



**The workplace as a strategic weapon – how are
multigenerational issues affecting the workplace and how
could FM transform working environments to support them?**



Dr. Marie Puybaraud, Director of Global WorkPlace Innovation
www.globalworkplaceinnovation.com

Milano 4 e 5 novembre 2009

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Designed to partnership with research a global leader in the design and construction of adaptable workplaces, and ARK's expertise design workplace experts in workplace, communication and strategic sustainability – a project process based on a production using a regionalized manufacturing system project supports the study makes that the final workplace. In order to get modern workplace and to participate in the survey, please contact:

workplace culture will improve business results. The workplace culture that we are used to is the environment and system of young people. "We want companies to consider the results in part of their workplace and create new strategies, it could be a very significant social change for organisations, which already has been changing in a subtle way, already we can see significant differences from one country to another," comments Pöhlmann. "The results will also enable us to create a complete system of workplace related data, a strategic workplace DNA." ¹

GÉNÉRATION



Japan

The U.S. Economy

Microsoft On Trial

High Tech
-Harvest

GENERATION

Marketers Beware:
The boomers' 60 million kids are poised to remake the brand universe...

Marketers Beware: The boomers' 60-million kids are poised to remake the brand universe.

FEBRUARY 2010 2479 2009 www.annals.org

What Russia's winter reveals

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Energy & Power
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CONTACT:

1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 2680, 26

HOW TO MANAGE

AN AGEING

WORKFORCE





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

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WorkPlace Characteristics by Generation

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

	Veterans	Baby Boomers	Gen X	Gen Y
Work Ethic / Values	Hard work Respect authority Sacrifice Duty before fun Adhere to rules	Workaholics Work efficiently Crusading causes Personal fulfillment Desire quality Question authority	Eliminate the task Self-reliance Want structure and direction Skeptical	What's next Multitasking Tenacity Entrepreneurial Tolerant Goal oriented
Work is ...	An obligation	An exciting adventure	A difficult challenge A contract	A means to an end Fulfillment
Leadership Style	Directive Command-and-control	Consensual Collegial	Everyone is the same Challenge others Ask why	TBD
Interactive Style	Individual	Team player Loves meetings	Entrepreneur	Participative
Communications	Formal Memo	In person	Direct Immediate	Email Voice mail
Feedback & Rewards	No news is good news Satisfaction in a job well done	Don't appreciate it Money Title recognition	Sorry to interrupt, but how am I doing? Freedom is the best reward	Whenever I want it, at the push of a button Meaningful work
Messages that Motivate	Your experience is respected	You are valued You are needed	Do it your way Forget the rules	You will work with other bright, creative people
Work & Family Life	Ne'er the twain shall meet	No balance Work to live	Balance	Balance

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A green workforce?
A flexible workforce?
A collaborative workforce?
A demanding workforce?

5000 respondents
including 2900 between the age of 18
and 25 years old

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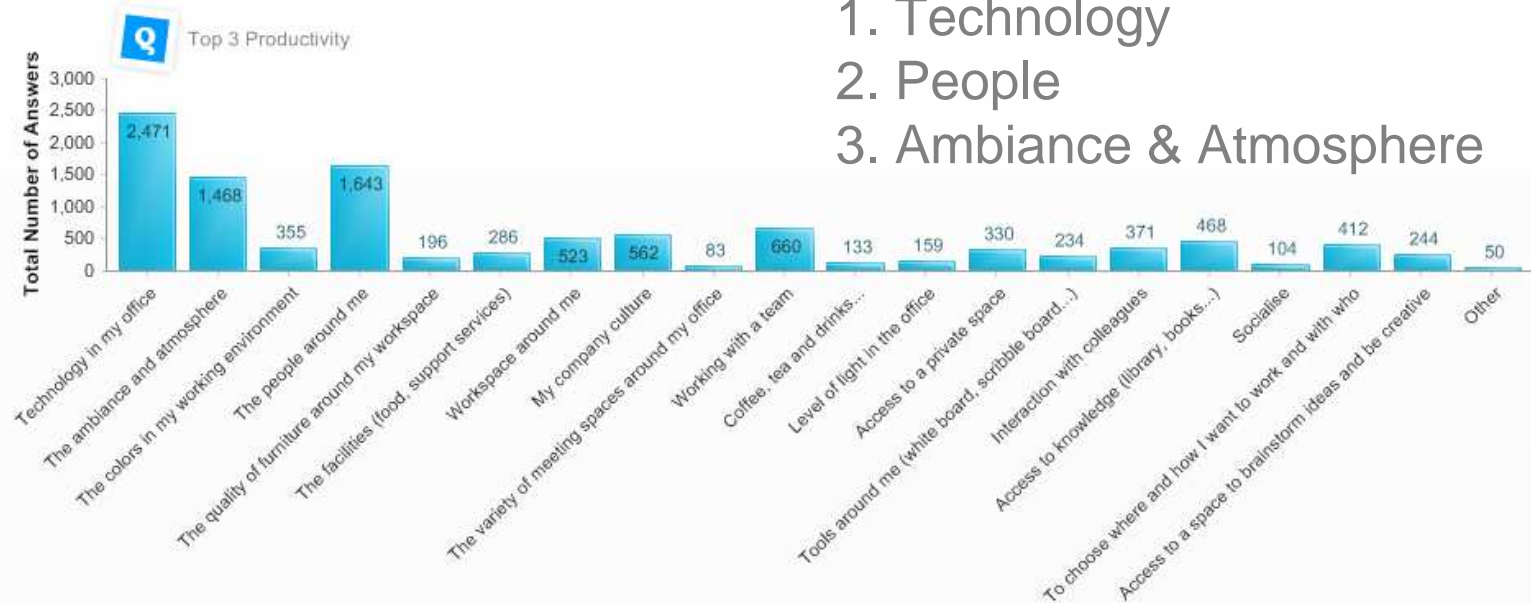


Choice of Company:

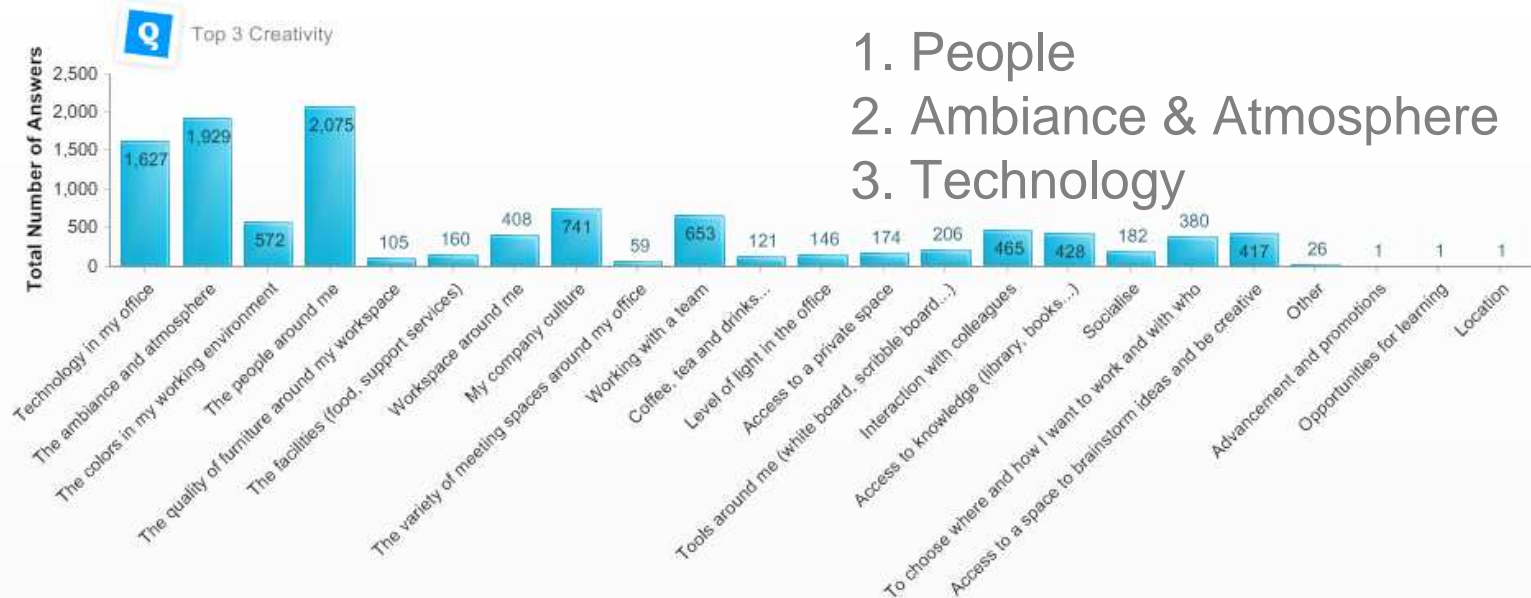
1. Opportunities for learning
2. Meaningful Work
3. Quality of Life
4. Work Colleagues
5. Advancement
& Promotion



Productivity



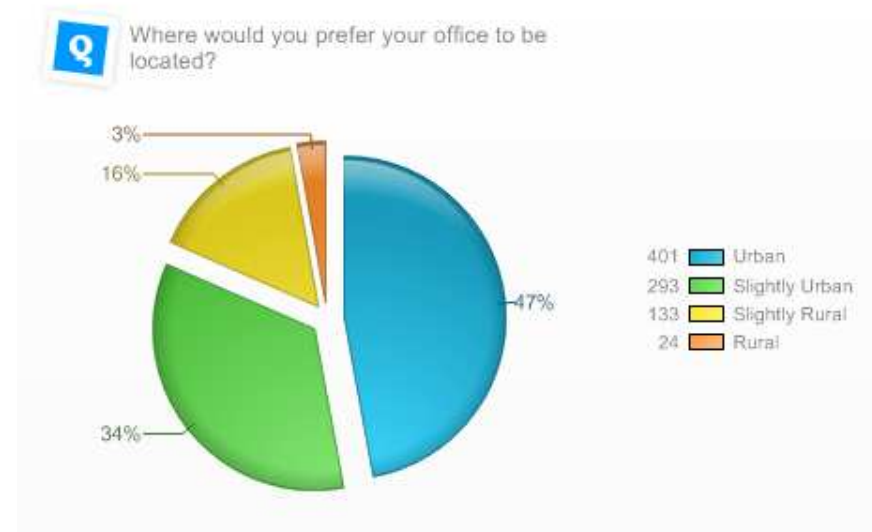
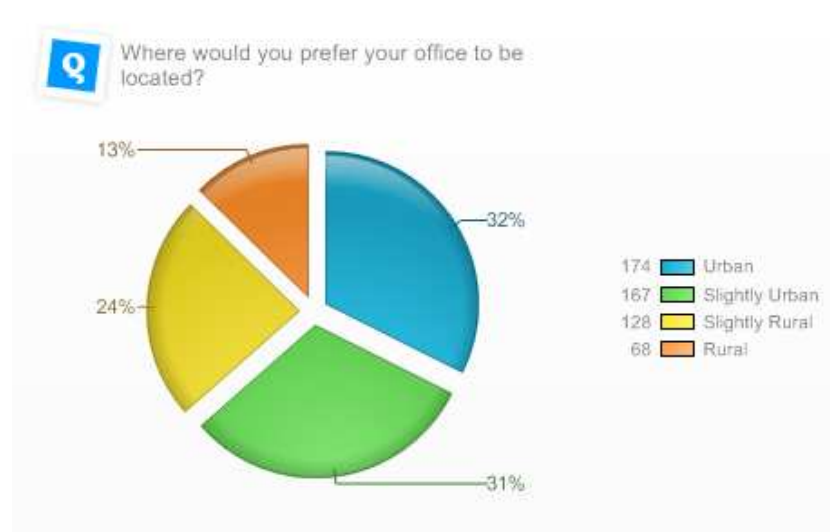
Creativity





71% would
chose to work
in an urban location
or slightly urban location

UK vs India



Offices located in major urban areas are preferred

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gary varvel
THE INCREDIBLE SPEED
OF OUR TIMES



Ref.: Oxygenz.com

37% want to go
to work by CAR

21% want to
WALK to work

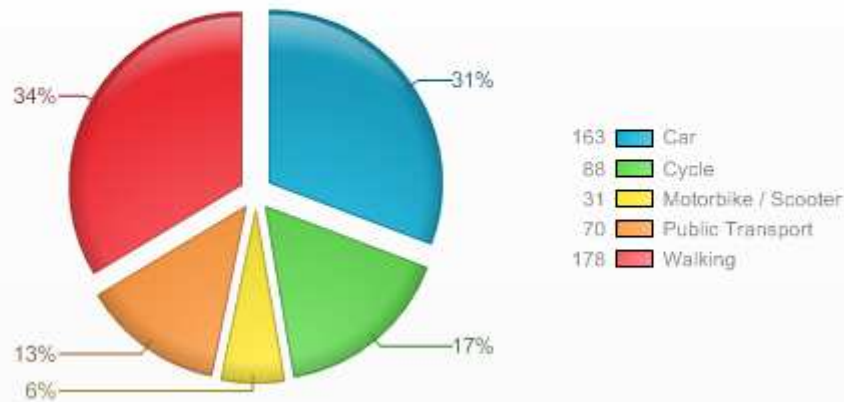
18% by PUBLIC
transport

16% want to
CYCLE to work!

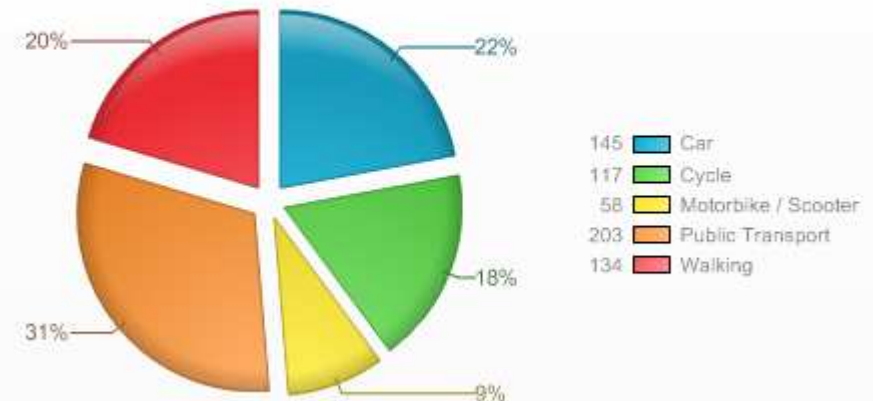


UK vs CHINA

Q How would you prefer to travel to and from work?



Q How would you prefer to travel to and from work?



Cars remain one of the preferred mode of transport... and car parking restrictions will continue to increase

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The majority tend
to prefer a
modern
workplace interior
with a subtle,
clinical and
relaxing colours



84% want to personalise their workspace

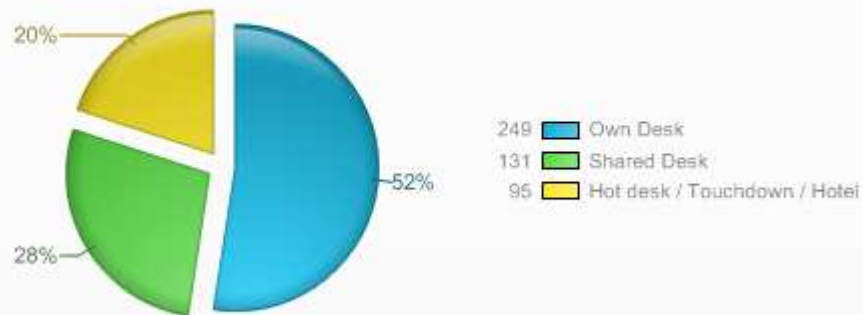


67%
want their
own desk

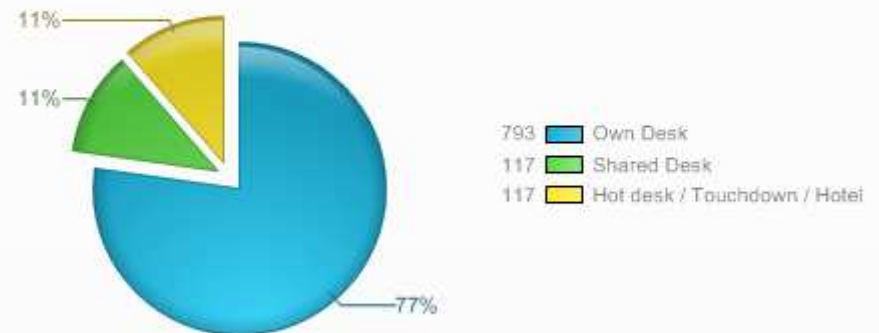


UK vs US

Q What individual workspace would you prefer to have?



Q What individual workspace would you prefer to have?



Desk sharing is not yet the norm

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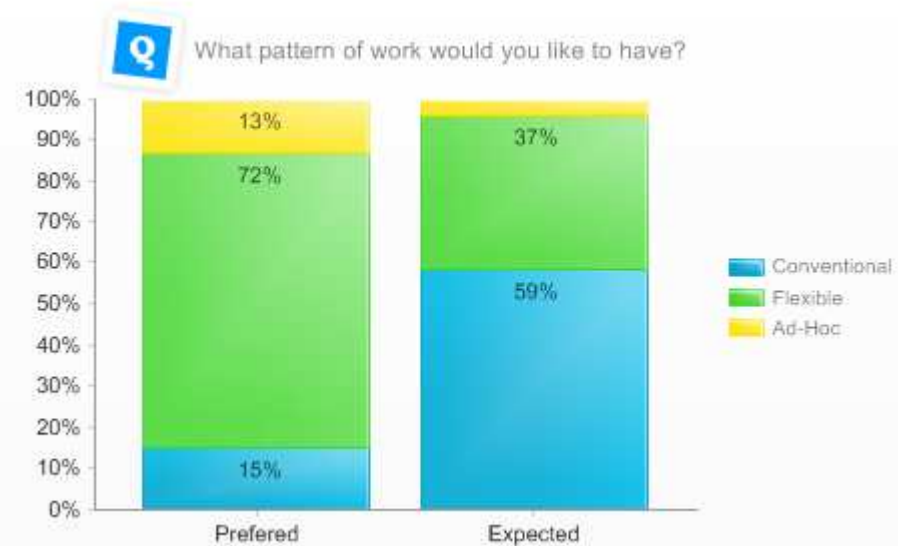
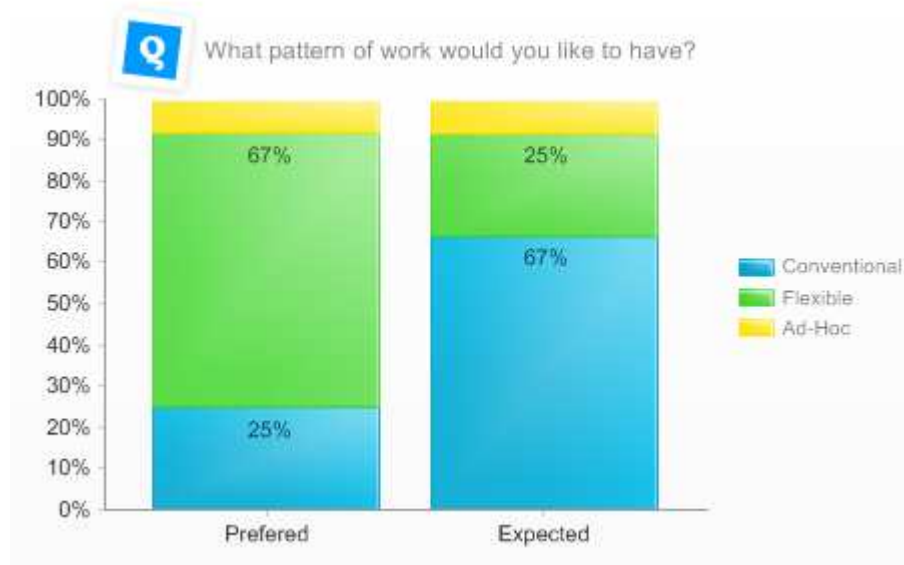
79% want to work in a mobile way



44% are
expecting to
have a
conventional
working pattern
while 56% would
prefer to work
flexibly



US 18-25 vs US 26-35



Major differences between preferences and expectations
about the ways of working

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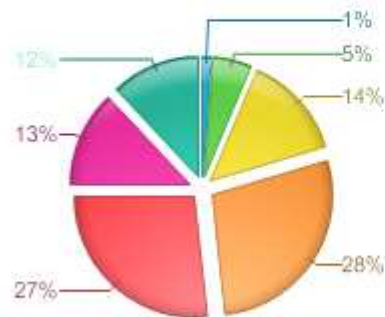




66%
feel comfortable
in a space of
10sqm to 16sqm
metres

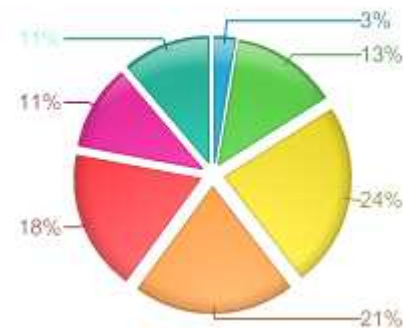
Generation Y vs Generation X

Q What size of workspace would you be comfortable with?



- 4 square metres / 39 square feet
- 6 square metres / 65 square feet
- 10 square metres / 107 square feet
- 12 square metres / 129 square feet
- 16 square metres / 170 square feet
- 20 square metres / 215 square feet
- 22 square metres / 235 square feet

Q What size of workspace would you be comfortable with?



- 4 square metres / 39 square feet
- 6 square metres / 65 square feet
- 10 square metres / 107 square feet
- 12 square metres / 129 square feet
- 16 square metres / 170 square feet
- 20 square metres / 215 square feet
- 22 square metres / 235 square feet

The Generation Y feels comfortable in more space

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41% prefer to access
a teamspace

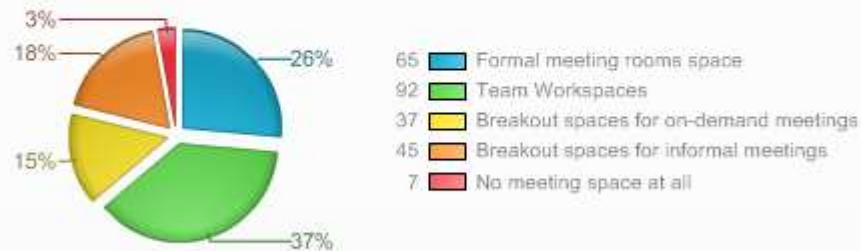
32% prefer to access
breakout spaces

25% prefer access to
formal meeting
spaces



Generation Y UK vs US

What collaborative environment would you prefer to have?



What collaborative environment would you prefer to have?



Access to team spaces is on demand

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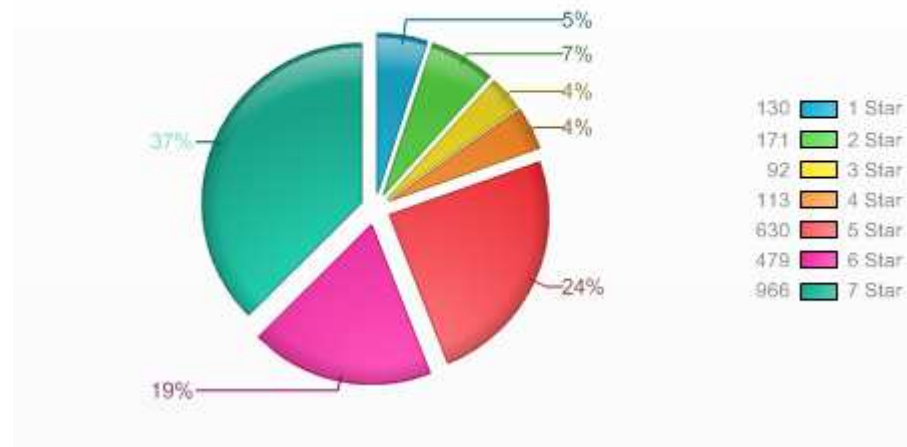
54%
prefer a 6*
(concierge) or plus
service on site



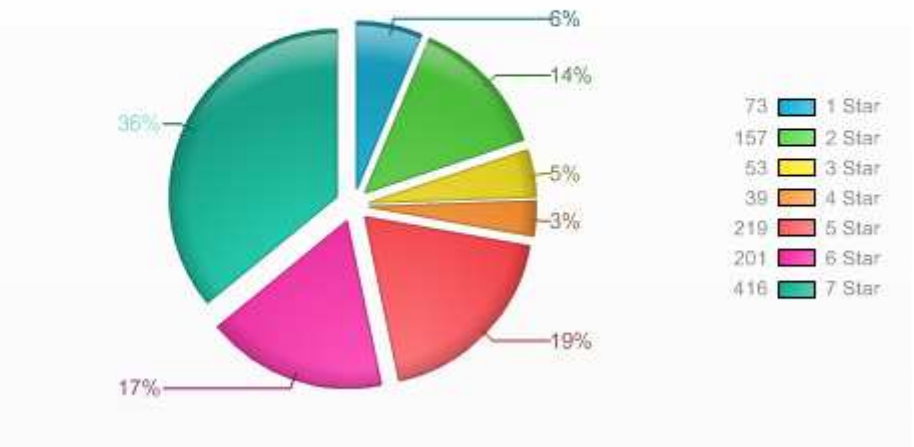
99%
prefer access to a broad
range of on site catering
facilities

Reception Services Generation Y vs Generation X

What reception services would you prefer to have at work?



What reception services would you prefer to have at work?



The Generation Y is expecting a higher level of service on site

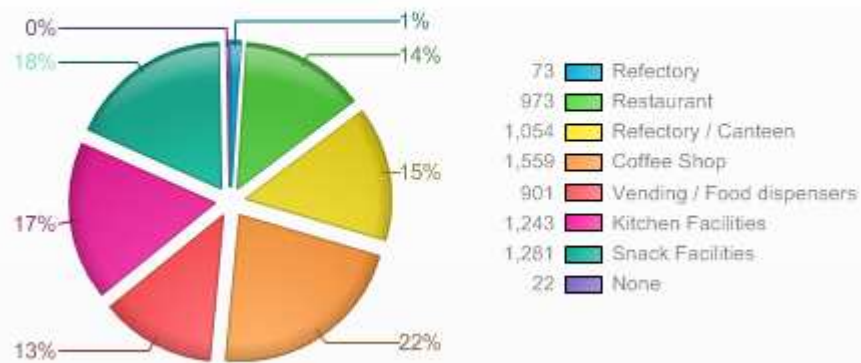
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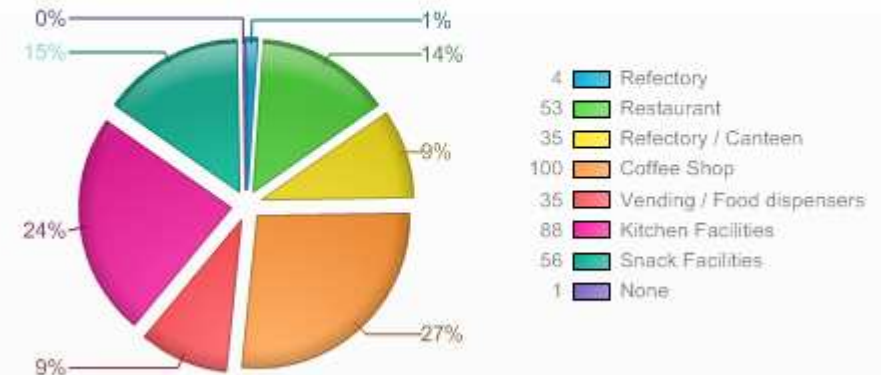


18-25 vs 45-55

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



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



Access to on site facilities will be critical!

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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

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