

# The *Next, Next* Generation Workplace

*Planning beyond the boomers and the millennials*



**Kay Sargent**, ASID, IIDA, CID, LEED AP  
Designer / Workplace Strategist

[kaysargent@aol.com](mailto:kaysargent@aol.com)

571 329-1313

Kay Sargent brings over 30 years of experience in the interiors industry. Prior to Lend Lease Kay served as VP of A&D and Workplace Strategies for Teknion, a major furniture manufacturer. Prior to Teknion, Kay was a Principal for Interior Architects in Washington, DC where she spearheaded the office's business operations, workplace strategies and the managed key clients.

Kay has a BFA in interiors from VCU and studied environmental design at Parsons School of Design in NY. Her work has taken her to multiple continents where she has worked with Fortune 500 companies on their global real estate strategies and designed workplaces of the future.

Kay serves on the National ASID Board and the Advisory Boards of PaletteApp and IFI. She has also served on the International Boards of IIDA, NCQLP and NCIDQ. She is an active member of CREW, CoreNet and IFMA.



# The World is Changing



URBANIZATION



DRIVE FOR SUSTAINABILITY



ECONOMIC PRESSURES



NEED FOR WELL-BEING



TECHNOLOGY ADVANCES



CHANGING DEMOGRAPHICS

# Focus

Technology

Sustainability

Globalization

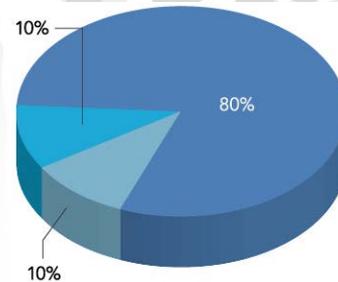
Reducing Real Estate Cost



# People

**People** are the chief currency of business today.

**People** cost is  
5 -10x the cost of facilities.



Costs for Typical  
Large Organization

- People
- Property
- Technology

# Question...

**Q: What will workplace look like in the future?**

**Q: What will the worker of the future look like?**



# Who Are We?

Aging population

Four generations in workplace

30% self employed and rising

Most educated generation

By 2021, 50% millennials

Retirement age up to 67

150 year old person alive



# Generations and Gender

More women than men are graduating from colleges

Women tend to need more work-life balance

Women tend to manage more by consensus and team building

Women tend to relate thru personal experiences and interconnections



# Majority of Minorities

Multinationals are migrating to the US seeking opportunities and a large percentage of them are women.

Cultural diversity brings a new depth of understanding regarding global issues and varies cultures in to the workplace and academic setting.

Diversity fosters global connections



# Generation

Members of a **GENERATION** are linked through their *shared life experiences* from their formation years, creating bonds that tie them together as **COHORTS**.

# Generations

## Traditionalist

**1925-1945**

WWII  
GI Generation  
Silent Generation  
Duty First  
Live to work  
By the book  
Loyal  
Faith in Institution  
Move to the Suburbs

## Baby Boomers

**1946-1964**

Vietnam War  
Get it Done  
Live to Work  
Competitive  
Consumers  
They are what they do  
Civil & Woman's Rights  
Personal Computers

## Gen X

**1965-1980**

Gulf War  
Entrepreneurial  
Work / life balance  
Latchkey generation  
Question authority  
Self reliant  
What's in it for me?  
Internet/Mobile Phones

## Millennials

**1980-2000**

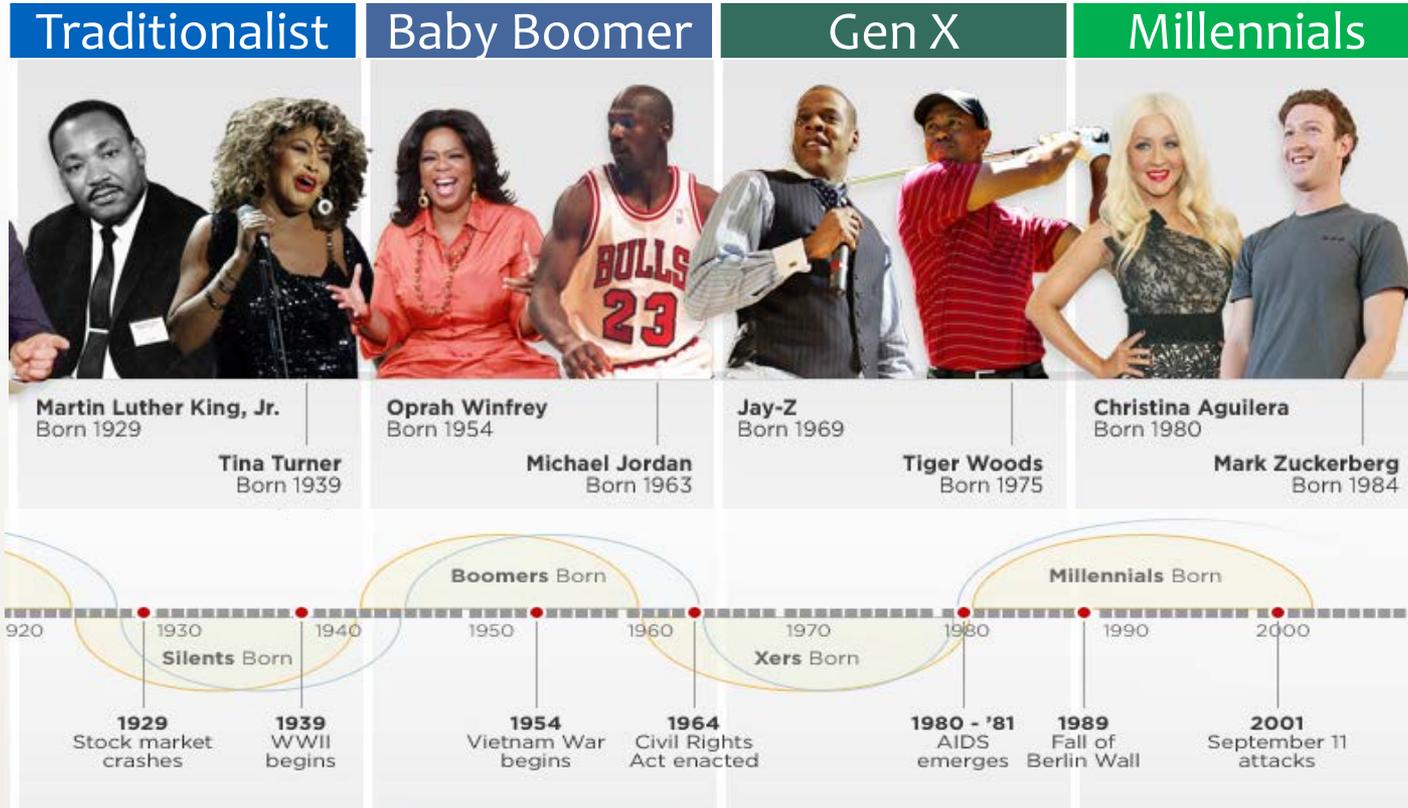
9/11 Attacks  
Work to deadlines  
Technology rules  
Connected 24/7  
Global Network  
What are you doing for me?  
Team oriented  
Google/Facebook

# Poll

Which generation are you a member of?

1. **Traditionalist** 1925-1945
2. **Baby Boomer** 1946-1964
3. **Gen X** 1965- 1980
4. **Millennials** 1981 - 2000

# Generations



# Gen Y / Millennials

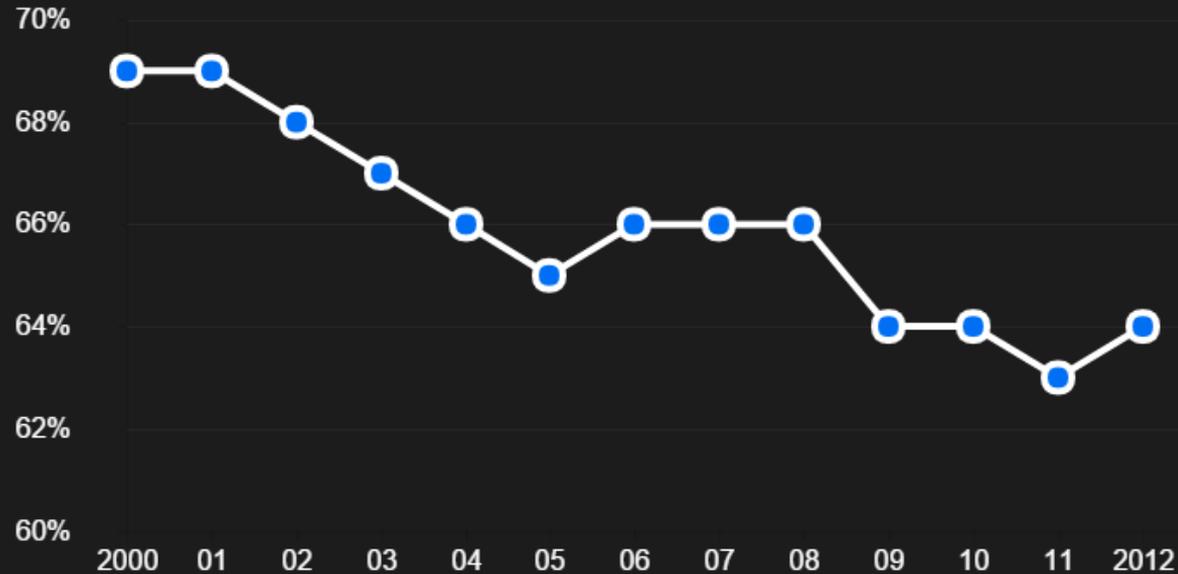
THOSE OF US BORN BETWEEN 1980 AND 2000 ARE NOT NEARLY AS GOD-AWFUL AS THE WRITERS WHO CONSTANTLY PROFILE OUR TECH-ADDLED, BE-HIPSTERED PEOPLE WOULD HAVE YOU BELIEVE.



# Millennials

## LESS MONEY TO SPEND

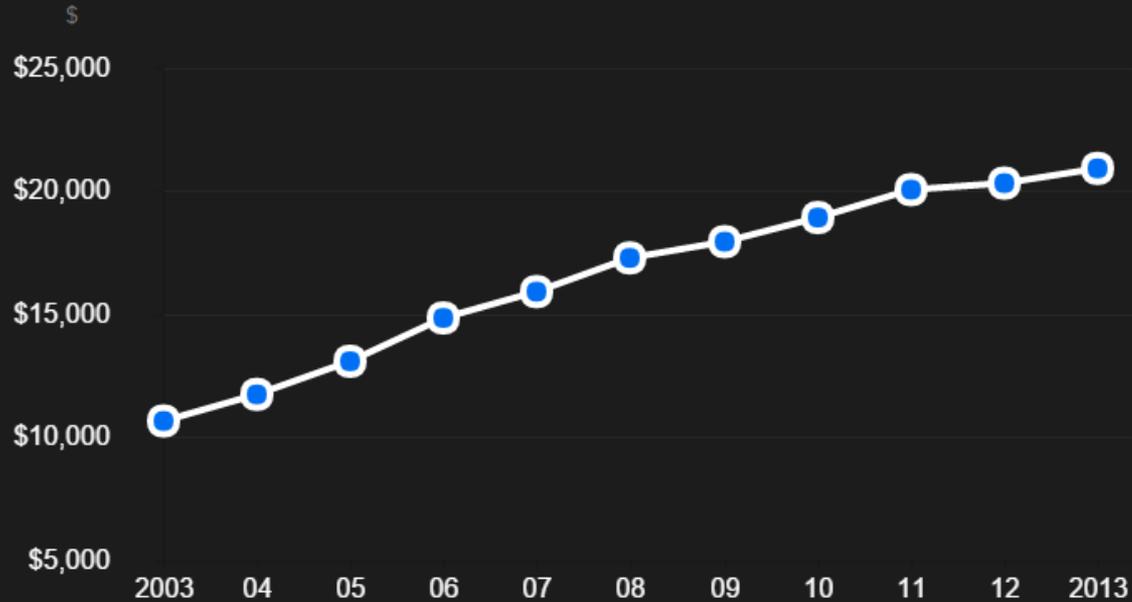
Lower employment levels and smaller incomes have left younger Millennials with less money than previous generations.



# Millennials

## ENCUMBERED WITH DEBT

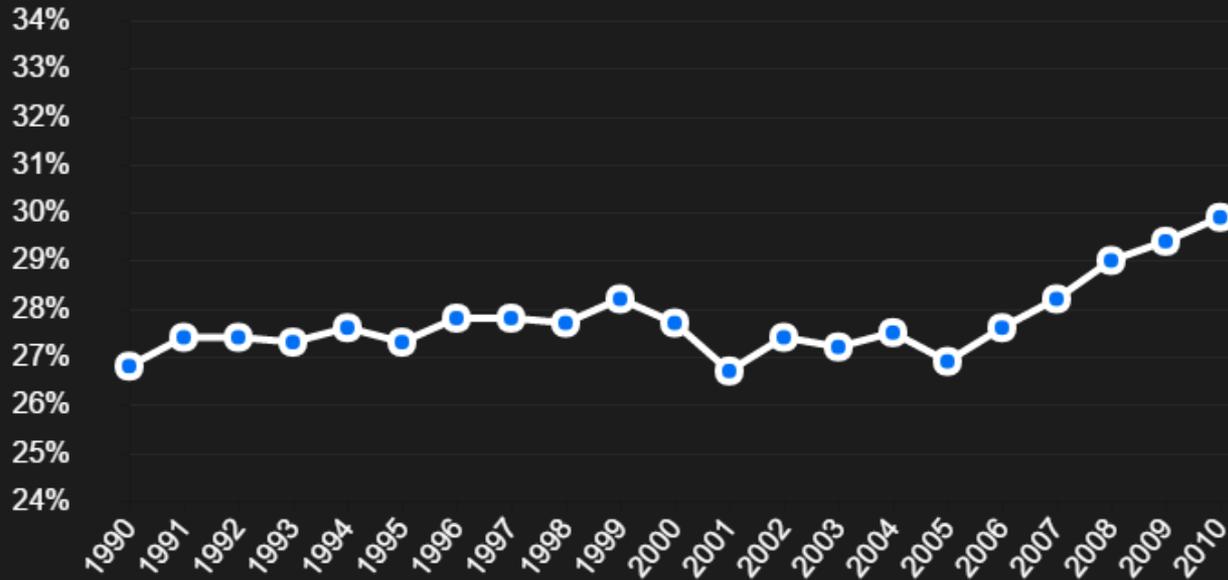
Student loan payments are taking up a growing chunk of postgraduate Millennials' income.



# Millennials

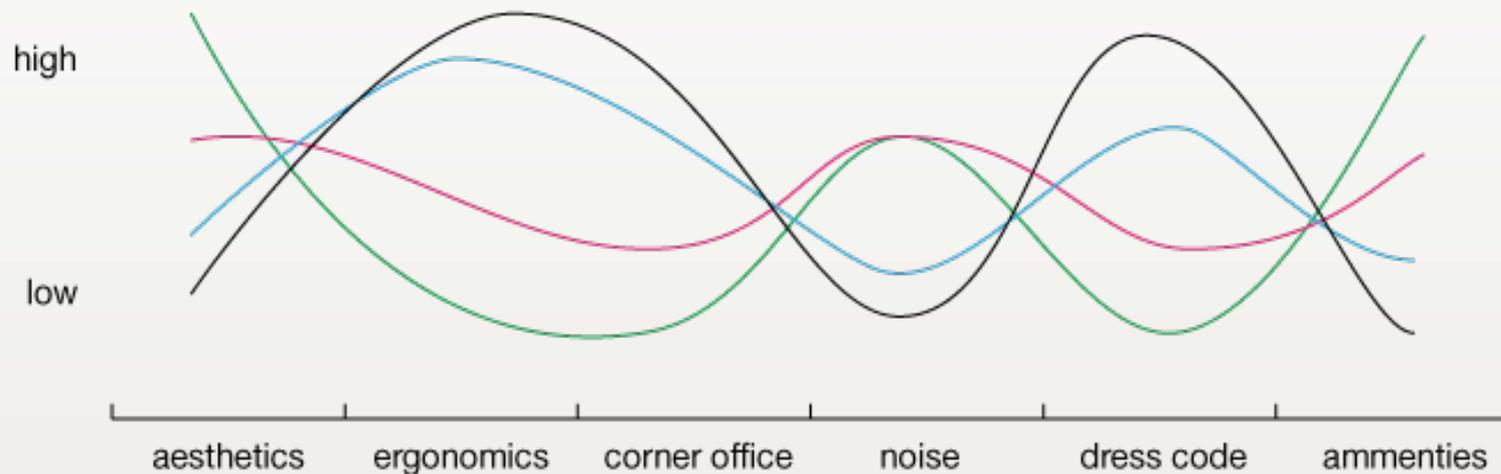
## SNUG IN THE NEST...

A growing number of Millennials are choosing to live at home with their parents.



# Traits

traditionals  
boomers  
generation x  
millennials



# Legacy



Can't judged a generation by a snapshot in time.  
Judge by their legacy, which is yet to be written.

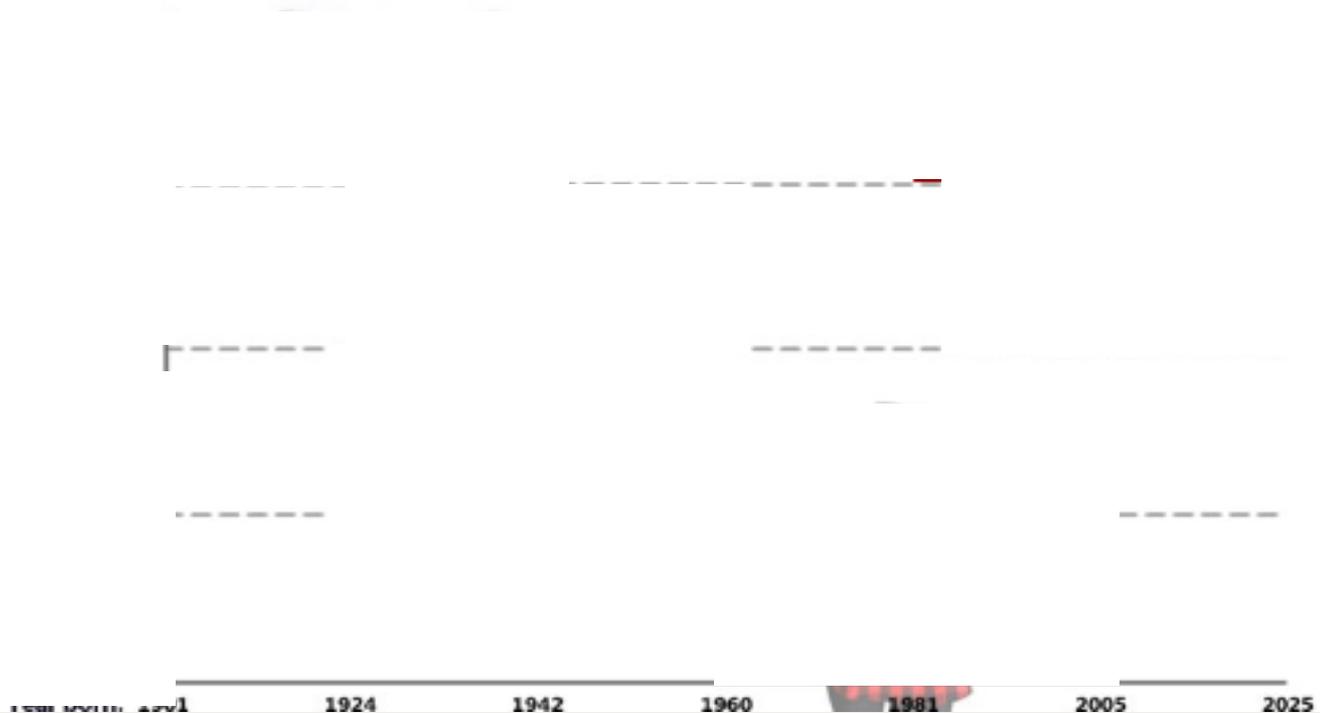
# As we age...



At 20 years of age the **will** reigns;  
at 30 the **wit**;  
at 40 the **judgment**

# Archetypes

## Howe/Strauss Generational Archetypes and Generations



# The Next, Next

## Traditionalist

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WWII  
GI Generation  
Silent Generation  
Duty First  
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By the book  
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Work to deadlines  
Technology rules  
Connected 24/7  
Global Network  
What are you doing  
for me?  
Team oriented  
Google/Facebook

## Gen Z

**2000-2020**

Militant Extremist  
Optimistic  
Genuine Experience  
High Expectations  
Social Network  
Multi-modal  
Embedded Tech  
Apps

# The Next, Next



Welcome the Children of the Gen Xers

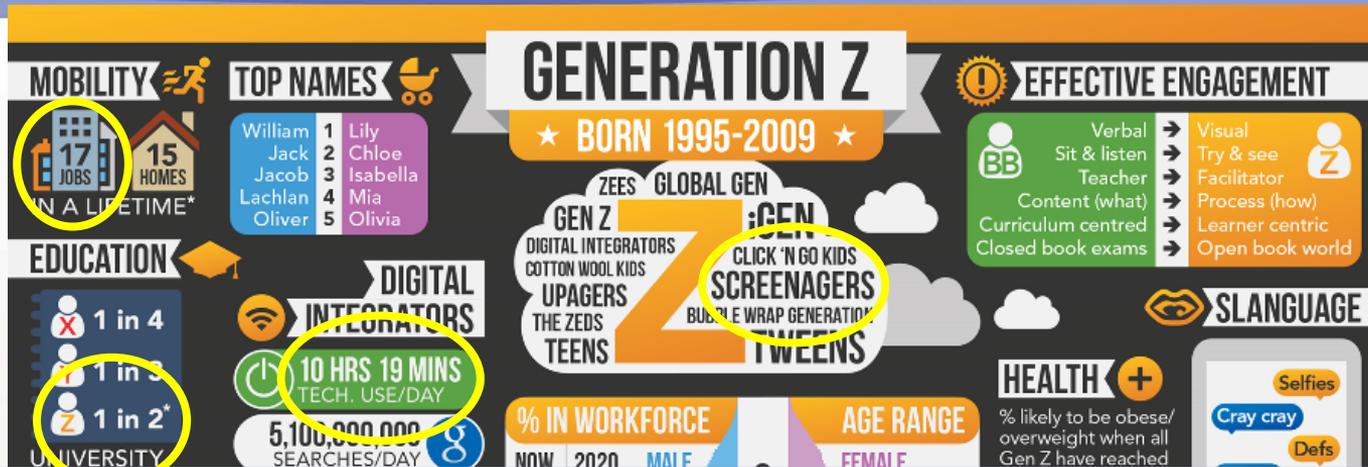


# Gen Z

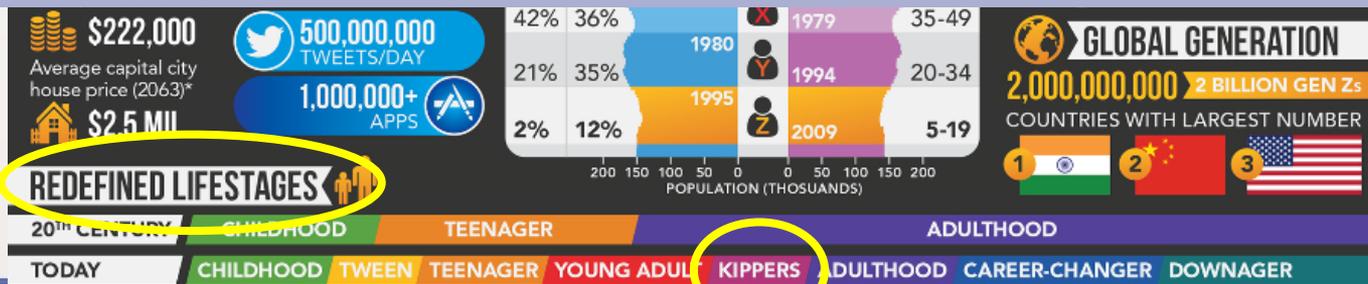


- Always connected
- Dynamic, visual learning
- Everything online, Multi-modal
- Immediate access to media and information
- “We”volution
- Global Vision
- Use technology to express creativity
- “Me, me, me”
- Broadcast Yourself

# Gen Z



## Peter Pan Syndrome - 8 year delay



# Poll

What percentage of the workforce do you think is disengaged today?

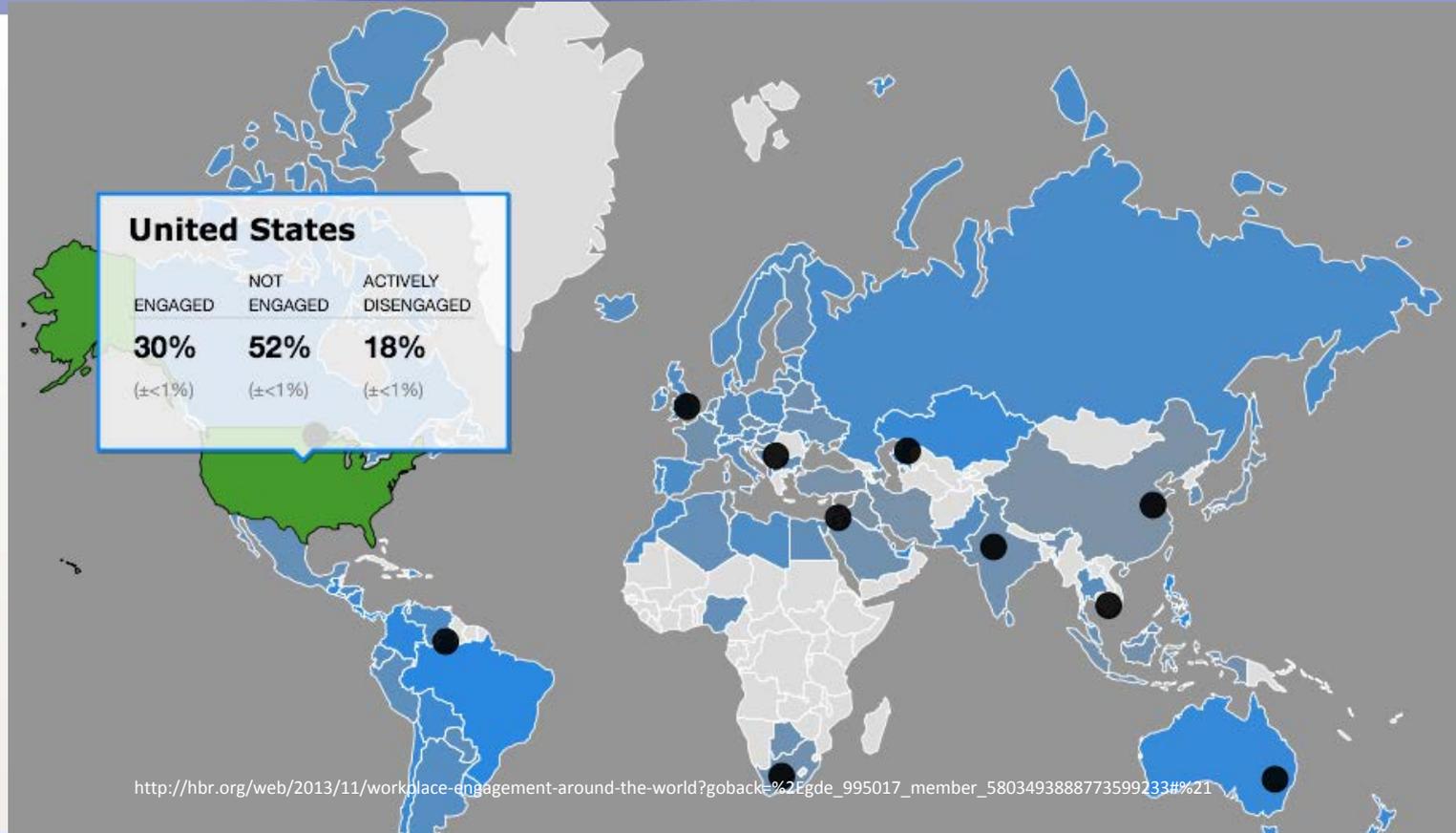
1. 25%
2. 40%
3. 60%
4. 70%

# Engagement

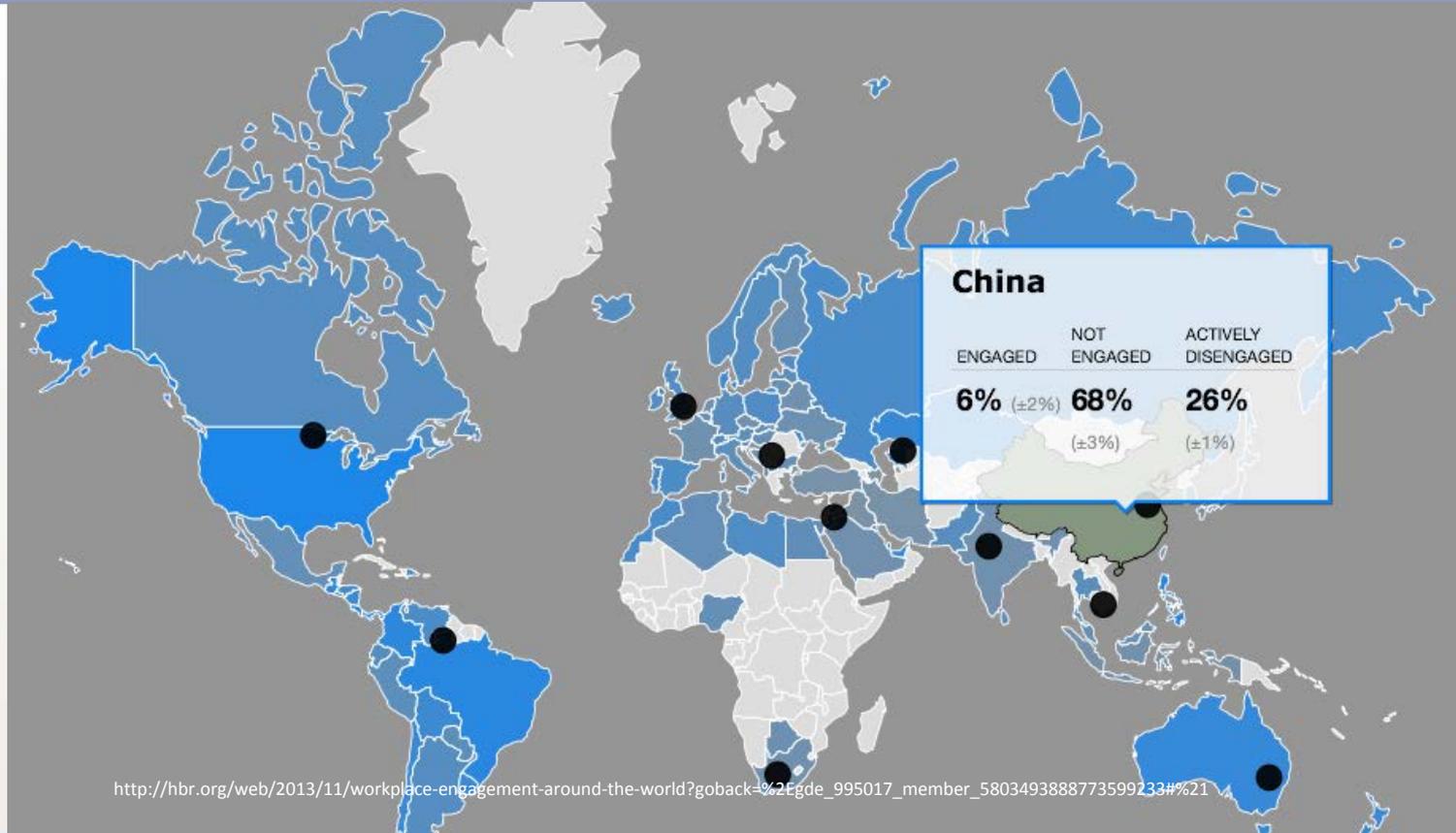
A woman with dark hair, wearing a grey button-down shirt, is leaning over a desk. She is looking down at several sheets of paper she is holding. On the desk, there is a white computer keyboard and a mouse. The background is slightly blurred, showing a typical office environment.

**70% of Employees are Disengaged**

# Or DIS-engagement



# It could be worse...



[http://hbr.org/web/2013/11/workplace-engagement-around-the-world?goback=%2Egde\\_995017\\_member\\_5803493888773599233#%21](http://hbr.org/web/2013/11/workplace-engagement-around-the-world?goback=%2Egde_995017_member_5803493888773599233#%21)

*“ The brain is a wonderful organ –  
it starts working the moment you get  
up in the morning and doesn’t stop until  
you get into the office. ”*

Robert Frost, American Poet

# Productivity



happy,  
health,  
engagement,  
empowered



disgruntled,  
unhealthy,  
disengaged,  
unpowered

# What is Impacting Us?



# The World Has Changed

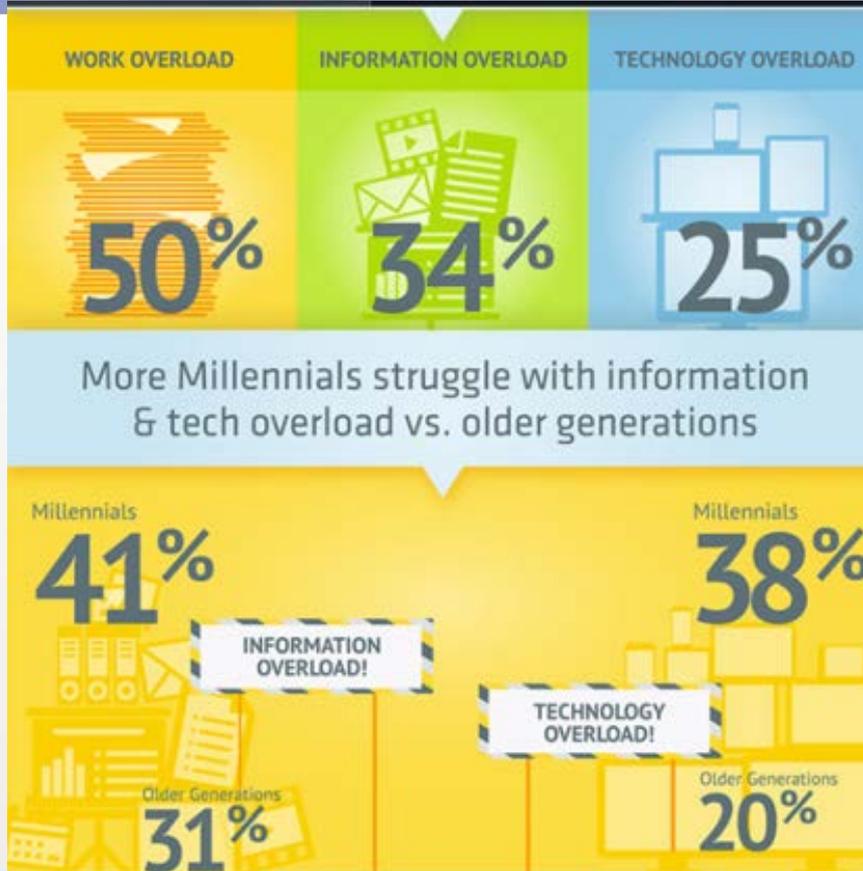


# Challenges



## Getting Technology in Check

# Overload?



# Stress

“Health epidemic of the 21st century”

The World Health organization

70%

Technostress - The need to be connected 24/7



# Collaboration or chatter?



# Hierarchy of Needs?

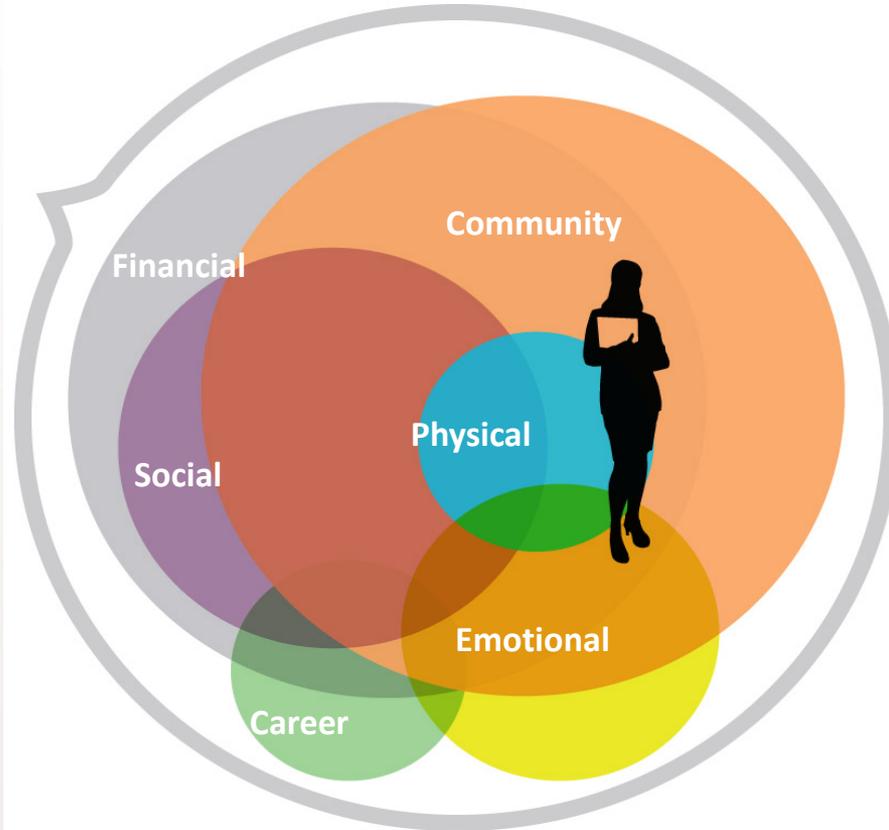
## Wellness? Well-Being? How does it relate to workplace strategy?

Applying Maslow's Hierarchy to the Workplace



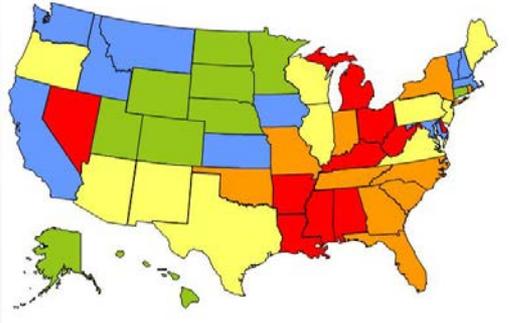
Figure 7. Only once an employee's basic physiological and safety needs are met can they begin to think about the kinds of things that foster engagement.

# Well-being

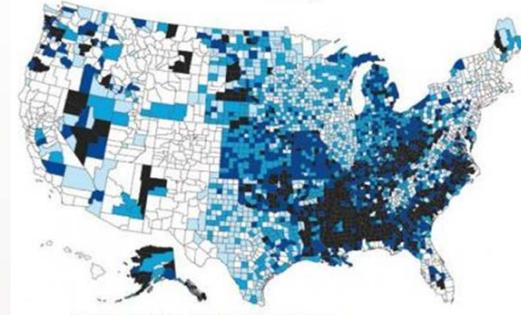


# Well-being

Well-being

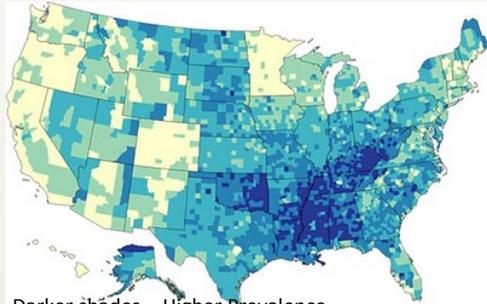


Obesity



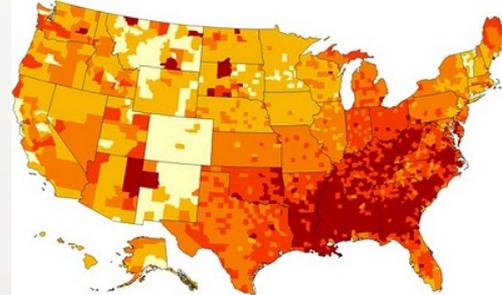
Darker shades = Higher Prevalence

Physical Inactivity



Darker shades = Higher Prevalence

Diabetes



Darker shades = Higher Prevalence

Ranking: ■ Top Quintile ■ Second Quintile ■ Third Quintile ■ Fourth Quintile ■ Bottom Quintile

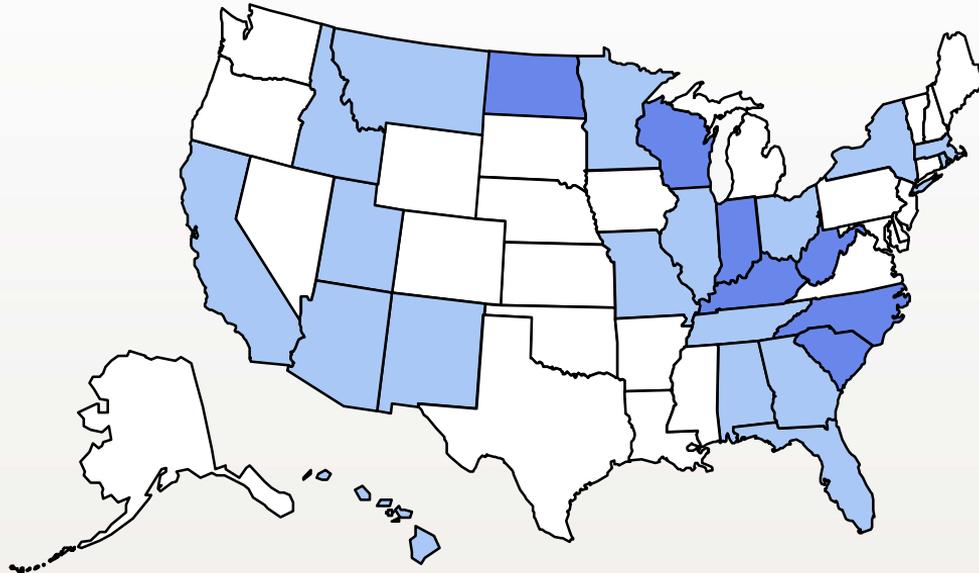
Source: 2010 Gallup-Healthways WBI Community Data and CDC, 2007-2009



# Obesity Trends\* Among U.S. Adults

(\*BMI  $\geq 30$ , or  $\sim 30$  lbs overweight for 5' 4" woman)

1986



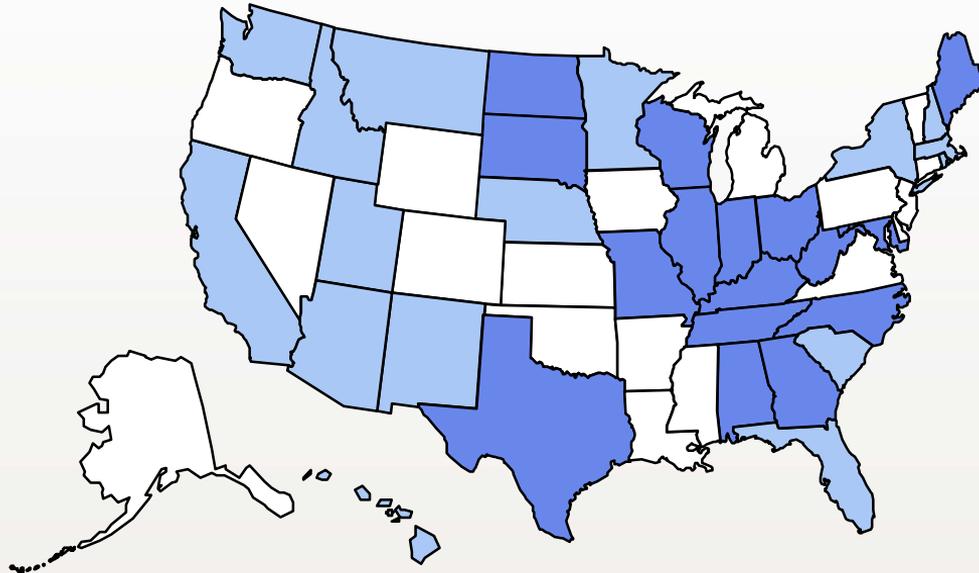
Source: U.S. Centers for Disease Control and Prevention (CDC)



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1987



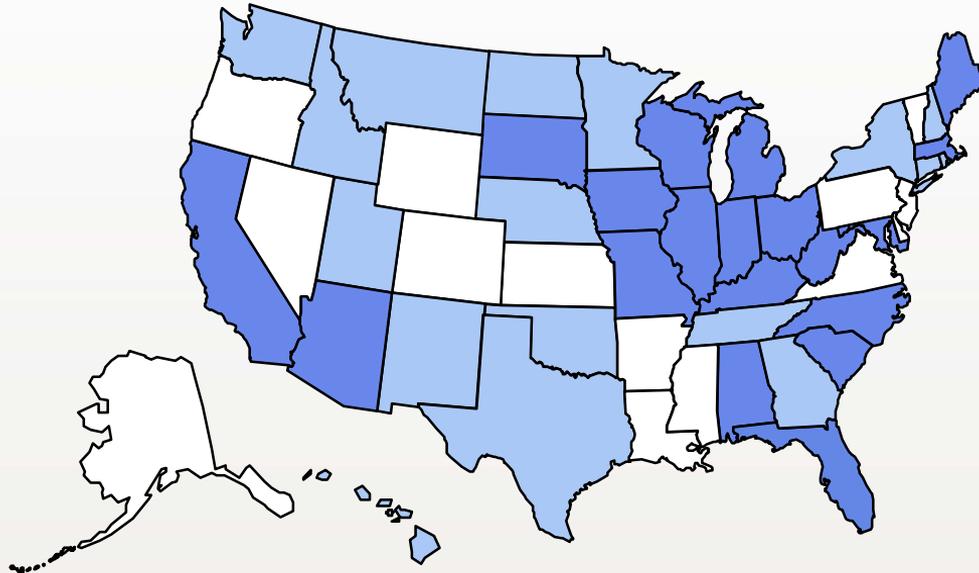
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1988



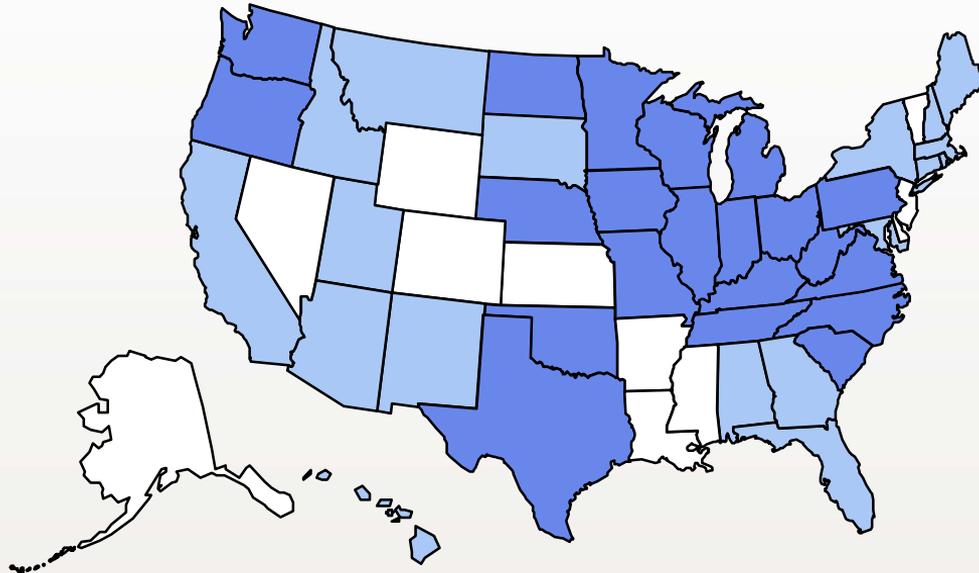
Source: U.S. Centers for Disease Control and Prevention (CDC)



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1989



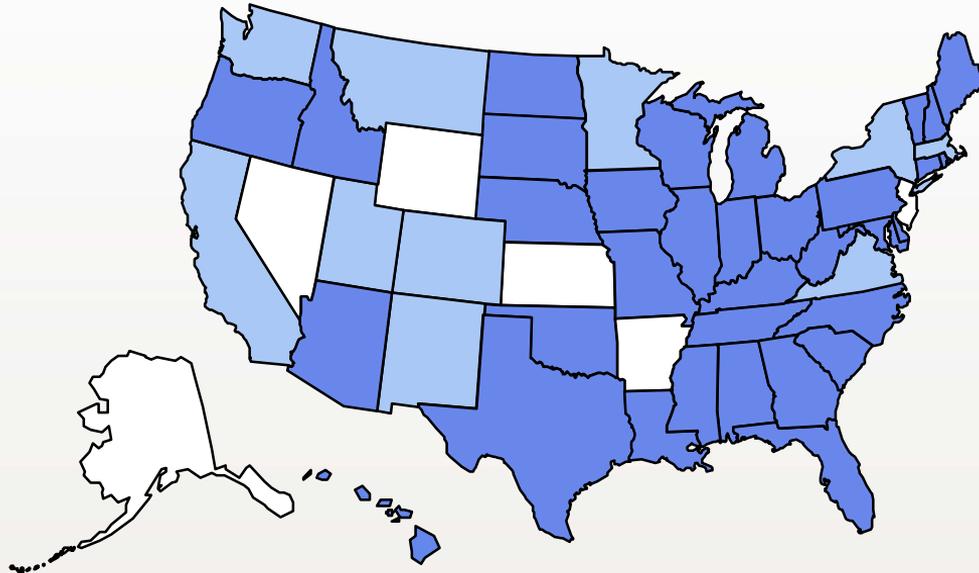
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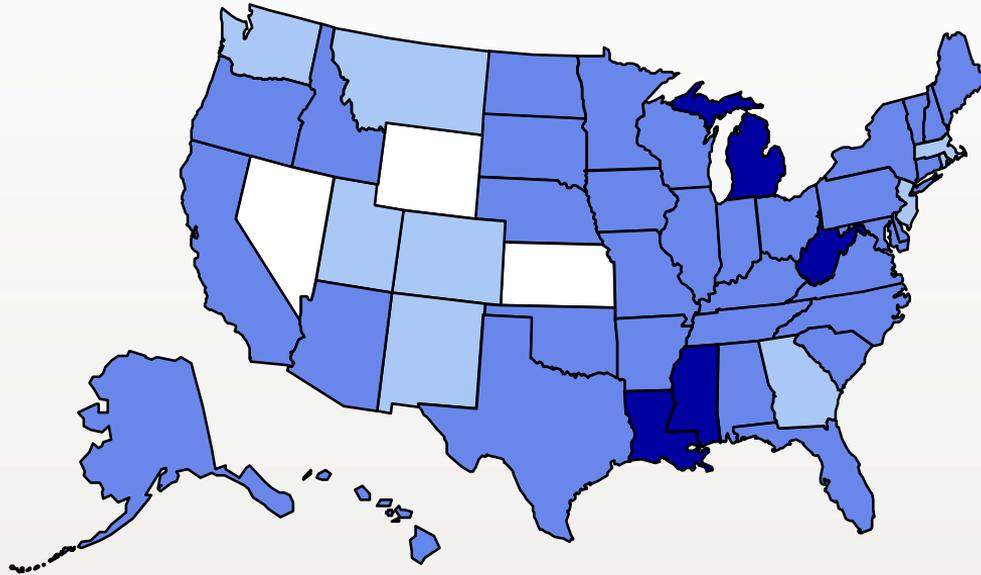
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1991



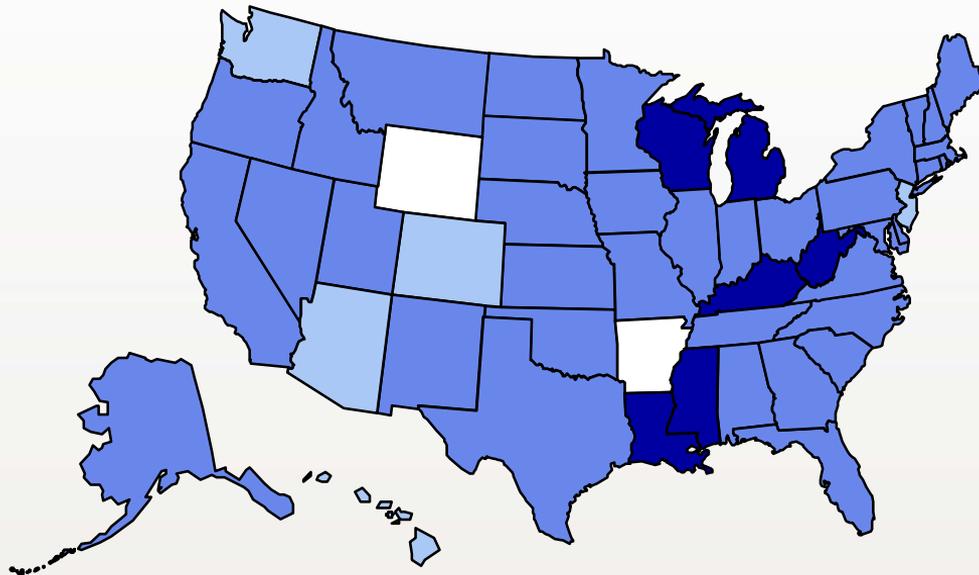
Source: U.S. Centers for Disease Control and Prevention (CDC)



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(\*BMI  $\geq 30$ , or  $\sim 30$  lbs overweight for 5' 4" woman)

1992



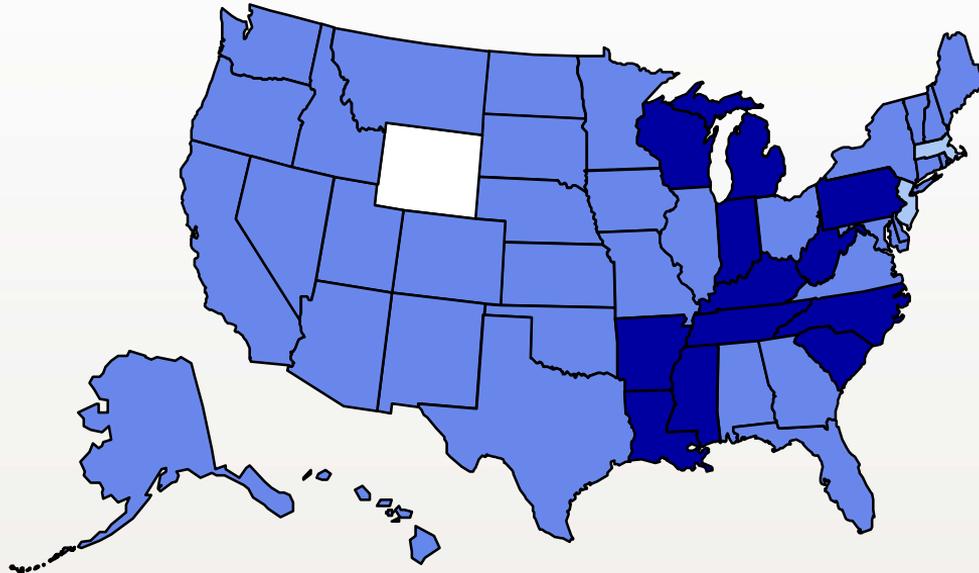
Source: U.S. Centers for Disease Control and Prevention (CDC)



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(\*BMI  $\geq 30$ , or  $\sim 30$  lbs overweight for 5' 4" woman)

1993



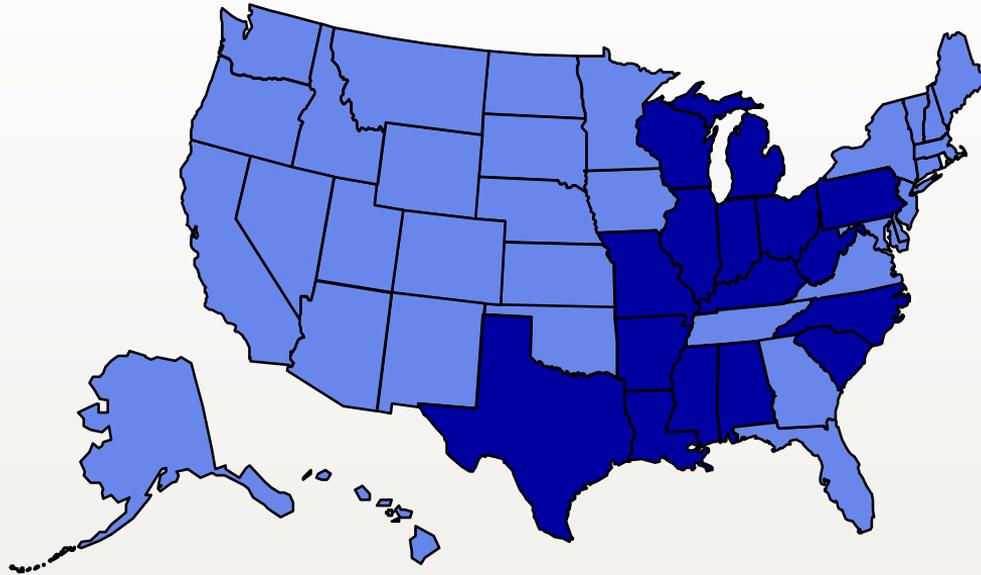
Source: U.S. Centers for Disease Control and Prevention (CDC)



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1994



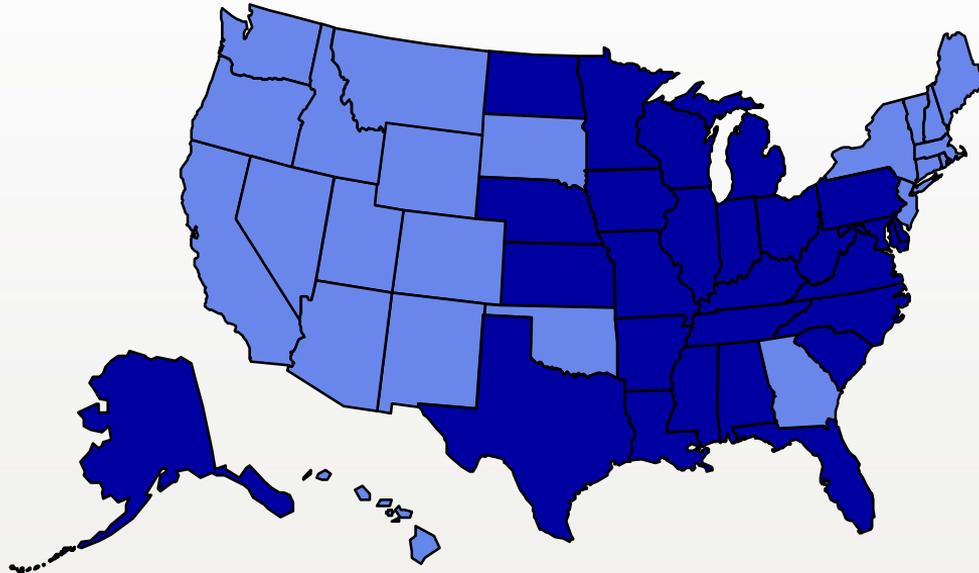
Source: U.S. Centers for Disease Control and Prevention (CDC)



# Obesity Trends\* Among U.S. Adults

(\*BMI  $\geq 30$ , or  $\sim 30$  lbs overweight for 5' 4" woman)

1995



Source: U.S. Centers for Disease Control and Prevention (CDC)

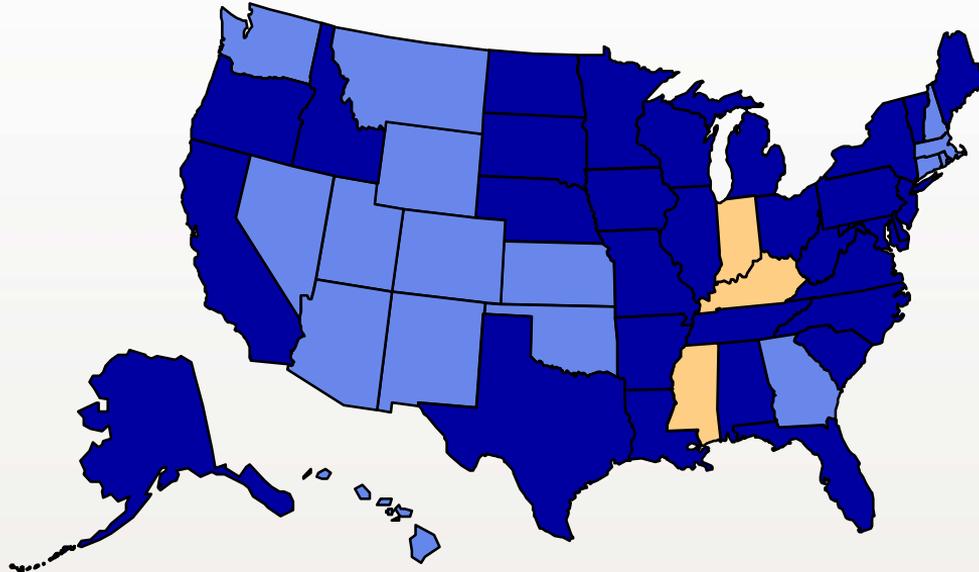




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1997



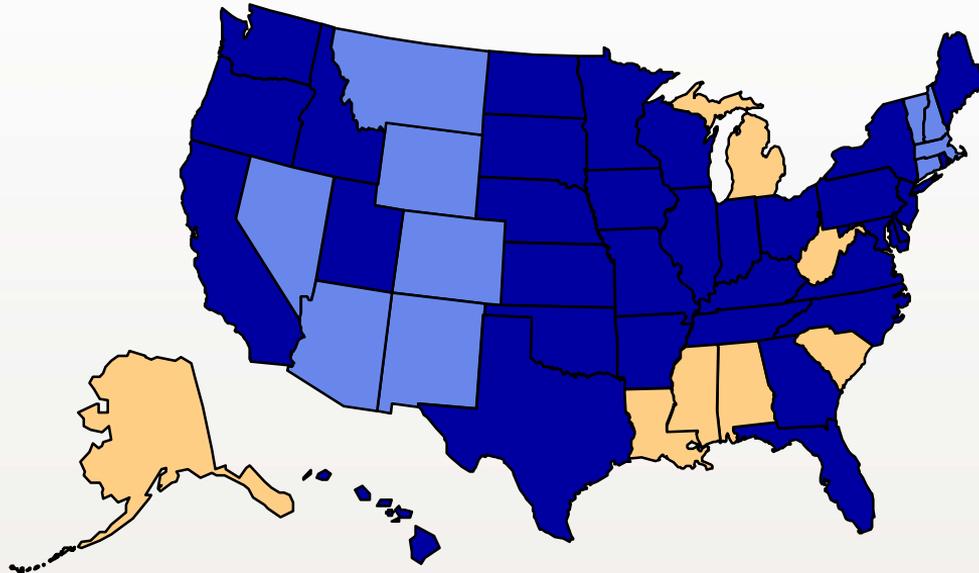
Source: U.S. Centers for Disease Control and Prevention (CDC)



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1998



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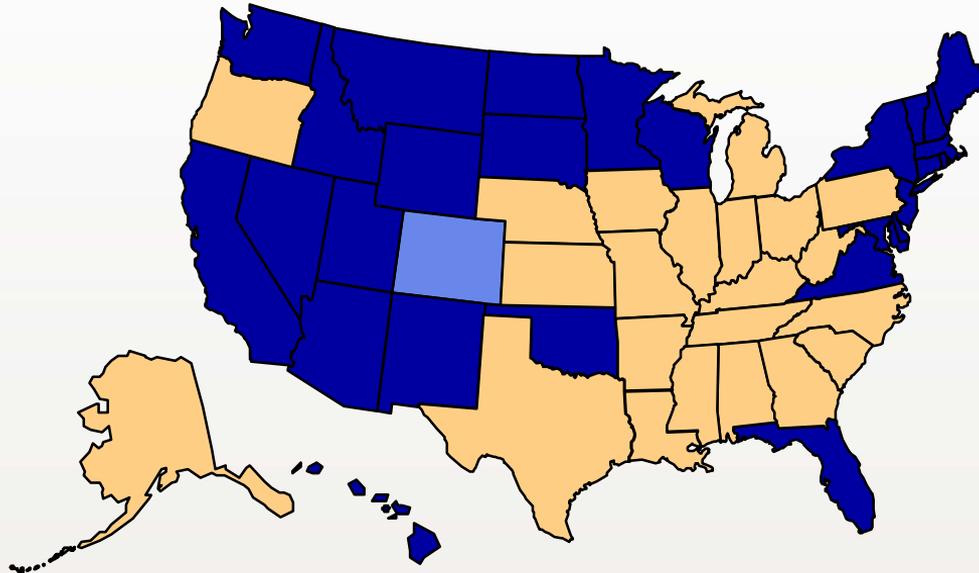




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2000



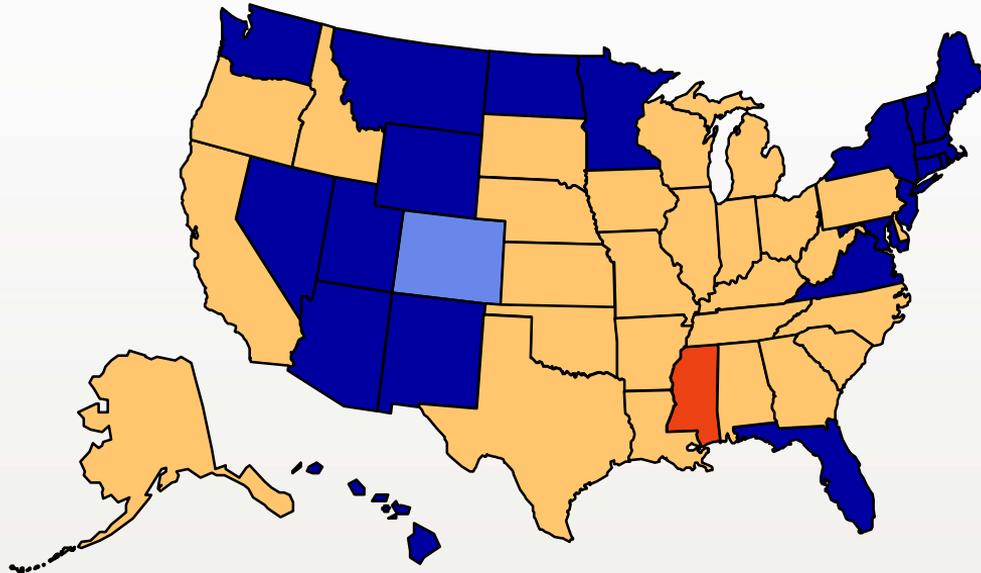
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2001



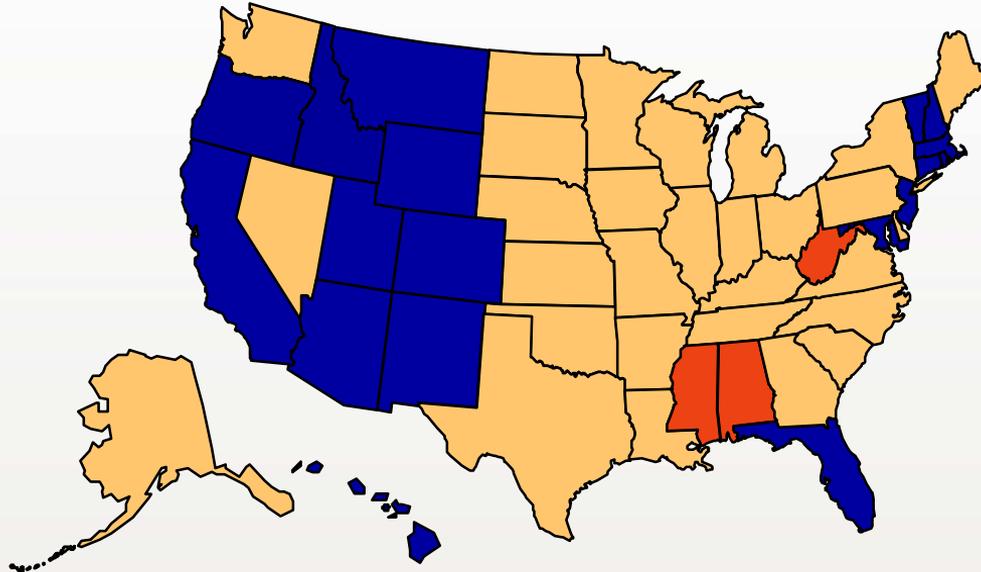
Source: U.S. Centers for Disease Control and Prevention (CDC)



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2002



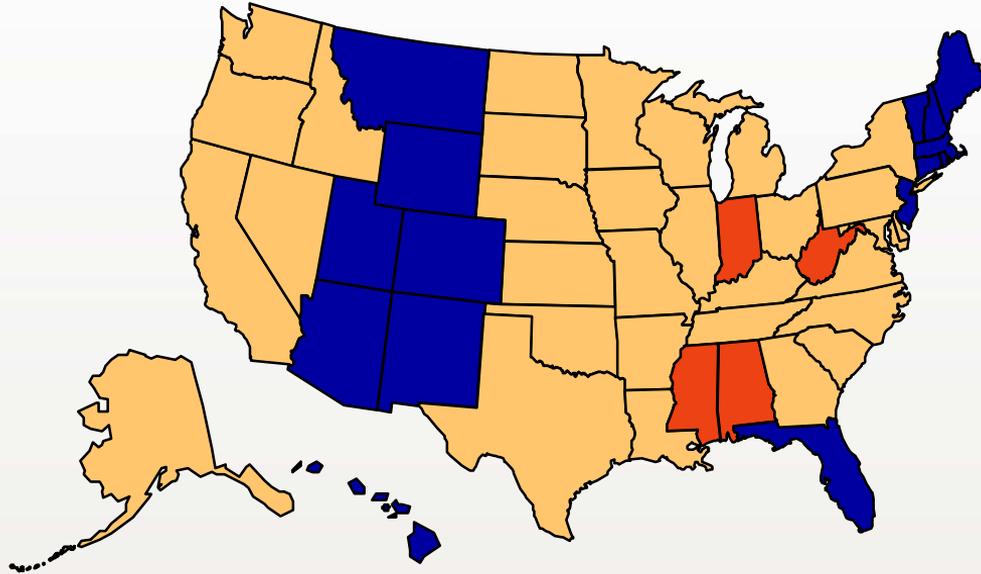
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2003



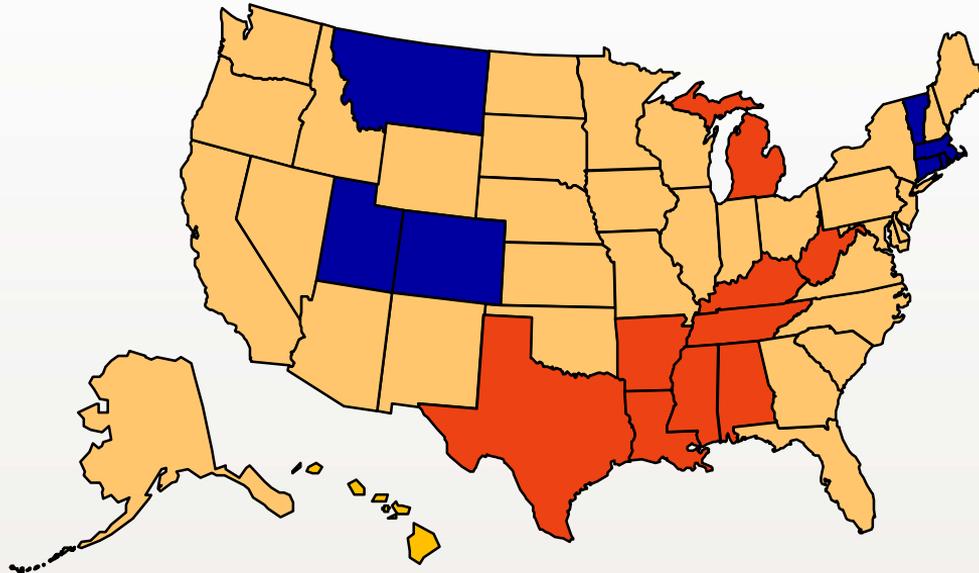
Source: U.S. Centers for Disease Control and Prevention (CDC)



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2004



Source: U.S. Centers for Disease Control and Prevention (CDC)

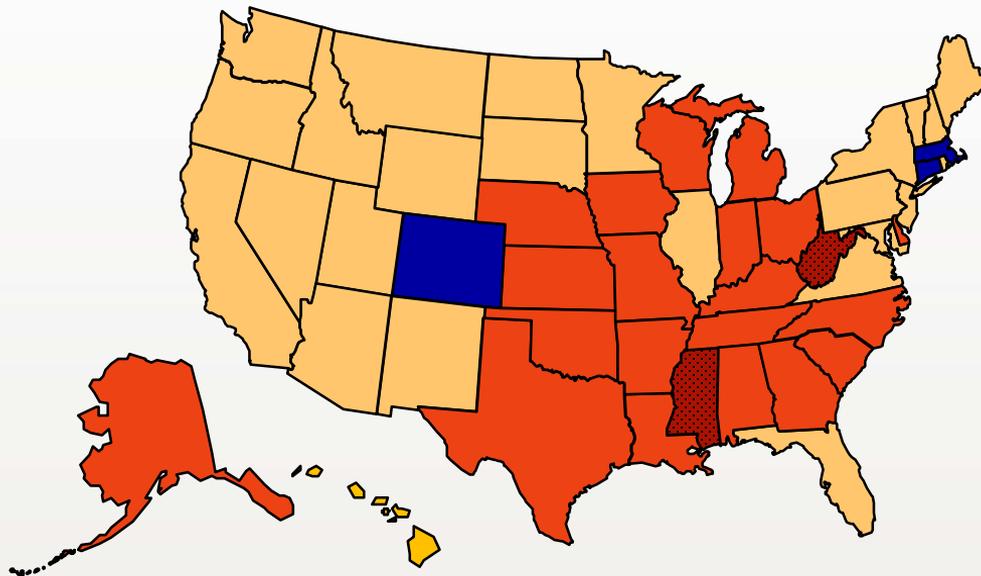




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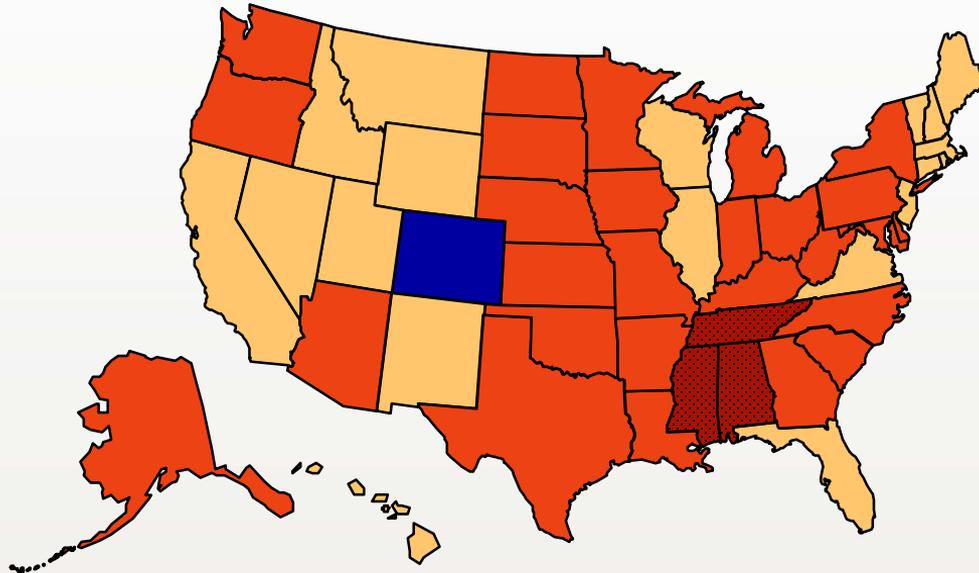
2006



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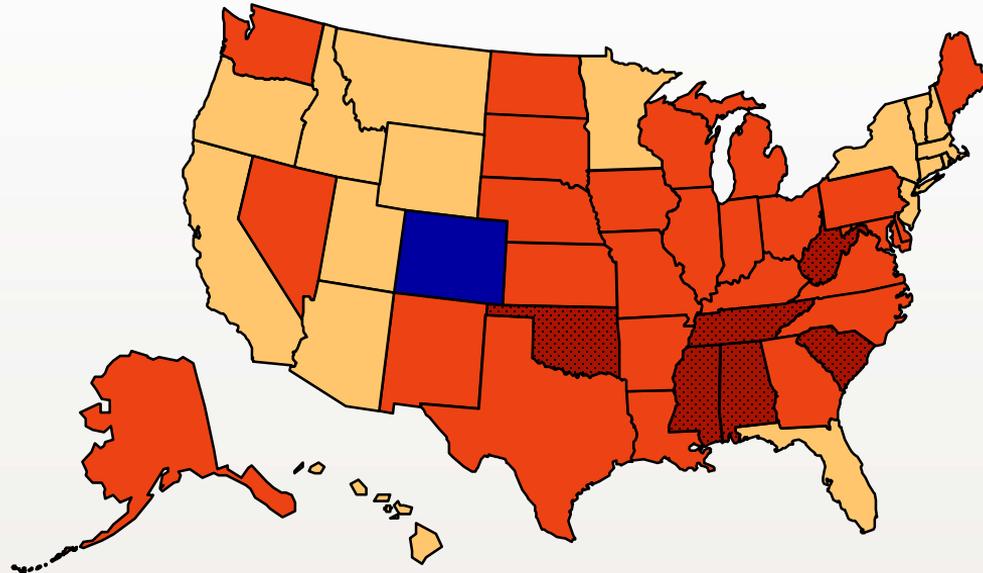
2007



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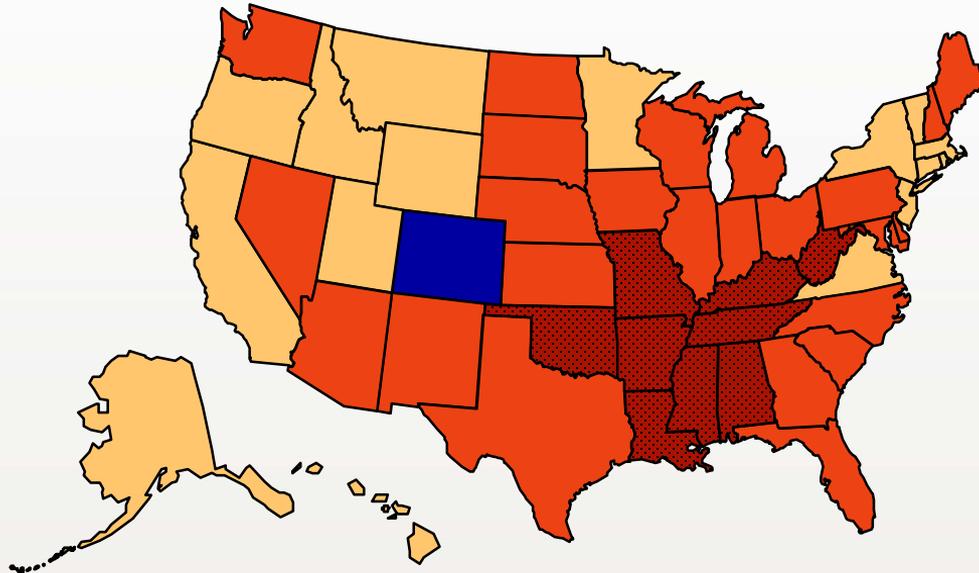
2008



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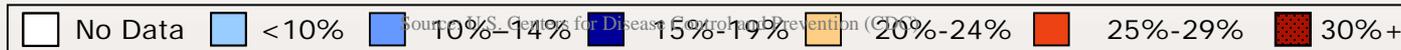
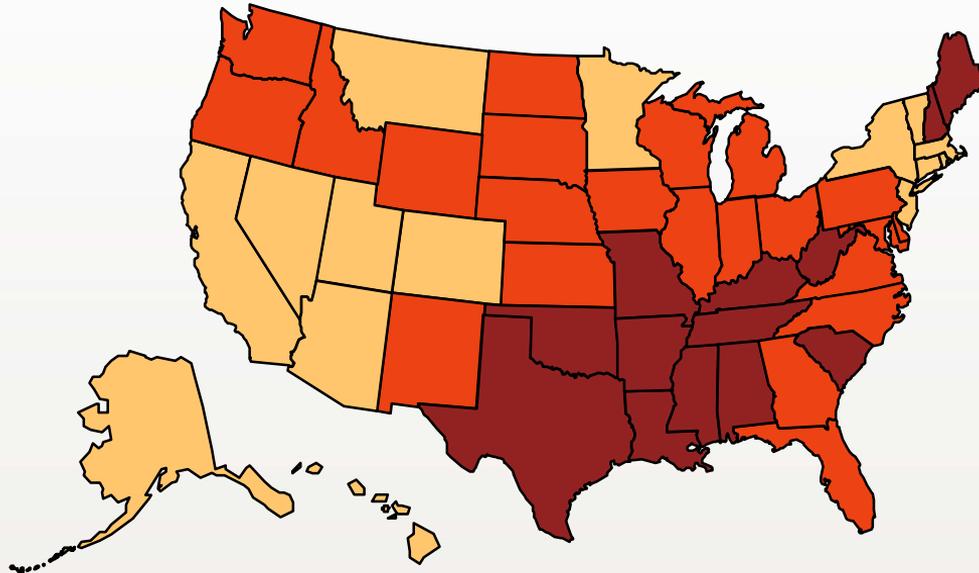
2009



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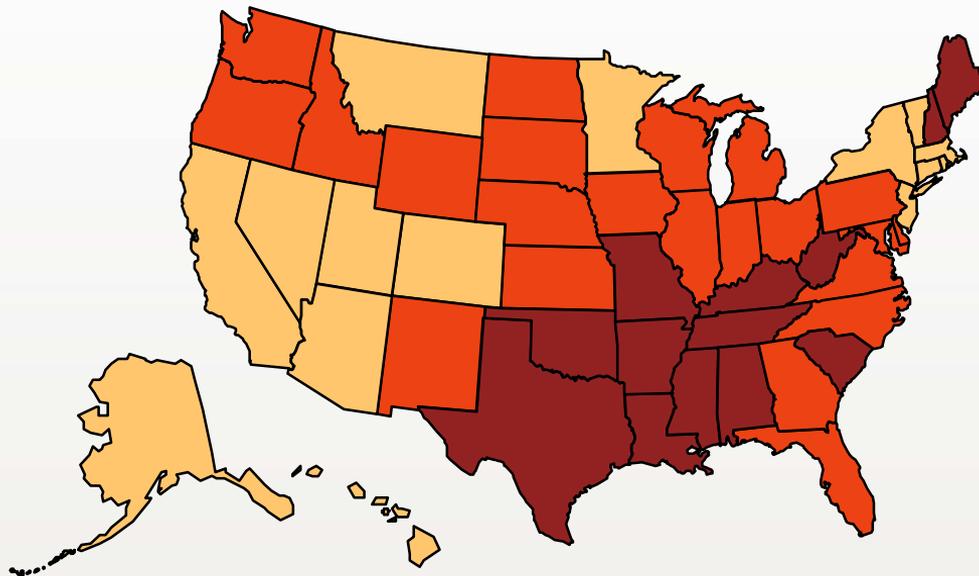
2010



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2011



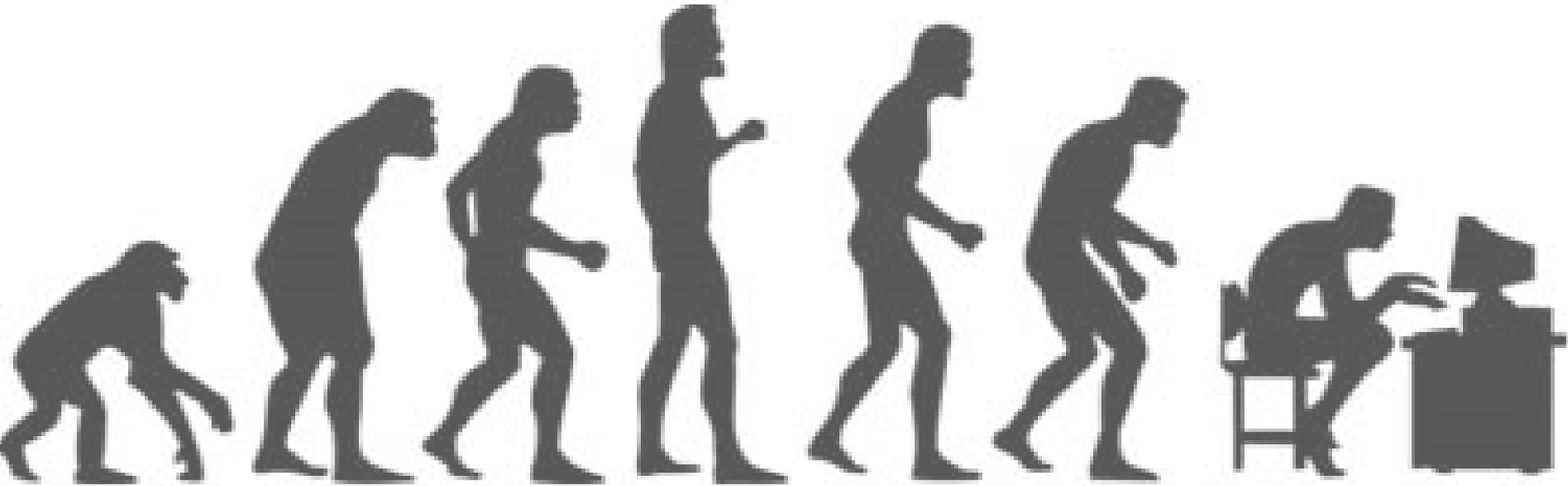


# How long does do we stand in a day?



<http://www.youtube.com/watch?v=LaH8KVysHOI>

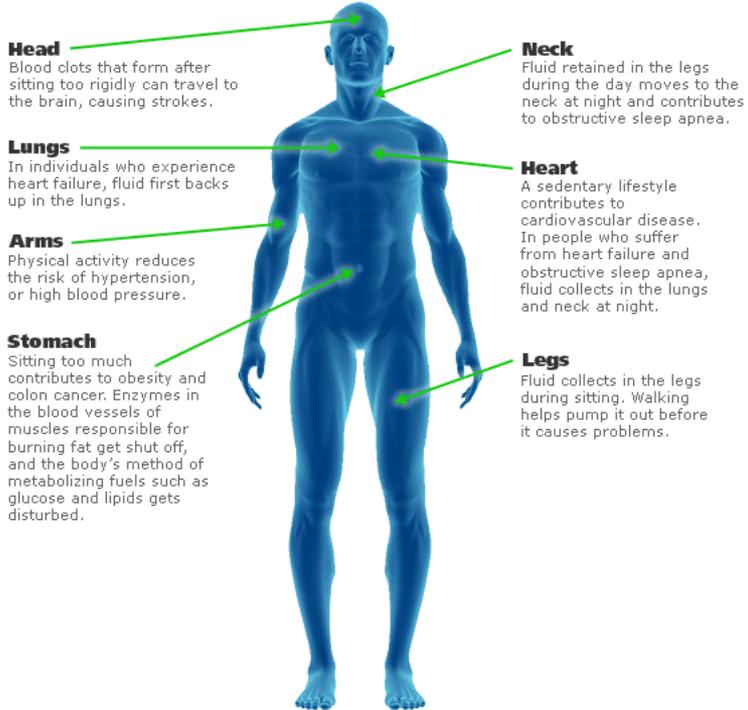
# Sitting



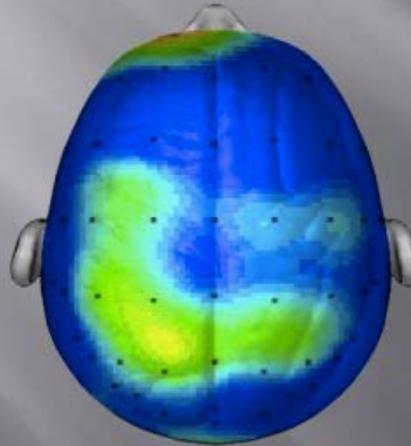
Standing isn't better than sitting  
**Movement is**

# Impact of lack of movement

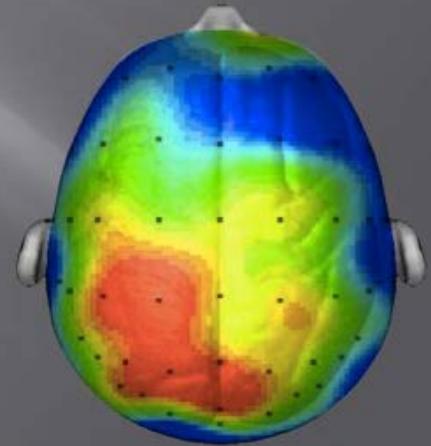
## How Sitting Too Long Affects the Body



BRAIN AFTER SITTING QUIETLY



BRAIN AFTER 20 MINUTE WALK



Research/scan compliments of Dr. Chuck Hillman University of Illinois



# This is **NOT** the Goal



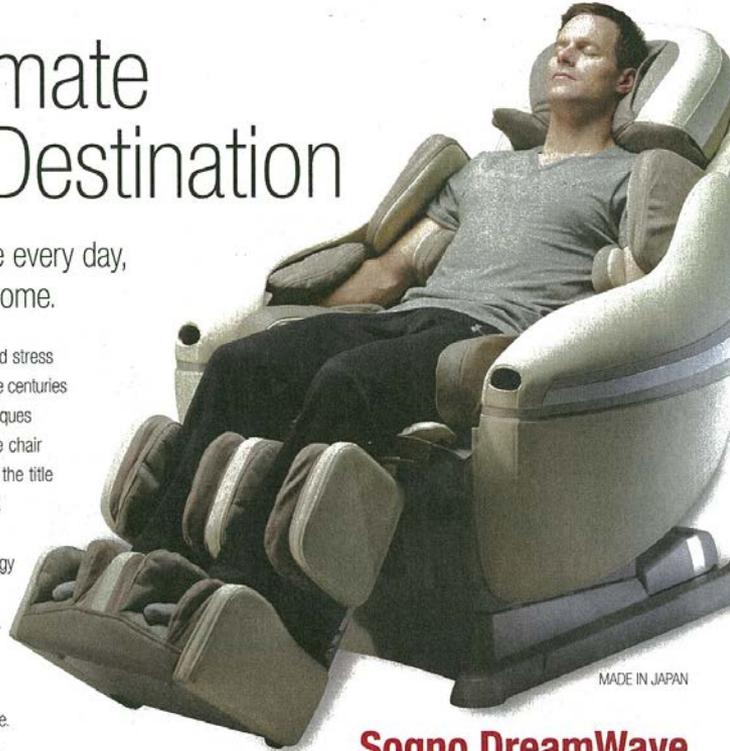
# But it's becoming reality

## The Ultimate Luxury Destination

A transcendent escape every day,  
anytime, in your own home.

Unequaled in therapeutic benefits and stress reduction, Inada massage chairs combine centuries of life-enhancing shiatsu healing techniques with decades of innovation in massage chair technology. That's why it has earned the title of The World's Best Massage Chair™.

- ◆ Patented DreamWave™ technology provides undulating, totally transporting, side-to-side motion.
- ◆ More than 1,200 square inches of body coverage: the most comprehensive massage possible.
- ◆ Auto-adaptive design conforms to users between 5' and 6' 5" for the broadest height range of any chair.



MADE IN JAPAN

**Sogno DreamWave**  
by Inada HCP-10001D  
\$7,999\*

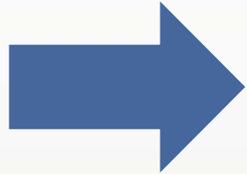
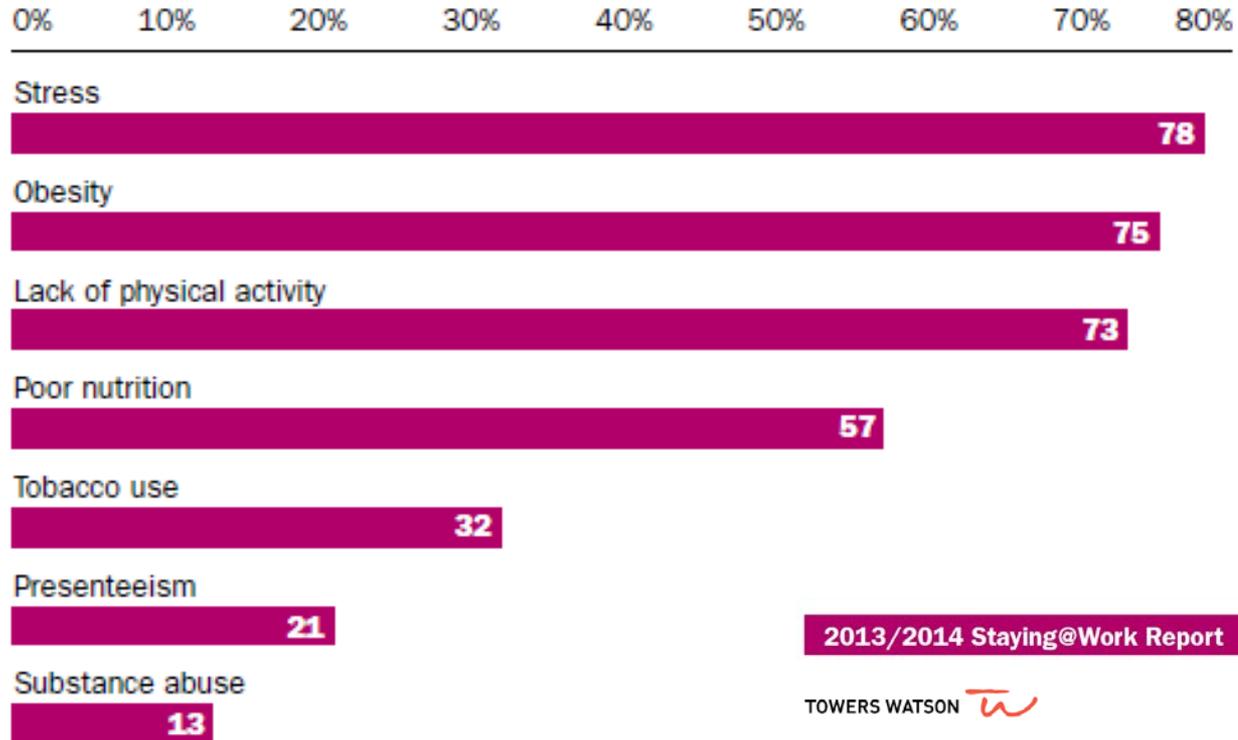
# Poll

Which is the largest lifestyle issue facing the workforce today?

1. **Stress**
2. **Obesity**
3. **Lack of activity**
4. **Poor nutrition**
5. **Tobacco use**

# Health Concerns

Figure 1. Lifestyle risk factors that are a workforce issue in the U.S.



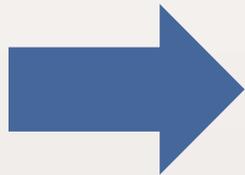
# Health Concerns

**Figure 2. Top priorities of health and productivity programs**



2013/2014 Staying@Work Report

TOWERS WATSON 



# Impact of Well-being

**86%**

of People with **low well-being**  
say they're less productive



**5%** Increase in

**Well Being**

**=**

- **2.5%** fewer unscheduled absences
- **12%** lower presenteeism
- **2.5%** higher job performance rating



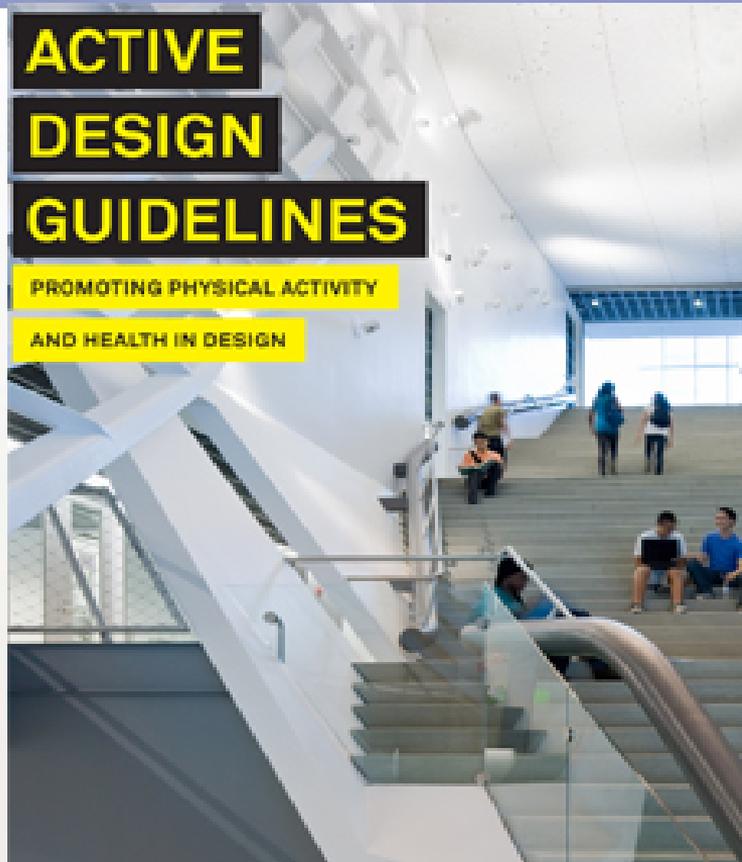
Source: 5 Things You Didn't Know About Improving Productivity  
© 2013 Healthways, All Rights reserved



**// Good design adds value faster than it adds cost. //**

Thomas C. Gale  
Chrysler's most influential and prolific  
automotive designers

# Affecting Change



# WELL Standards

The **WELL Building Standard**® is designed to operate alongside sustainable-building standards such as LEED and the Living Building Challenge with minimal overlap.

## Overview

The WELL Building Standard® is divided into seven categories:

- Air
- Water
- Nourishment
- Light
- Fitness
- Comfort
- Mind



# Flexible?



# What is Everyone Else Doing?



*Benchmarking is the  
best way to get to*

**AVERAGE**

# One Size Misfits All



//

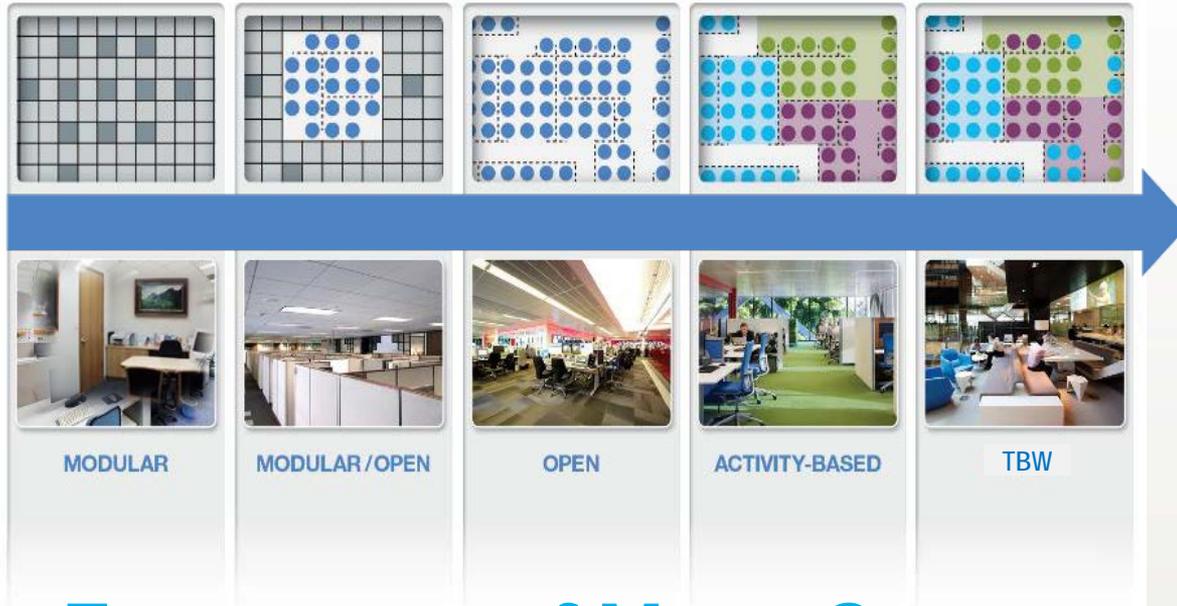
**Three things are hard.  
Diamonds, Steel, and to  
Know Thyself. //**

Benjamin Franklin

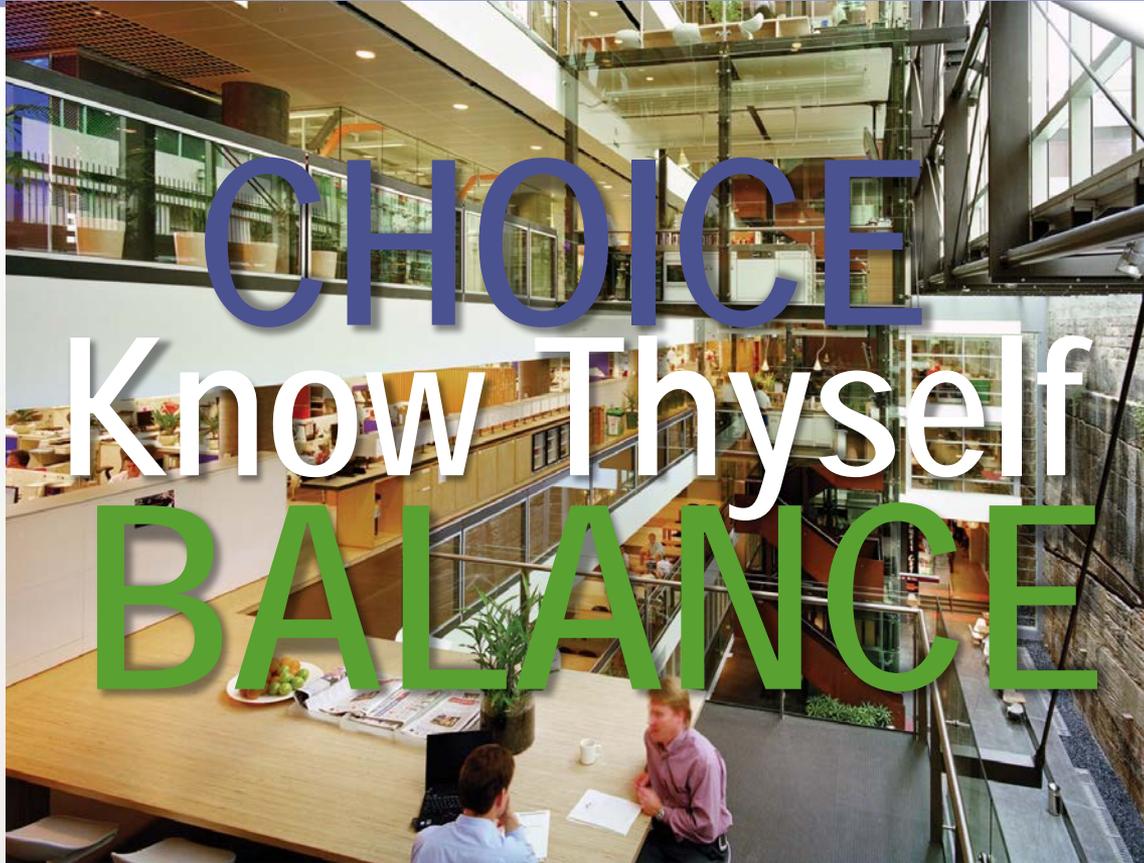
# Corporate DNA



# Workplace Evolution



## Ecosystem of Many Spaces



**CHOICE**  
Know Thyself  
**BALANCE**

# Predictions?



The only thing we can accurately predict is how old we'll be in 10 years.



# Poll

Which is most important factor for young professionals looking for a job?

1. **opportunity for career growth**
2. **fulfilling work**
3. **stability**
4. **flexible schedules**
5. **highest salary**

# Appealing to Gen Z

## And the Survey of Students says...

(32%) report finding a job as their top concern

(53%) student loan debt is a major consideration in their schooling and career decision

## When looking for a job...

(36%) opportunity for career growth as the most important aspect of their first job

(19%) fulfilling work

(19%) stability

(10%) friendly work environments

(7%) flexible schedules

(6%) highest salary, rank lower in priority

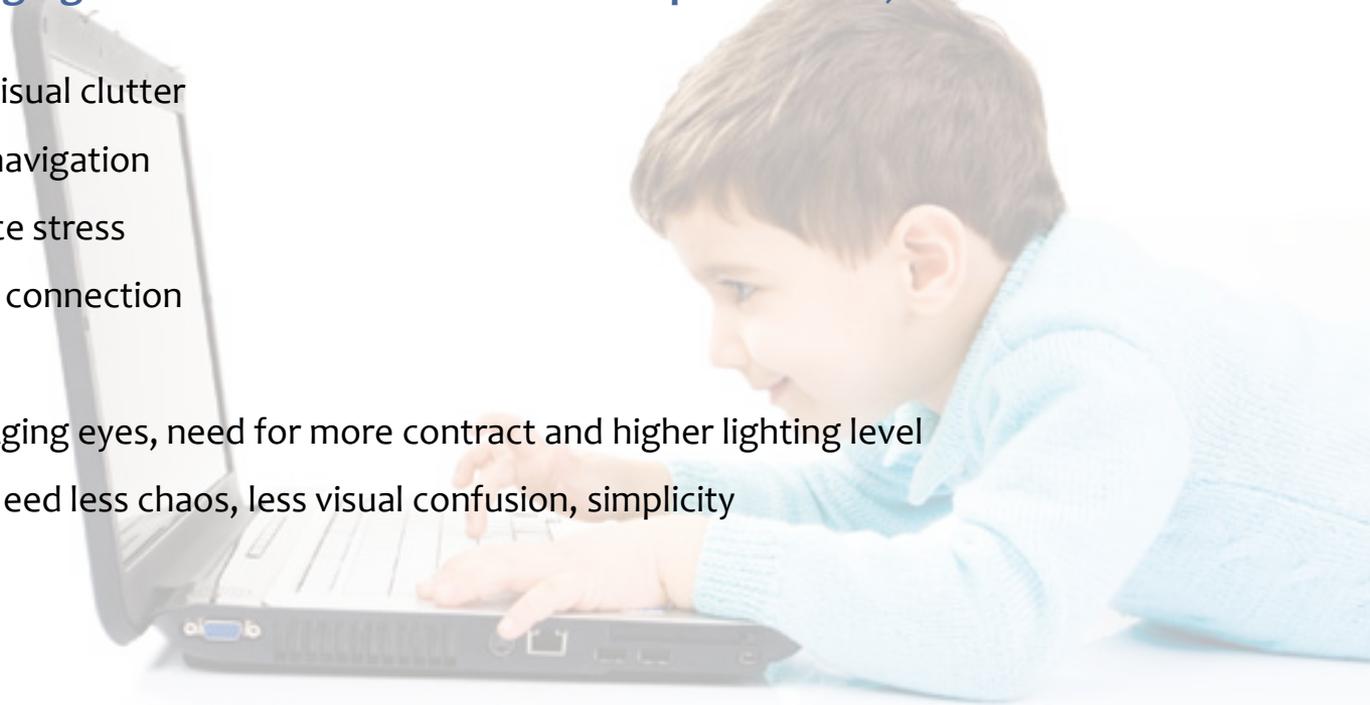
# Spaces for Gen Z

Gen Z and Aging Gen Xers will have similar workplace needs, but for different reasons

- Less visual clutter
- Easy navigation
- Reduce stress
- Visual connection

**GEN X:** Aging eyes, need for more contrast and higher lighting level

**GEN Z:** Need less chaos, less visual confusion, simplicity



# Space for Gen Z



Monotonous regularity of the past  
or the complex layouts of today will not do.



# Going forward

Focus on people

Create communities

Improve well-being

Balance

Choice

Use technology intelligently



Work **PLACE**

Work **HOW**





# The *Next, Next* Generation Workplace

*Plan beyond the  
millennials and the  
boomers*

**Kay Sargent**, ASID, IIDA, CID, LEED AP  
Designer / Workplace Strategist  
[kaysargent@aol.com](mailto:kaysargent@aol.com)  
571 329-1313