

GlobalWorkPlaceSolutions

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Creating business advantage



The workplace as a strategic weapon – how are multi generational issues affecting workplace strategies?



Creating business advantage



The Y Factor

A new global survey is revealing some interesting findings on what Generation Y want from their future workplaces. Tanya Weaver reports

How important is the workplace in attracting, retaining and motivating Generation Y? It's not just what you do for a living, it's how you do it. The survey reveals that Generation Y is more likely to work for a company that offers a flexible working arrangement, such as telecommuting, than one that does not. It also shows that Generation Y is more likely to work for a company that offers a flexible working arrangement, such as telecommuting, than one that does not. It also shows that Generation Y is more likely to work for a company that offers a flexible working arrangement, such as telecommuting, than one that does not.

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GÉNÉRATION Y



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 prefers 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



1.7billion
worldwide

26.92%
of worldwide
population

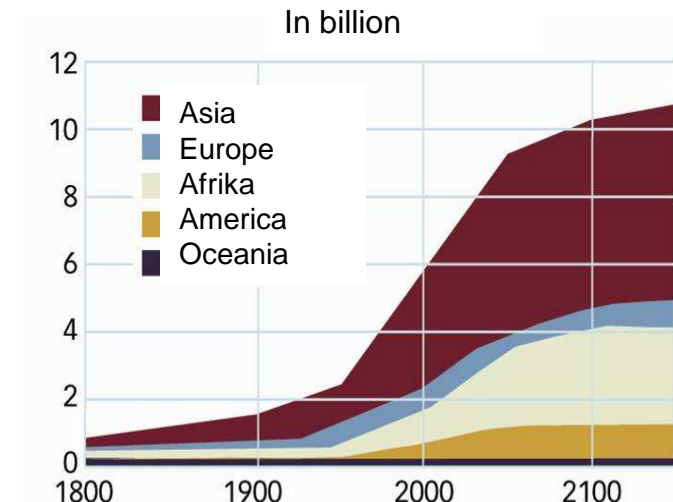
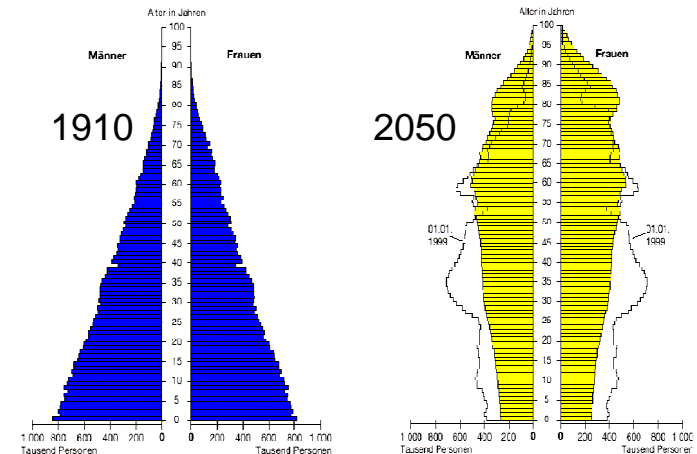
Demographic megatrends:

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



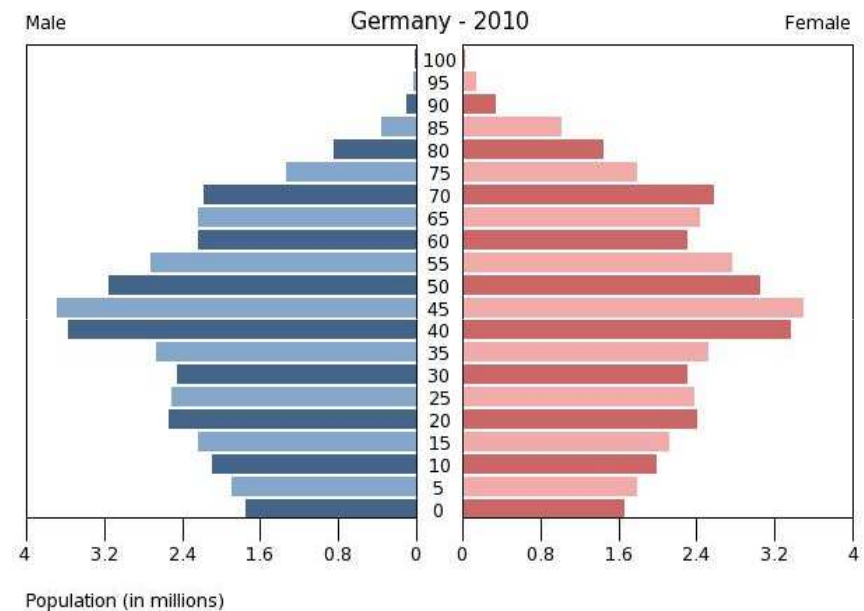
OXYGENZ in Germany – Background



- 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?

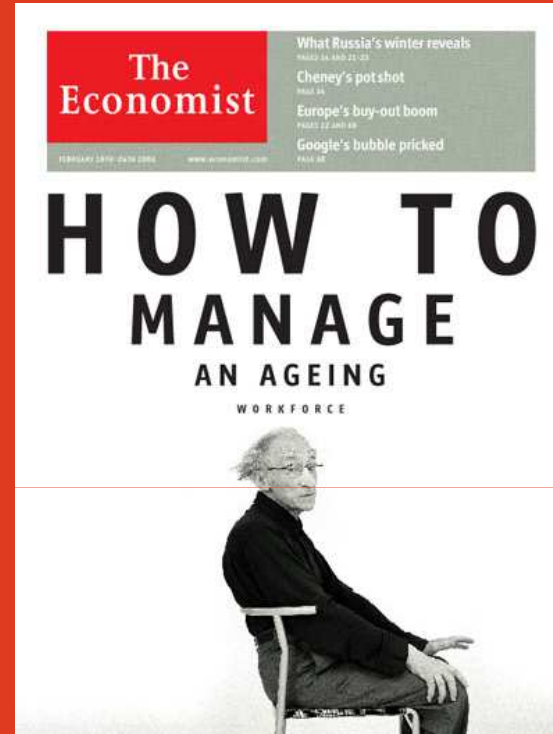
They are a remarkable generation, and here is why...

- There are **not enough** of them coming in to the workforce
- They are **transformational**
- They **do things differently**
- They are **challenging**
- They are **techno-savy**
- They are **agile** – multi-taskers



*workplace divas... energy... innovation...
challenging... intellectual challenge... a new
reality from work working flexibly full of
contradictions... conservatist... non-conformist...
tech savvy... non-conformist... value driven...
money grabbing...*





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 juniors. 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 Duty before fun Adhere to rules	Communications:	Formal Written
Work is ...:	An obligation	Feedback & Rewards:	No news is good news Satisfaction in a job well done
Leadership Style:	Directive Command-and-control	Messages that motivate:	Your experience is respected
Interactive Style:	Individual	Work & Family Life:	T

Source: <http://www.fdu.edu/newspubs/magazine/05ws/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 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 presence 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 Desire quality Question authority	Communications:	In person
Work is ...:	An exciting adventure	Feedback & Rewards:	Don't appreciate it Money Title recognition
Leadership Style:	Consensual Collegial	Messages that motivate:	You are valued You are needed
Interactive Style:	Team player Loves meetings	Work & Family Life:	No balance Work to live

Source: <http://www.fdu.edu/newspubs/magazine/05ws/generations.htm>



The Generation X

The children of the Baby Boomers, born in the late 60s and 70s, they are the one who mostly transformed the office as we know it today, and our relation to work. They occupy today major senior management positions. Offices are a commodity for them, an environment they have seen changing over the last twenty years and not always into the right direction in their mind. This is a generation not always at ease in open offices.

Generation X: 1965-1980			
Work Ethic / Values:	Eliminate the task Self-reliance Want structure and direction Skeptical	Communications:	Direct Immediate
Work is ...:	A difficult challenge A contract	Feedback & Rewards:	Sorry to interrupt, but how am I doing? Freedom = best reward
Leadership Style:	Everyone is the same Challenge others Ask why	Messages that motivate:	Do it your way Forget the rules
Interactive Style:	Entrepreneur	Work & Family Life:	Balance

Source: <http://www.fdu.edu/newspubs/magazine/05ws/generations.htm>

The Generation Y (The Millennials)

Born around the 80s onwards, they are a generation who has grown in opulence compared to other generations. They are the children of a generation who has greatly benefited from the industrial revolution of the 70s where their wealth and standard have dramatically increased and changed their way of life. This generation has been greatly exposed to modern environments (in their days at school and university) and within their personal life, they have a good standard of living. Open space environment is not a surprise, they have only known this type of environment.



Generation Y: 1981-2000			
Work Ethic / Values:	What's next Multitasking Tenacity Entrepreneurial Tolerant Goal oriented	Communications:	Email Voice mail
Work is ...:	A means to an end Fulfillment	Feedback & Rewards:	Whenever I want it, at the push of a button Meaningful work
Leadership Style:	The young leaders century	Messages that motivate:	Working with other bright, creative people
Interactive Style:	Participative	Work & Family Life:	Balance

Source: <http://www.fdu.edu/newspubs/magazine/05ws/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

www.OXYGENZ.com



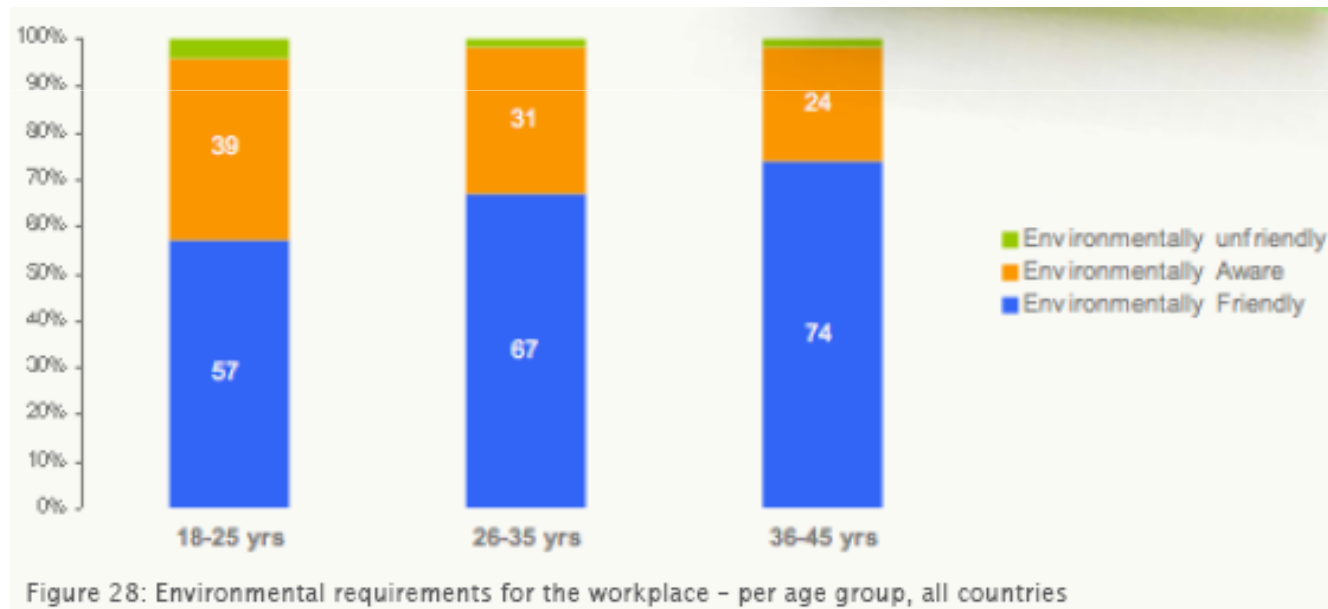
The respondents in the OXYGENZ database:

	Oxygenz	Germany	Netherlands
Total Database	6728	1479	296
18 - 25	3509	841	167
26 – 35	2178	583	96
36 - 45	470	47	23
Art & Design	583	42	
Engineering	832	172	
Media, Marketing & Comms	625	50	
Finance	805	90	296
IT	496	105	

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



Global Trends: Choice of Company



	18-25yrs	26-35yrs	36-45yrs	46-55yrs	56-65yrs
Top 1	Opportunities for learning	Opportunities for learning	Quality of Life	Meaningful work	Meaningful work
Top 2	Quality of Life	Work colleagues	Meaningful work	Compensation	Quality of Life
Top 3	Work colleagues	Quality of Life	Compensation	Corporate Values	Corporate Values

Figure 7: Choice of Company: per age group, all countries

Global Trends: Workspace



What individual workspace would you prefer to have?

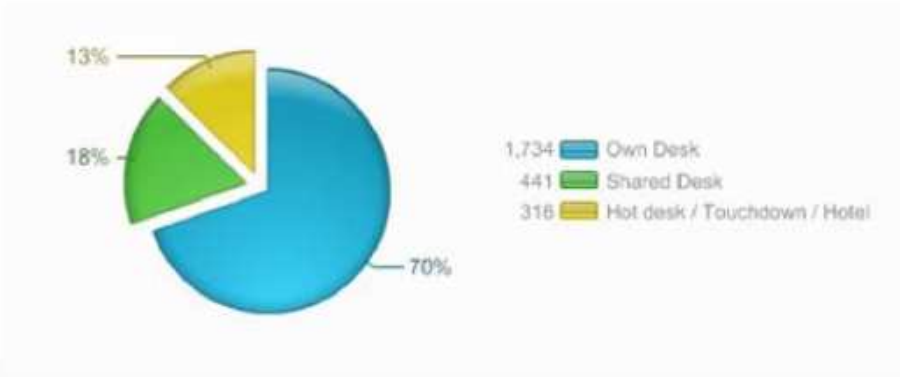


Figure 40: Individual workspace: Gen Y 18-25 yrs old, all countries

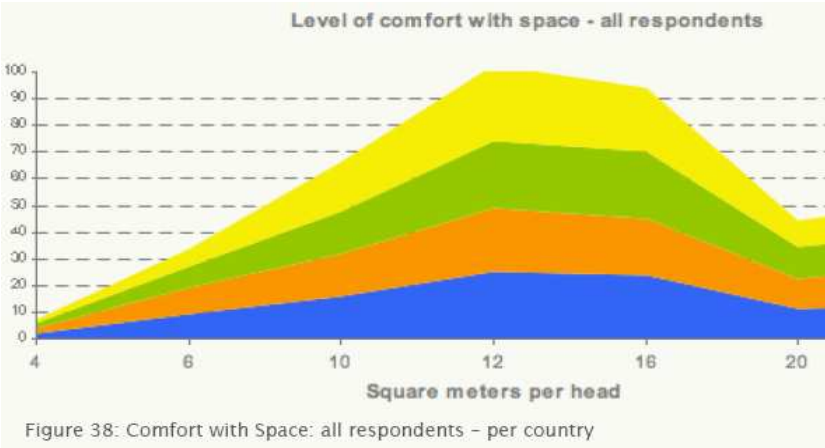


Figure 38: Comfort with Space: all respondents – per country

70% wants to personalise their workspace

Global Trends: Collobaration



What collaborative environment would you prefer to have?



Figure 42: Collaborative Environment: Gen Y
18-25 yrs old, all countries

Formal meeting room space

A workspace for people to get together as a group and exchange and discuss issues.

Breakout spaces for on-demand meetings

An informal workspace for people working together.

Team Workspaces

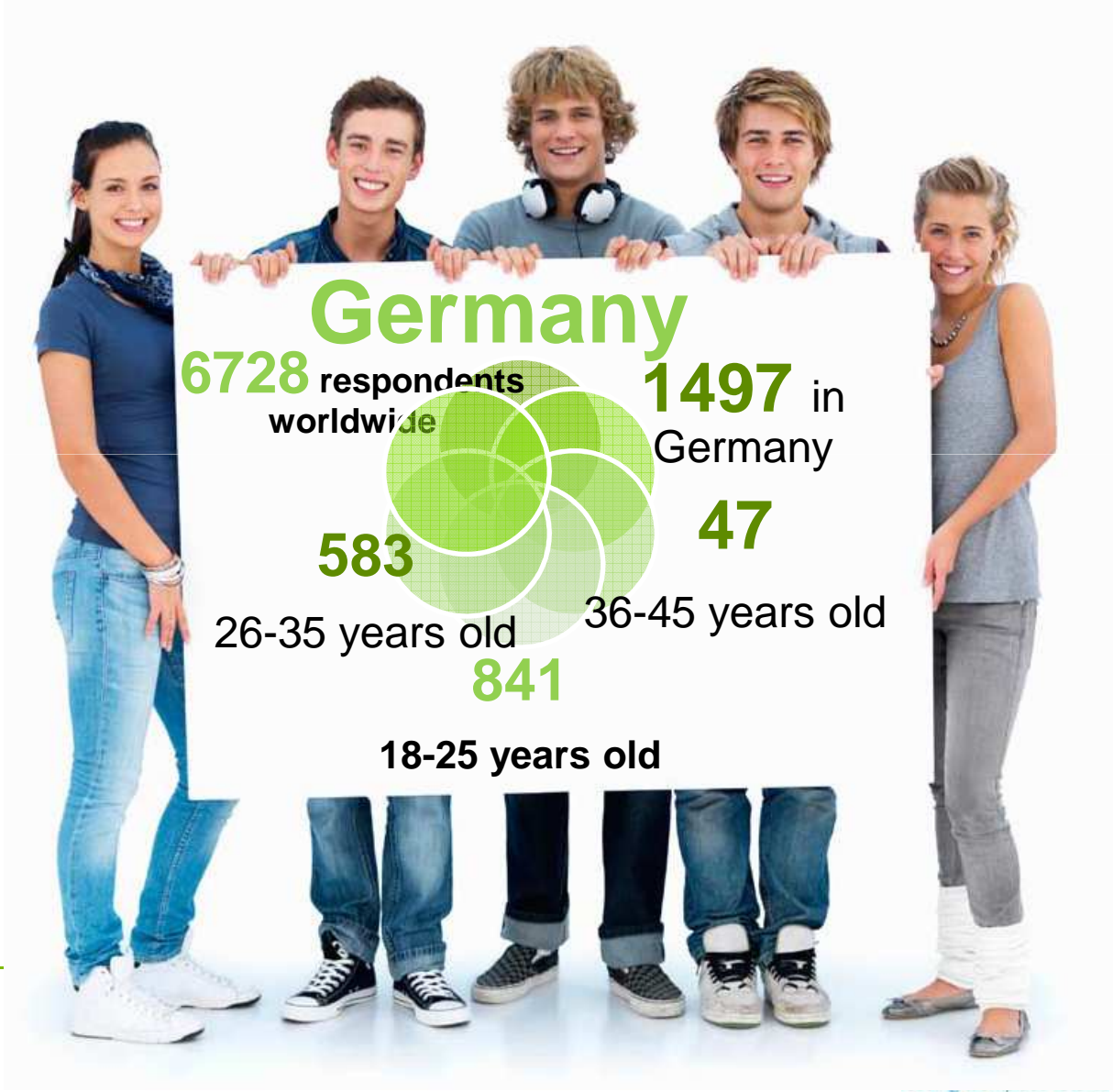
A workspace for people to work together as a group to be creative and to deliver something.

Breakout spaces for informal meetings

A workspace for people informally meeting together.



What is the Generation Y in Germany & the Netherlands thinking?





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

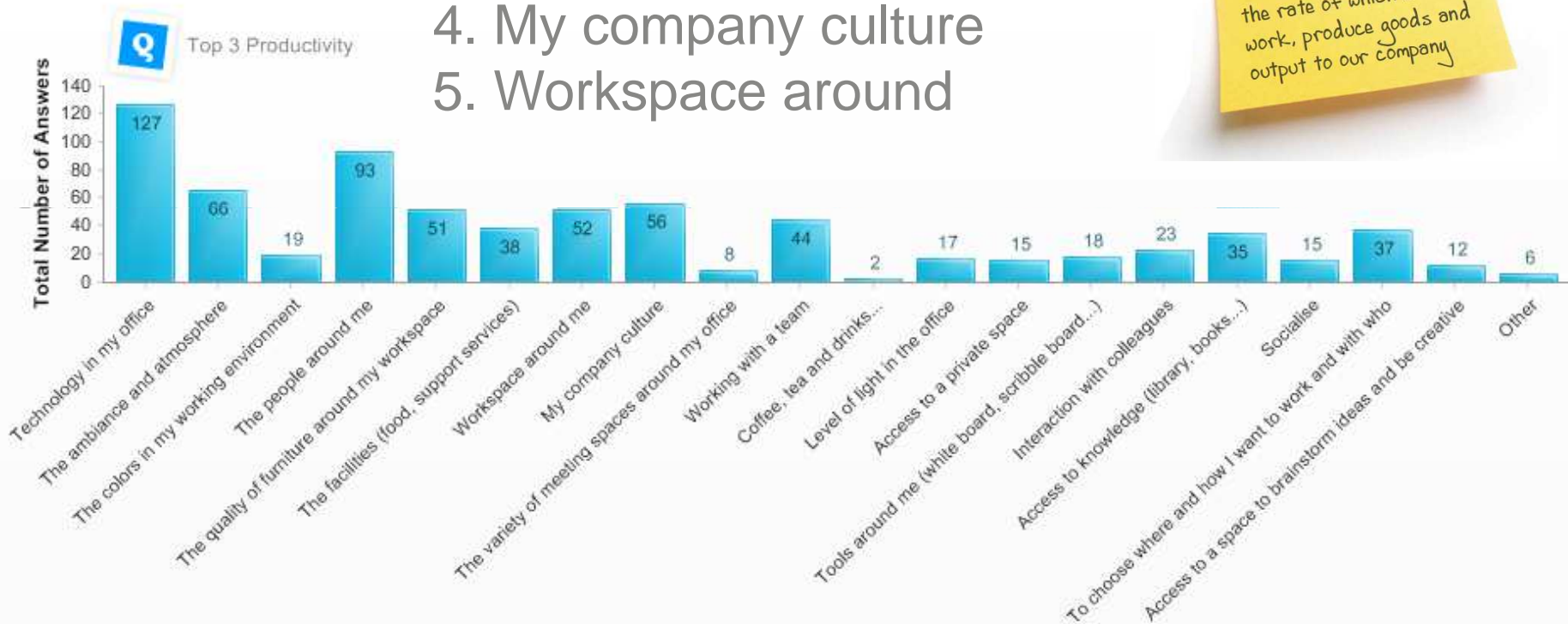
Productivity



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

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

*Productivity:
the rate of which we
work, produce goods and
output to our company*



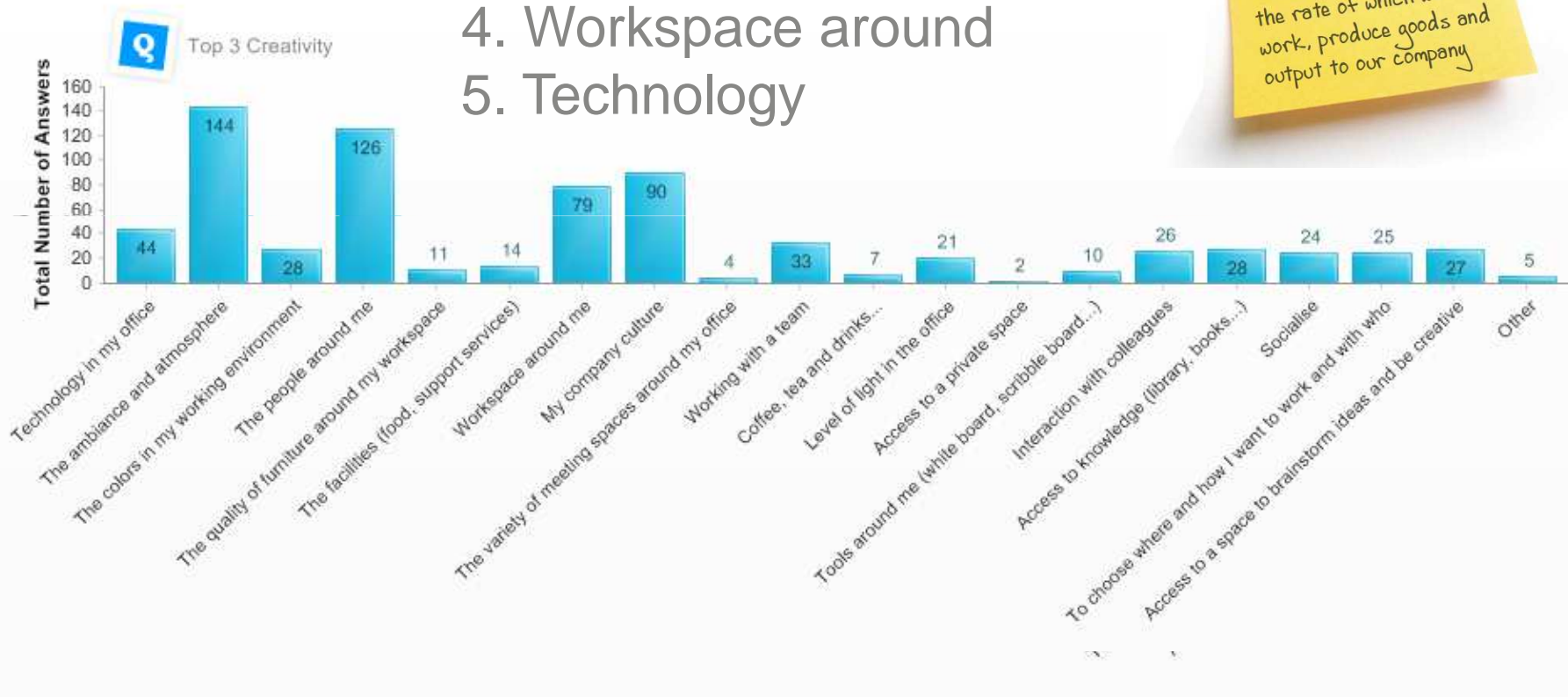
Creativity



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

Creativity:
the production and use of
unusual and creative ideas

Productivity:
the rate of which we
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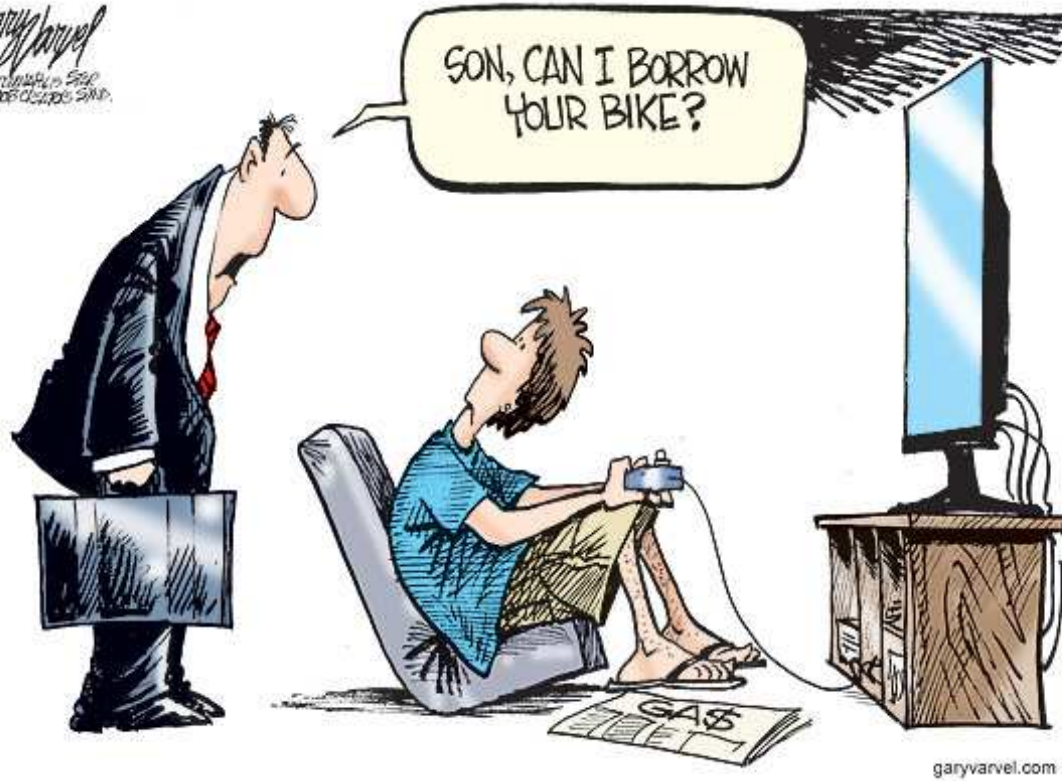
68% would
chose to work
in an urban location
or slightly urban location

and

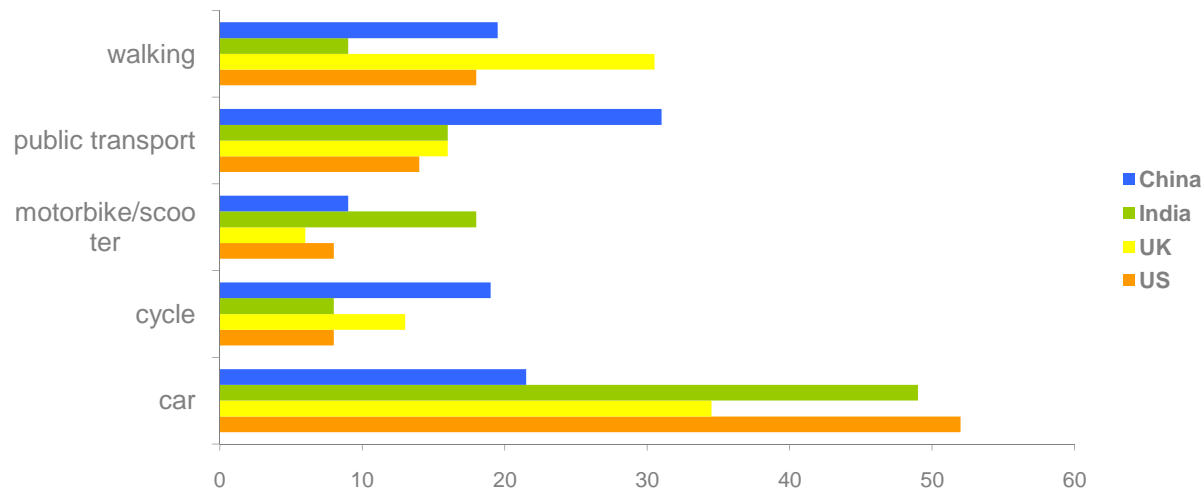
31% in a SLIGHTLY
RURAL or
RURAL location



Gary Varvel
The Illustration Shop
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Mode of Transport - per country, 18-25 years old



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

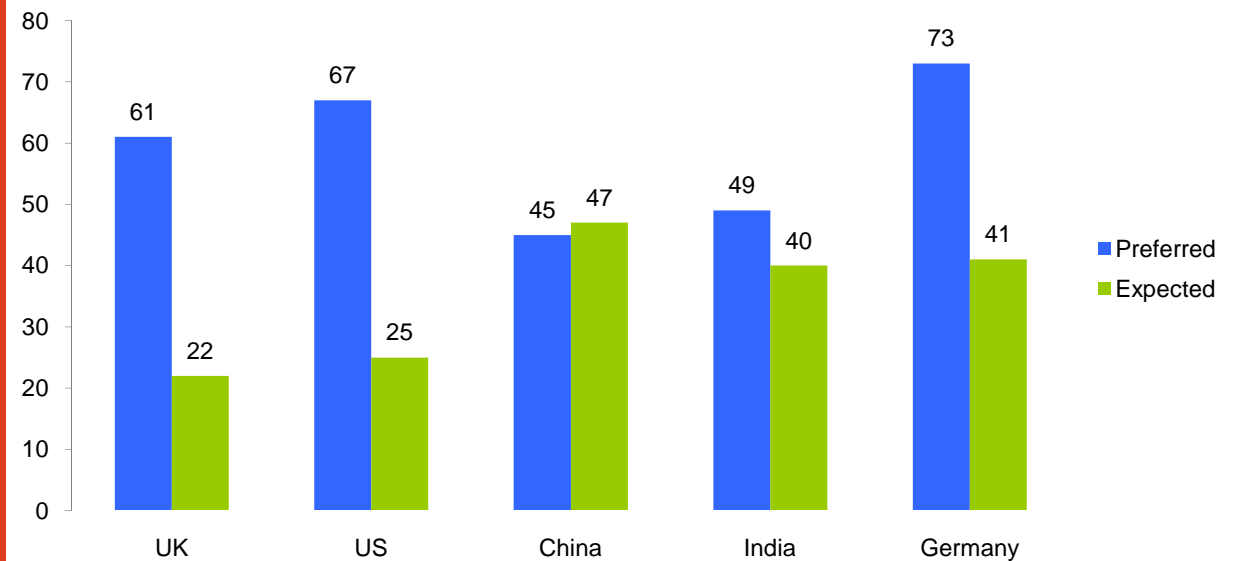




43% are expecting to have a conventional working pattern while 65% would prefer to work flexibly



Flexible Pattern of Work - 18-25 years old



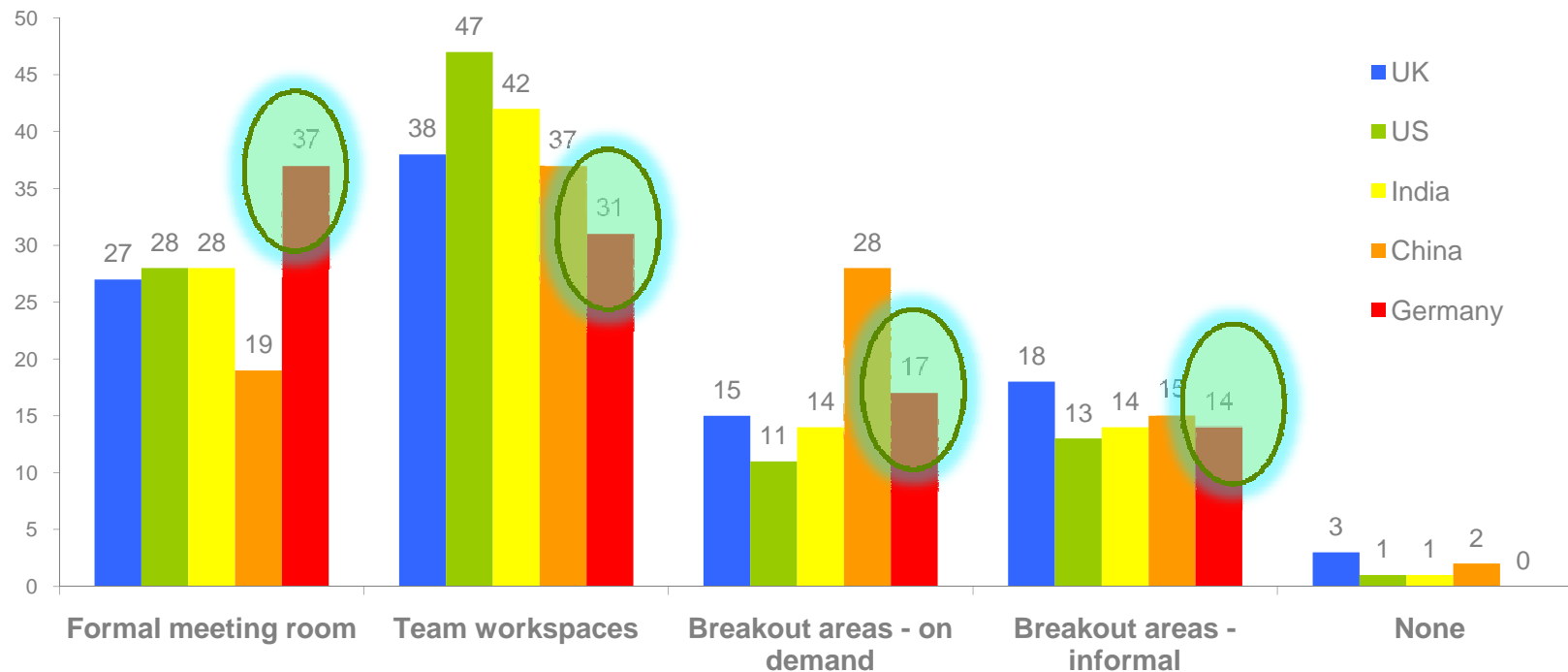


33% prefer to access a teamspace

41% prefer to access breakout spaces

26% prefer access to formal meeting spaces

18-25 years old





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



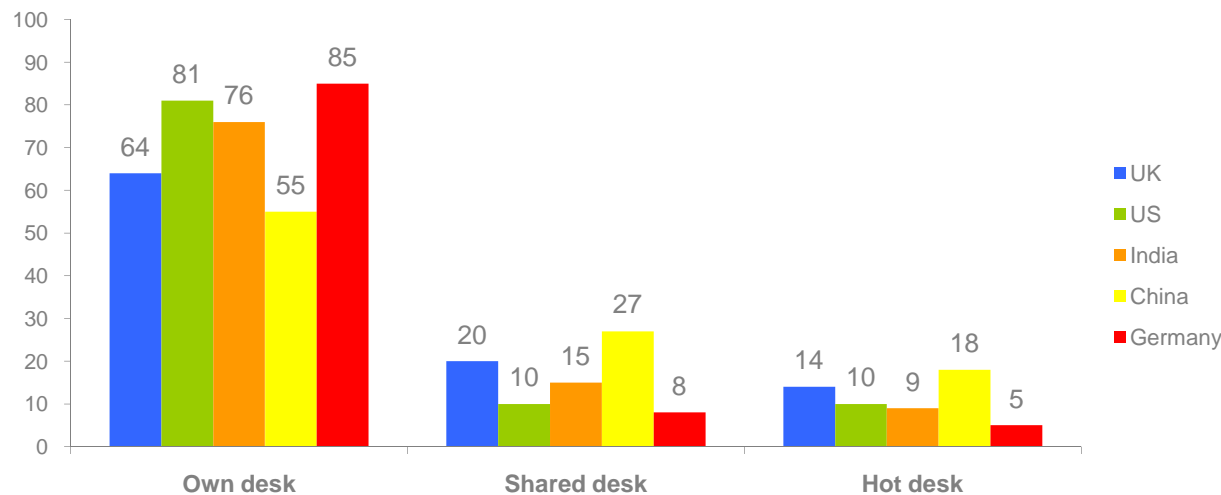


85% of the 18 to 25 years old want their own desk

Leaving few potential for desk sharing!



18-25 years old

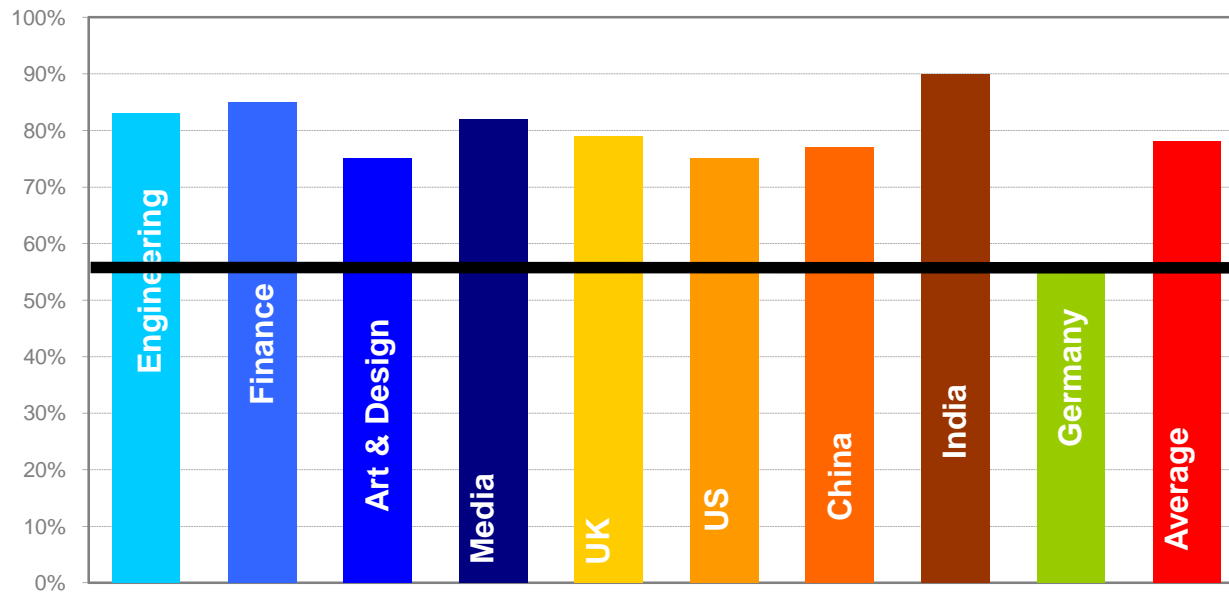




60%
feel comfortable
in a space of
12sqm to 16sqm
metres



Level of on-site services = 5* services and above



83%
prefer a 5*
(concierge)
or plus
service on site

Well above
the average
worldwide



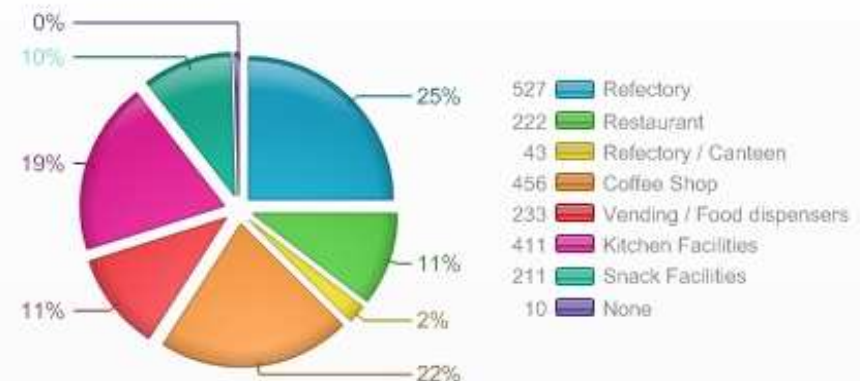
Ref.: Oxygenz.com

Access to a broad range
of on site catering
facilities
is essential:

1. Refectory
2. Coffee Shop
3. Kitchen Facilities



What food facilities would you prefer to have in your workplace?



NEW WORKPLACE MODEL:

MULTI GENERATIONS PRESENT ON SITE

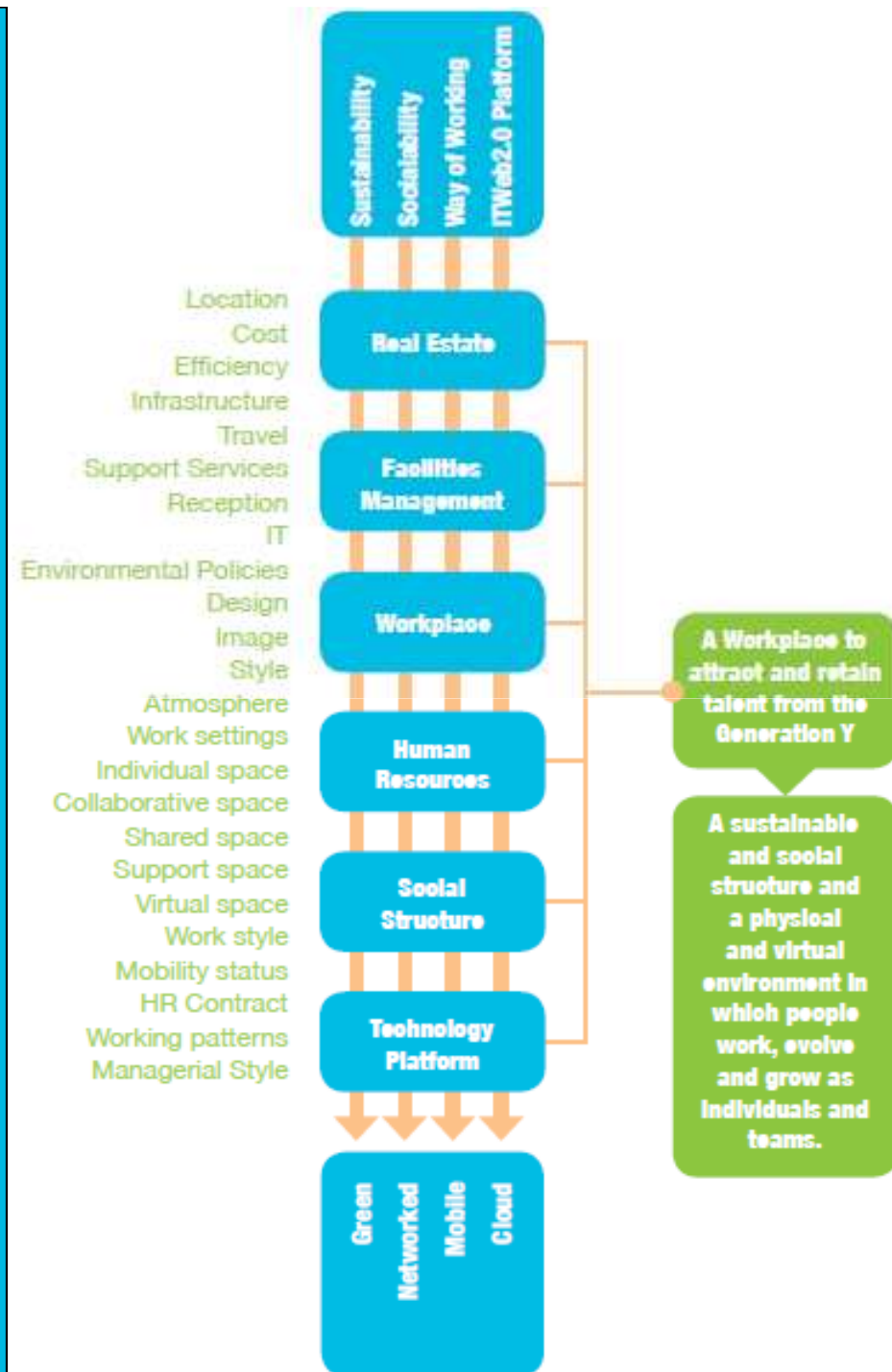
SPACE = CREATIVITY = COLLABORATION

COMMUNITY IN THE WORKPLACE

SUSTAINABLE WORKING PRACTICES

EFFICIENCY + EFFECTIVENESS
OF THE WORKSPACE

LIFE LONG LEARNING



Oxygenz around the world...



Germany



US



UK



China



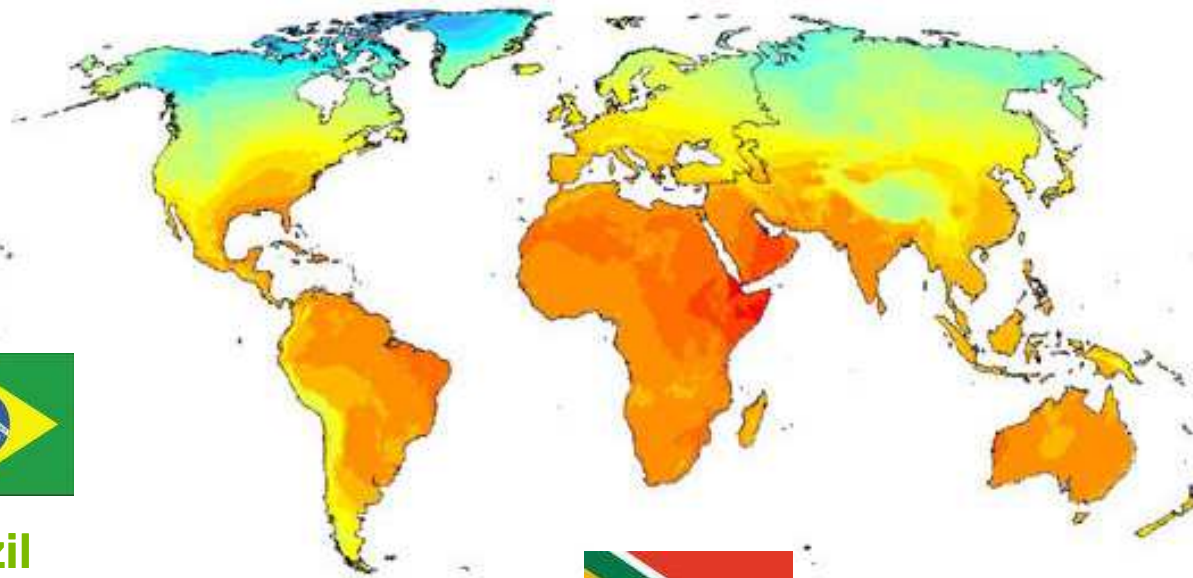
India



Netherlands



Brazil



South Africa

NEXT:



Bharain



Japan



Singapore

For more information:

www.globalworkplaceinnovation.com

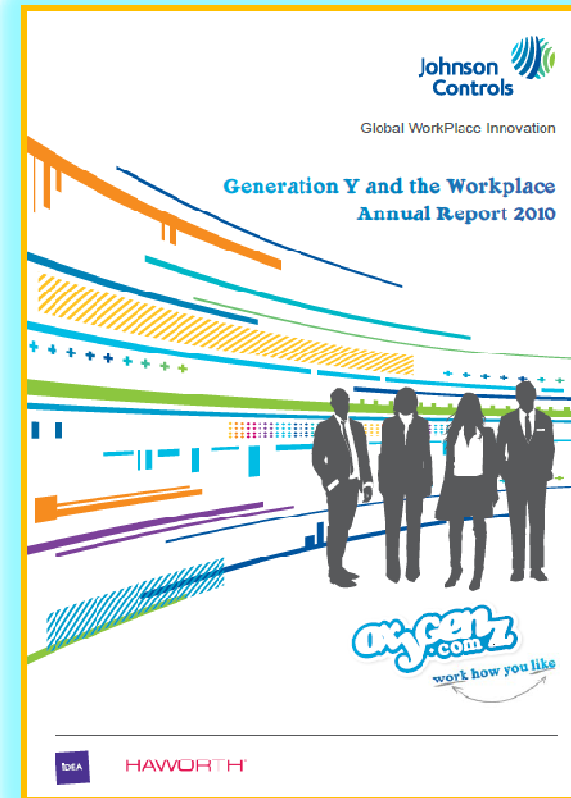


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GlobalWorkPlace
INNOVATION
leading workplace futures

