DESIGNING FOR SUCCESS

Five Strategies for Transforming Workplaces for the Next Generation of Talent

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PRESENTER BIO

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Learning Objectives

1. Attendees will understand the needs and habits of the different generations in the workforce.
2. Attendees will gain key insights into how workplaces can be optimized to both attract new generations of talent and ensure they’re successful within your organization.
3. Attendees will understand how workplaces can be transformed to help all generations thrive.
Design is a human-centered discipline....
GENERATIONAL DIFFERENCES
The oldest *Gen Ys* are 36 and becoming managers, and will soon be managing the next generation in the workplace – *Gen Z*
WHICH ALSO MEANS THAT GEN Z IS RIGHT AROUND THE CORNER

Estimated U.S. Labor Force, 2015-2035*

WHY THE GENERATIONS TEND TO BE DIFFERENT

Liberty, change, hard-won optimism, anything is possible

Received optimism, new social possibilities, quest for meaning, expression

Received caution, mindful, new economic possibilities

Boomers
- WWII ends
- McCarthyism
- DNA discovered
- Berlin blockade
- Sputnik
- WWII ends
- MLK assassinated
- Desert Storm
- iPhone
- Great recession
- Facebook

GenX
- Vietnam
- Civil Rights Act
- Moon landing
- First oil crisis
- Reagan
- Sandra Day O'Connor
- Amazon
- Clinton impeachment

GenY
- 1978
- Iran hostage
- CNN
- Live Aid
- 11% unemployment

GenZ
- 1985
- CNN
- Live Aid
- Berlin wall
- 10% unemployment

GENERATIONAL WORK STYLES
# Generational Characteristics

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<thead>
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<tbody>
<tr>
<td><strong>Behavior</strong></td>
<td>Challenge the rules</td>
<td>Change the rules</td>
<td>Create the rules</td>
<td>Customize the rules</td>
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<tr>
<td><strong>Training</strong></td>
<td>Preferred in moderation</td>
<td>Required to keep me</td>
<td>Continuous and expected</td>
<td>Ongoing and essential</td>
</tr>
<tr>
<td><strong>Learning Style</strong></td>
<td>Facilitated</td>
<td>Independent</td>
<td>Collaborative and networked</td>
<td>Technology-based</td>
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<tr>
<td><strong>Communication Style</strong></td>
<td>Guarded</td>
<td>Hub and spoke</td>
<td>Collaborative</td>
<td>Face-to-face</td>
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<tr>
<td><strong>Problem-solving</strong></td>
<td>Horizontal</td>
<td>Independent</td>
<td>Collaborative</td>
<td>Entrepreneurial</td>
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<tr>
<td><strong>Decision-making</strong></td>
<td>Team informed</td>
<td>Team included</td>
<td>Team decided</td>
<td>Team persuaded</td>
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<tr>
<td><strong>Leadership Style</strong></td>
<td>Unilateral</td>
<td>Coach</td>
<td>Partner</td>
<td>Teaching</td>
</tr>
<tr>
<td><strong>Feedback</strong></td>
<td>Once per year, during the annual review</td>
<td>Weekly/daily</td>
<td>On demand</td>
<td>Consistent and frequent</td>
</tr>
<tr>
<td><strong>Change Management</strong></td>
<td>Change = caution</td>
<td>Change = opportunity</td>
<td>Change = improvement</td>
<td>Change = expected</td>
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GEN Y = COLLABORATIVE, INFORMAL, FLEXIBLE
WORKING OPENLY WITH TEAMS IS AT THE HEART OF GEN Y’S WORK STYLE

Gen Y are more likely to reject hierarchical leadership and will lead by team motivation, collegiality and accountability.¹

Gen Y prefer informal communications (52%), versus e-mailing (18%), and instant messaging (11%).²

Gen Y view flexibility in when and where one works as a natural part of work. As leaders they are more open to non-traditional behaviors and to provide opportunities for autonomy and flexibility.²

GEN Z = ENTREPRENEURSHIP, HIGHLY EXPRESSIVE YET NEED CONNECTION
GEN Z IS FOCUSED ON ENTREPRENEURSHIP

90% of those surveyed think being an entrepreneur means having a certain mindset rather than starting a company.

64% of Gen Z prefer to collaborate with a small group in an office as their least favorite work environment is being fairly autonomous at an offsite location and working on a virtual team.

“They will never be content to labor quietly in a sink-or-swim environment”

Academia’s Response to Generation Y & Z
THE UNIVERSITIES THAT GEN Z NOW ATTEND ALSO LOOK DIFFERENT

Change in institutional spending

- **On instruction**
- **On student services**

**Spending on services and amenities is outpacing spending on instruction**

In private research universities: 35%
In public research universities: 20%
In public community colleges: 5%

“This is the **country-clubization of the American university**. A lot of it is for great athletic centers and spectacular student union buildings. In the zeal to get students, they are going after them on the basis of recreational amenities.”

Richard K. Vedder, Ohio University

How will you get there?
ENGAGE THE TRI-INFLUENCERS TO LEADERSHIP
Culture
What kind of culture do you want?
How can the work environment be a vehicle?
Who do you want to attract and retain?
What do you want their experience to be?