GENERATION Z

Generation Z, the little-understood cohort following Generation Y, will start entering the workplace at the end of this decade. Their unique upbringing and characteristics mean the way they work will be diffrent than their predecessors. Future workplace design will need to anticipate their needs and styles.

GEN Y"

BORN FROM 1998

UNIQUELY SHAPED BY

Parents with lower

divorce rate

CHILDREN OF

GENERATION

High home

schooling rates

CURRENTLY IN GRADE SCHOOL,

MIDDLE SCHOOL AND HIGH SCHOOL NOT JUST "MORE OF

MORE THAN IN SIZE

Publicized coverage of

school shootings

Rise of tablets. smartphones

Strong social media usage

UNIQUELY SHAPED BY

THREE CHARACTERISTICS **OF GENERATION Z**

Family as a secure base

APPRECIATION FOR SOCIAL CONNECTION, order, predictability

High rates of

stay-at-home parent

+ Due to Generation X parents, value family connections and a sense of predictability

> **MULTI-TASKING** on social media

- + Have a tendency to do
- socialization

ONLINE GAMING EXPERIENCE =leadership opportunities

- + Through "gaming," learned to manage both face-to-face and online exchanges simultaneously
- + Due to familiarity with technology, will hold an advantage in managing online business interactions

skills and reliance

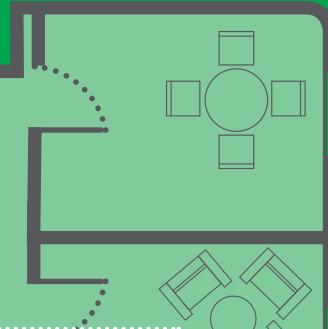
- many things online at once
- substitute for face-to-face

LEGIBLE OFFICE ENVIRONMENT

Use physical features in a way that helps build a "mental map" of the space

GENERATION

ANTICIPATE GENERATION Z WORK NEEDS AND STYLES



ENCLAVE SPACES

Offer a space that supports a mix of online and face-to-face interaction for two to four people

REFUGE SPACES

Provide a place with minimal distraction for real-time coaching or focus work