sw/generations.htm.
OXYGENZ research seeks to understand how important the workplace is in attracting, recruiting and retaining Generation Y workers

OXYGENZ: Work how you Like – Like how you Work

a customisable interactive online survey
an individual profile
a reporting tool
a dashboard with benchmarks
The respondents in the OXYGENZ database:

<table>
<thead>
<tr>
<th>Category</th>
<th>Oxygenzen</th>
<th>Germany</th>
<th>Netherlands</th>
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</thead>
<tbody>
<tr>
<td>Total Database</td>
<td>6728</td>
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<tr>
<td>18 - 25</td>
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<td>841</td>
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<tr>
<td>26 – 35</td>
<td>2178</td>
<td>583</td>
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</tr>
<tr>
<td>IT</td>
<td>496</td>
<td>105</td>
<td></td>
</tr>
</tbody>
</table>
Global Trends: Sustainability

1. 72% want to share printers in the office
2. 70% want to have recycle bins
3. 53% want standby device on all electrical equipment
4. 47% want water saving devices
5. 47% want solar panels on site

Figure 28: Environmental requirements for the workplace – per age group, all countries
### Global Trends: Choice of Company

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Top 1</th>
<th>Top 2</th>
<th>Top 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-25yrs</td>
<td>Opportunities for learning</td>
<td>Quality of Life</td>
<td>Work colleagues</td>
</tr>
<tr>
<td>26-35yrs</td>
<td>Opportunities for learning</td>
<td>Work colleagues</td>
<td>Quality of Life</td>
</tr>
<tr>
<td>36-45yrs</td>
<td>Quality of Life</td>
<td>Meaningful work</td>
<td>Compensation</td>
</tr>
<tr>
<td>46-55yrs</td>
<td>Meaningful work</td>
<td>Compensation</td>
<td>Corporate Values</td>
</tr>
<tr>
<td>56-65yrs</td>
<td>Meaningful work</td>
<td>Quality of Life</td>
<td>Corporate Values</td>
</tr>
</tbody>
</table>

*Figure 7: Choice of Company: per age group, all countries*
Global Trends: Workspace

70% wants to personalise their workspace

Figure 38: Comfort with Space - all respondents - per country

Figure 40: Individual workspace: Gen Y 18-25 yrs old, all countries
Global Trends: Collaboration

Figure 42: Collaborative Environment: Gen Y
18-25 yrs old, all countries
What is the Generation Y in Germany & the Netherlands thinking?

6728 respondents worldwide

1497 in Germany

583 26-35 years old

47 36-45 years old

841 18-25 years old

Ref.: Oxygenz.com
Choice of Company:

1. COMPENSATION
2. Work Colleagues
3. Meaningful Work
4. Quality of Life
5. LOCATION
6. Opportunities for learning

Choice of Company:

1. OPPORTUNITIES FOR LEARNING
2. Work Colleagues
3. Corporate culture & values
4. Meaningful work
5. Mentor & training
6. LOCATION
Productivity

1. Technology
2. Ambiance & Atmosphere
3. People
4. My company culture
5. Workspace around
Creativity

1. People
2. Ambiance & Atmosphere
3. Technology
4. Workspace around
5. My company culture

Creativity: the production and use of unusual and creative ideas.

Productivity: the rate at which we work, produce goods and output to our company.
68% would chose to work in an urban location or slightly urban location and 31% in a SLIGHTLY RURAL or RURAL location.
31% want to go to work by CAR
16% want to WALK to work

42% want to go to work by CAR
10% want to WALK to work
11% by PUBLIC transport
33% want to CYCLE to work!
1% on a scooter
73% want to work in a mobile way

87% want to work in a mobile way
43% are expecting to have a conventional working pattern while 65% would prefer to work flexibly.
33% prefer to access a teamspace

41% prefer to access breakout spaces

26% prefer access to formal meeting spaces

18-25 years old

- Formal meeting room
- Team workspaces
- Breakout areas - on demand
- Breakout areas - informal
- None
The majority tend to prefer a modern workplace interior with subtle, clinical and relaxing colours but 21% want vibrant/colourful colours.
89% want to personalise their workspace

69% want to personalise their workspace
85% of the 18 to 25 years old want their own desk.

Leaving few potential for desk sharing!
60% feel comfortable in a space of 12sqm to 16sqm metres.
83% prefer a 5* (concierge) or plus service on site. Well above the average worldwide.
Access to a broad range of on site catering facilities is essential:

1. Refectory
2. Coffee Shop
3. Kitchen Facilities
NEW WORKPLACE MODEL:

MULTI GENERATIONS PRESENT ON SITE

SPACE = CREATIVITY = COLLABORATION

COMMUNITY IN THE WORKPLACE

SUSTAINABLE WORKING PRACTICES

EFFICIENCY + EFFECTIVENESS OF THE WORKSPACE

LIFE LONG LEARNING
Oxygenz around the world...

Germany  US  UK  China  India  Netherlands

Brazil  South Africa  Japan  Singapore

NEXT:
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