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WHAT'S
NEXT?
EXPLOITING UNCERTAINTY




CORENET
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SUMMIT
2018
BOSTON
OCTOBER 14-17



Please make note of emergency exits and take a moment to review emergency procedures in the Summit App.

**WHAT'S
NEXT?**
EXPLOITING UNCERTAINTY

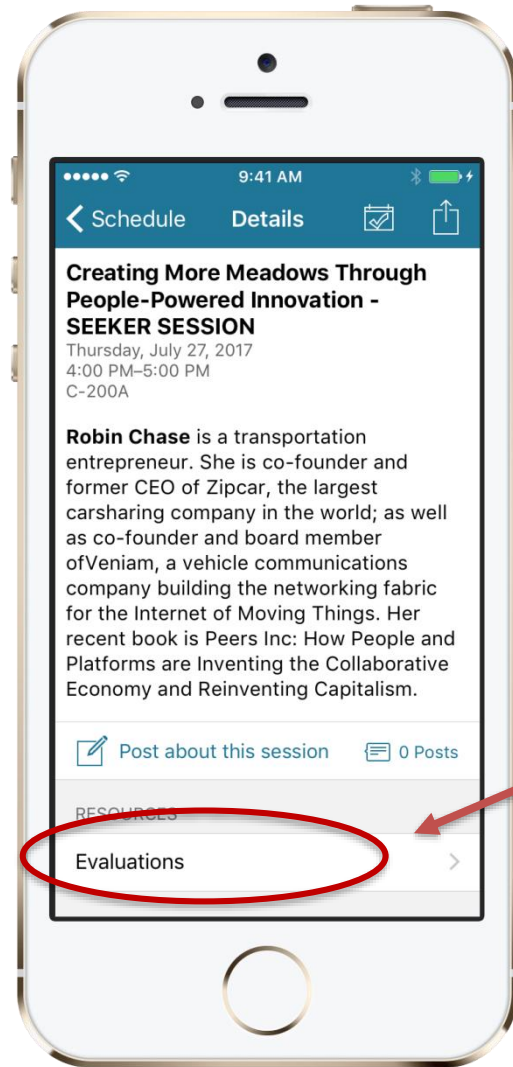
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SUMMIT
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The Future is Gen Z

Anticipating Changes in Office Design and Real Estate Strategies



Be sure to complete **evaluations** for each session you attend and share your feedback.

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THE FUTURE IS GEN Z

ANTICIPATING CHANGES IN OFFICE DESIGN AND REAL ESTATE STRATEGIES

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Cristina Banks, PhD

AGENDA

- 1 INTRODUCING GEN Z
- 2 THE RESEARCH
- 3 WHAT WE'VE LEARNED
- 4 IMPLICATIONS
- 5 REPORT OUT

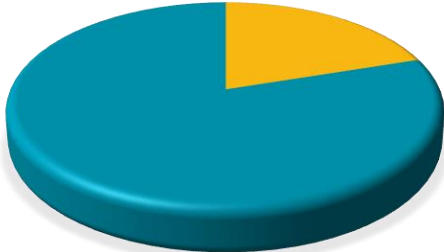
Introducing Gen Z

Gen Z Basics

BORN

1996
to
2010

GEN Z - 20%
of US Population

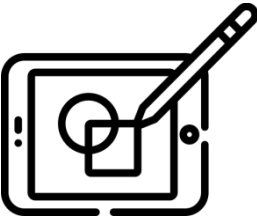


84.3M

CHARACTERISTICS



Career



Digital



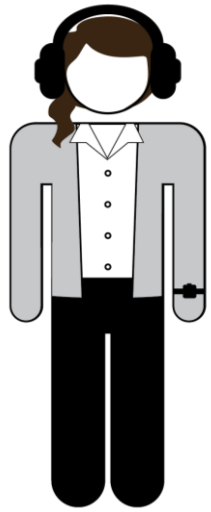
Diverse



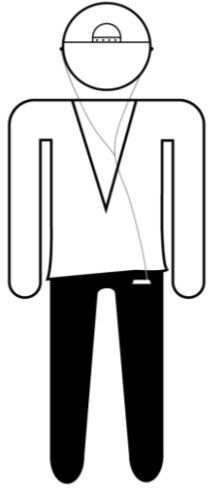
Cautious

Differentiators: Millennials v. Gen Z

More Optimistic
Service-Oriented
Tech Savvy
Pre-scheduled Learning



Millennial



Gen Z



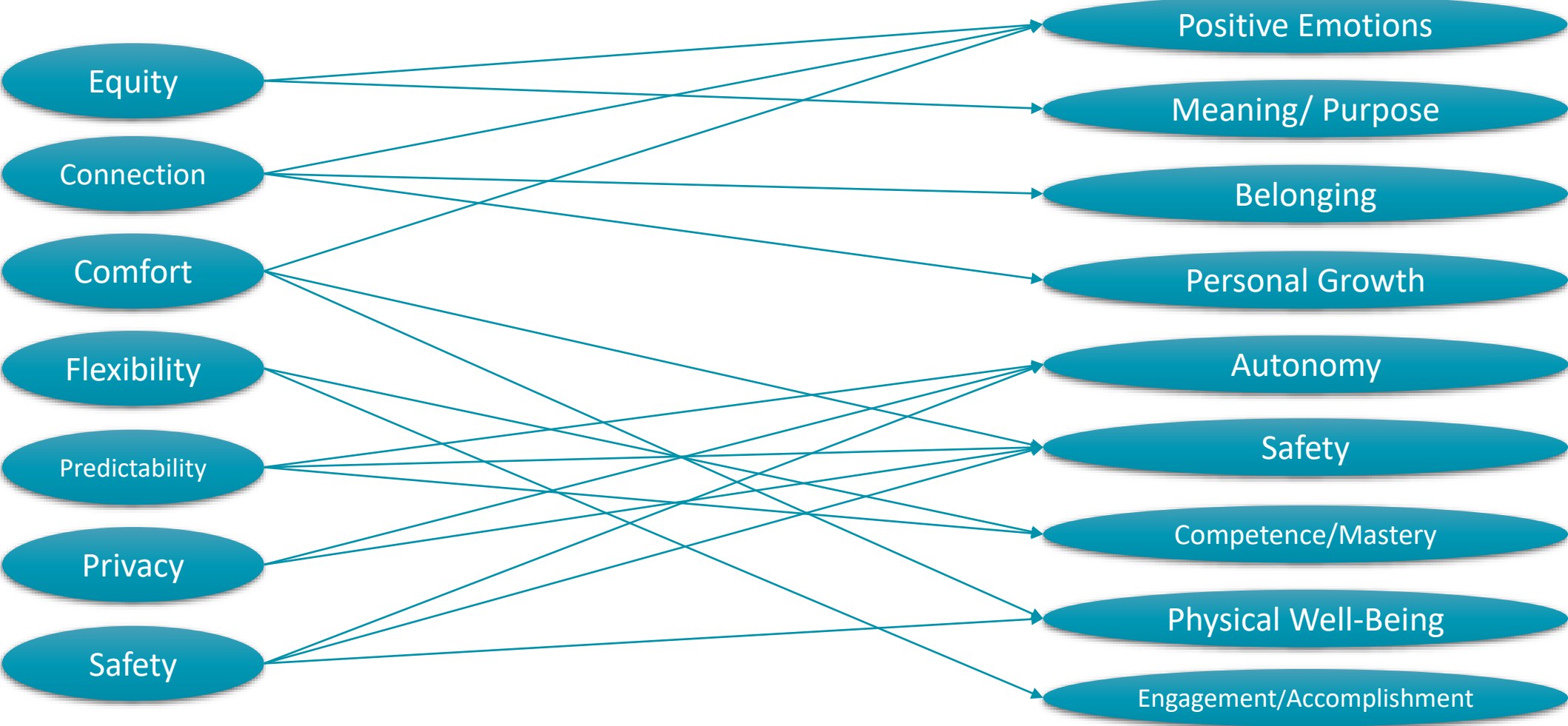
More Realistic
Social Change-Oriented
Tech Integrated
On-Demand / Just in Time Learning

Our Research

Framework for Understanding Basic Needs



How do we design for need satisfaction?



Approach

METHODS



Virtual
Prototyping



Gen Z
Survey

350+
Contributors



Charettes



Focus Groups



HGA National
Workplace Forecast



Content Expert
Interviews



Literature Review

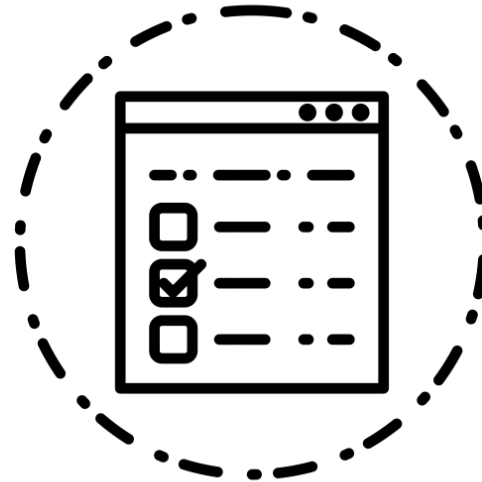
RESOURCES



Gen Z Survey

Effectiveness: Learning
& Work Modes

Tools: Supporting
Creativity & Learning



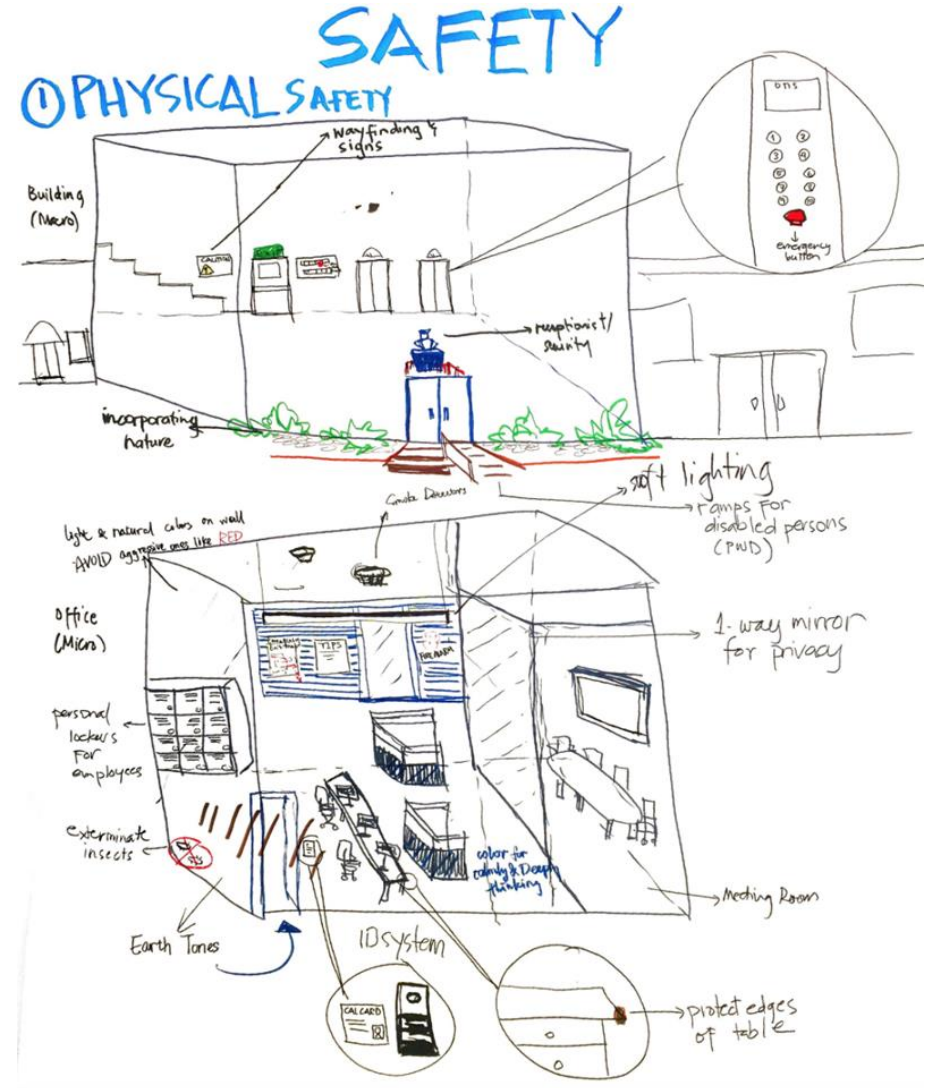
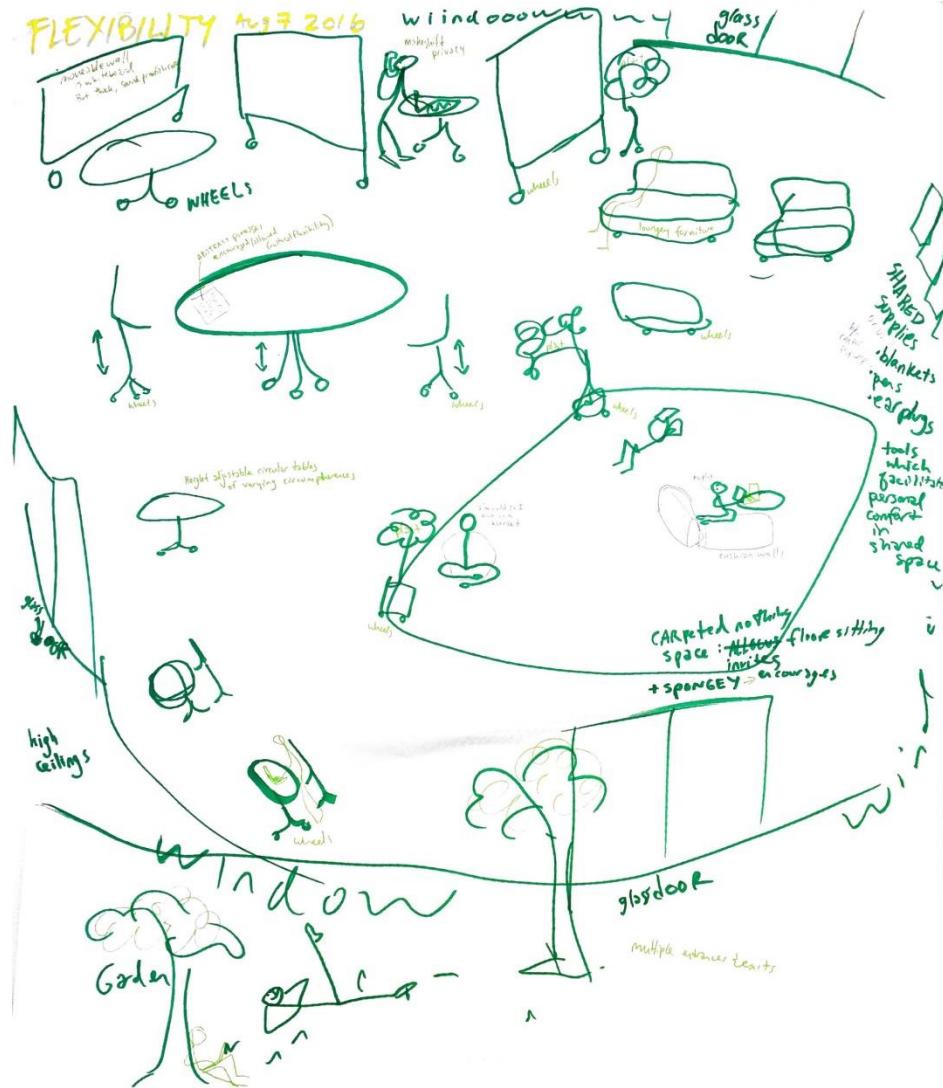
Drivers: Learning &
Productivity

Tools: Sharing

Places: Most Impactful
for Learning, Creativity
& Productivity

Preferences and Attributes:
Learning, Creativity & Work

Focus Groups



Charrette

Minneapolis and San Francisco | Diverse Perspectives and Participants



Virtual Prototyping

Based on research inputs & charrette

Embedded narrative and survey

Data collection is ongoing



What we've
learned

How we learned this?



**Research
Inputs**



**Charettes /
Focus Groups**



Survey



**Embedded
Narratives**



**Data
Collection
(Ongoing)**



What Gen Z...



Prioritizes place and connections to the natural world to compliment an increasingly digital one



Balancing Natural and Digital Experience

Strong response to biophilic elements



Scalable & Integrated

Views

Natural Light

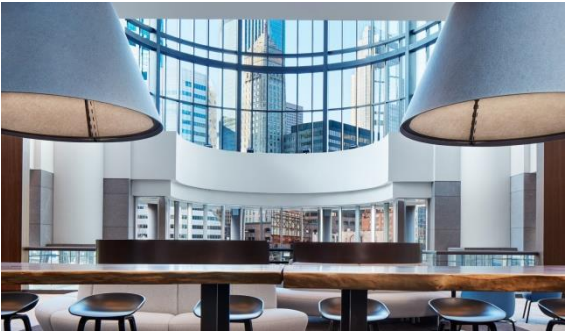
Balancing Natural and Digital Experience

Supporting Evidence



100%

**Desire Connection
to Nature
(Focus Groups)**



71%

**Prefer Nature vs.
Urban View
(Survey)**



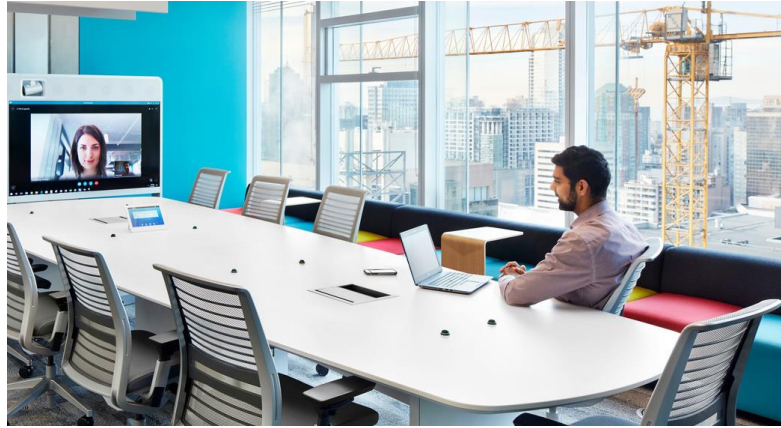
86%

**Setting would impact
accepting an offer
(Survey)**

Digital sophistication is **valued** but not at the expense of face to face connection



People and Technology



Technology: Viewed as a way to aid connection



People: Key to problem solving, building community and feelings of safety



Social Interaction: Multiple opportunities for spontaneous interaction



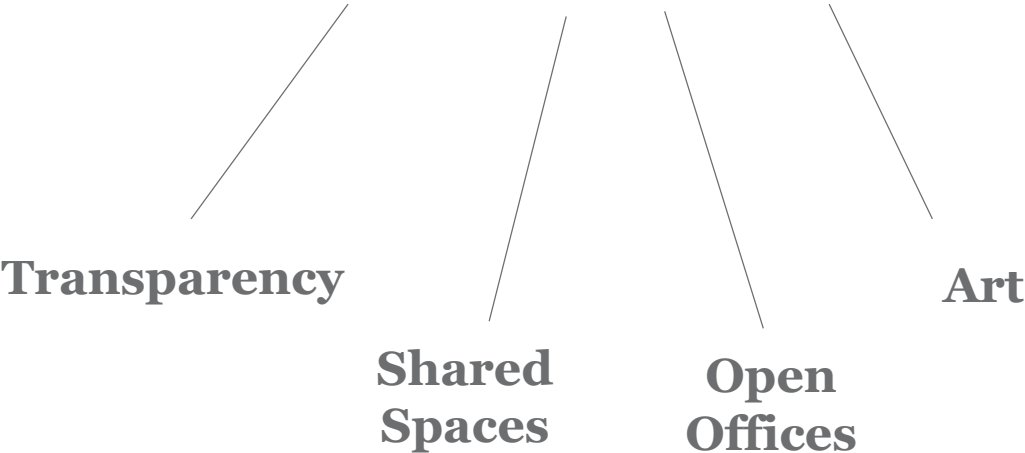
Connection: Multi-faceted

Think beyond the building when it comes to security to include equity, inclusion and mental safety

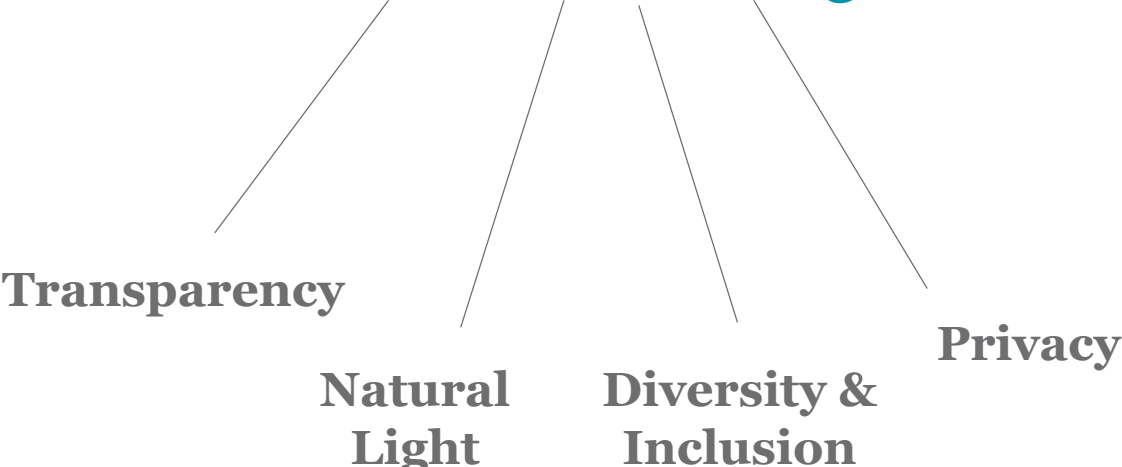


Equity, inclusion and psychological safety

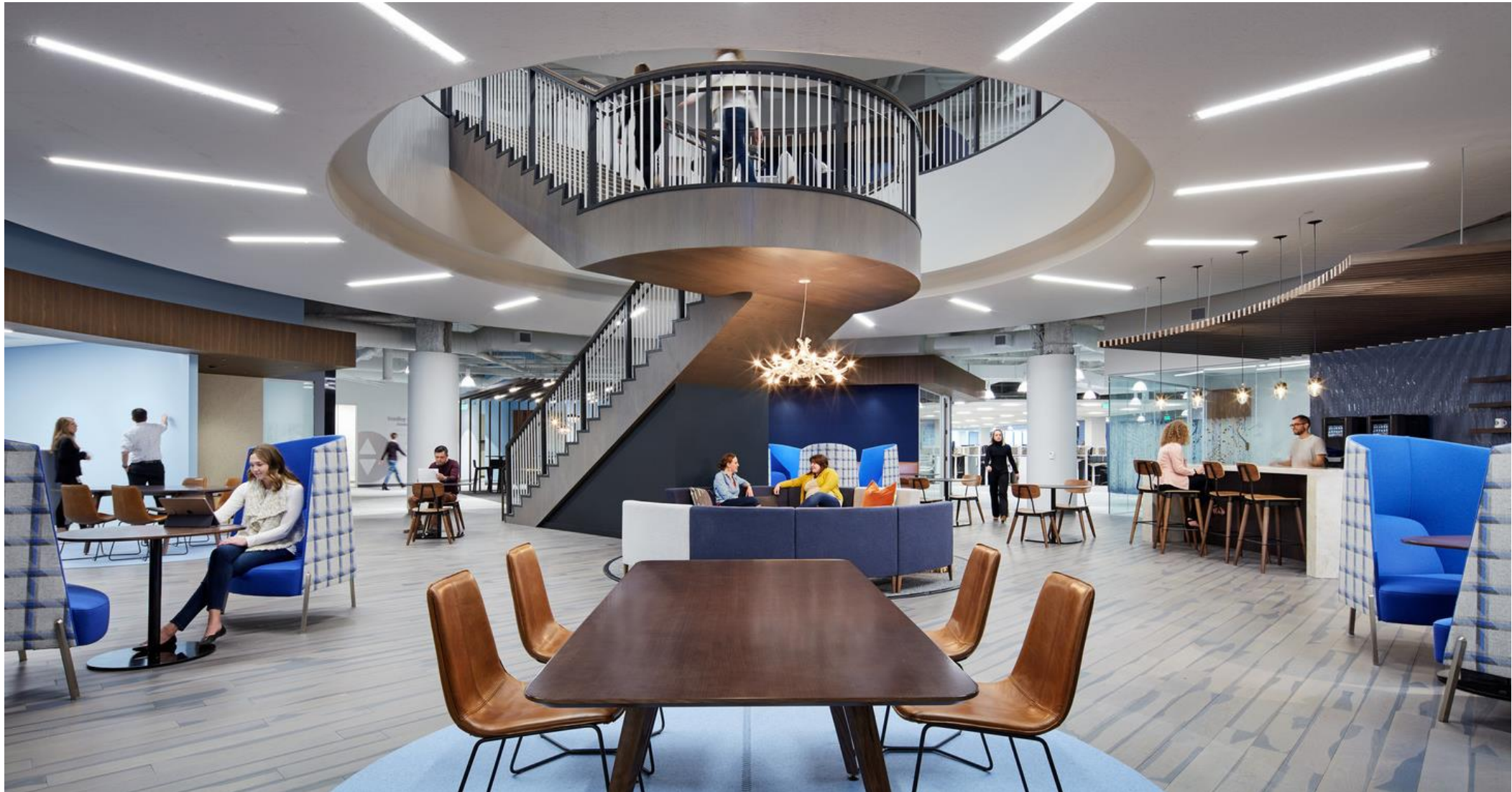
Equity



Safety



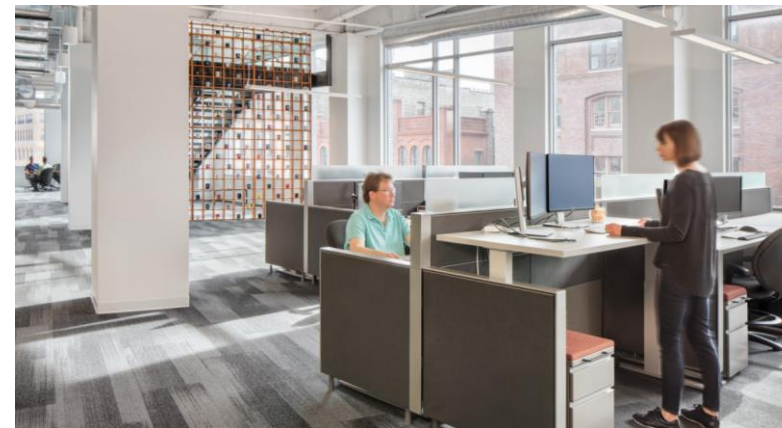
Require personal space and choice within close proximity



Choice, control and proximity



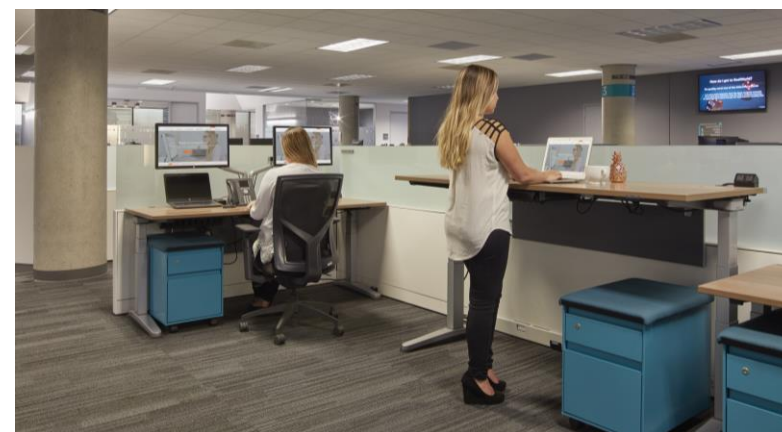
Connection & privacy viewed as a single issue
(Focus Groups)



Control is valued more than privacy
(Focus Groups)



'Choice Rich' environments



**Rethinking 'home base':
Opportunities for personalization**
(Focus Groups)

Implications

Implications

QUESTIONS

- What do you see as the most significant shift when thinking about the immerging Gen Z workforce?
- What are the things you would start doing today based on your experience and these findings?
- Do you see alignment with these findings and some of the broader trends currently in corporate real estate?

Report out



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QUESTIONS?

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