Workplace Innovation

Presented by:
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**Gensler**

**Gensler** is a leading international architecture, design and planning firm with over 2,900 people in 30 cities in Asia, the United Kingdom, Central America and the U.S. The firm is distinguished by an unparalleled commitment to enhancing its clients' success through the possibilities of design, and delivers a diverse set of services and creative talent through a highly entrepreneurial culture and dynamic network of practice areas and offices working as one team.
Stephen is Managing Principal of Gensler’s Atlanta office. He has over 30 years of professional experience planning and designing office environments for large companies such as Accenture, Citibank, The Coca-Cola Company, Conoco Phillips, The Home Depot, Salomon Brothers and many others.

Stephen received his Bachelor or Architecture from Auburn University. He was elevated to Fellow of the American Institute of Architects in 2003, for his pioneering work on defining ways that architectural design can influence employee behavior and drive business success. He is an active member of the Atlanta AIA, CoreNet, IIDA and IFMA chapters.
We are witnessing the birth of a new age in business.

markets
workforce
responsibility
NEW WORKFORCE: Intergenerational.

SILENT (61+): 48M

BOOM (42-60): 79M

GENERATION X (30-41): 49M

MILLENNIAL (0-29): 80M

Source: US Census Bureau, 2006 Population Statistics
BORN 1925-1942
48 million
62+ years old
Started work in 40s/50s
Radio, Telephones, Print
“Greatest Generation”

Empathic

Loyalty = Security

BOOMERS

BORN 1943-1960
79 million
46 to 64 years old
Started work in 60s
TV, Records, Computers
The “Me” Generation

Moralistic > Wise

Loyalty = Worthy Mission
GENERATION X

BORN 1961-1981
49 million
26 to 46 years old
Started work in 1980s
Video Games, E-mail, VCR, CD

“Latchkey kids”

Alienated > Pragmatic

Loyalty = Work-Life Balance
MILLENNIALS

BORN 1982 - 2005
80 million
16 to 26 years old
Started work in 2000
MySpace, Second Life, Cell phones, IM, iPods, TIVO
“The Entitled”

Protected > Heroic
Loyalty = Social Network
NEW RESPONSIBILITY: Sustainability.
CO₂ EMISSIONS BY SECTOR

Buildings
Transportation
Industry

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AVERAGE SAVINGS OF GREEN BUILDINGS

- ENERGY SAVINGS: 30%
- CARBON SAVINGS: 35%
- WATER USE SAVINGS: 30-50%
- WASTE COST SAVINGS: 50-90%

Source: Capital E
NEW MARKETS
+ NEW WORKFORCE
+ NEW RESPONSIBILITY

= NEW WORKPLACE
Process and technology have leveled the playing field.
Today, PEOPLE are the competitive advantage.
This year, Gensler took a fundamental step in better understanding how to do that.
The **Gensler US Workplace Survey** reached out to over 2,000 workers.
we asked them

WHAT THEY THINK

20% believe their individual work areas don't support their job function.

31% don’t think their current workplace makes them comfortable.

50% don’t think their current workspace encourages innovation.
we asked them

WHERE THEY GET THEIR IDEAS

- In meetings: 30%
- On way to/from work: 36%
- At home: 38%
- At desks: 49%
The design and layout of their workplace is extremely important to them.

89% believe The quality of their working environment is very important to their sense of job satisfaction.

90% believe The quality of their working environment affects their attitude about their work.
What we found has profoundly changed the way we view workplace design.

The **new drivers** of workplace design.
RESPONSIBILITY

Use sustainable materials.

Educate clients about LEED.

Incorporate sustainable design practices into all projects.
Toyota, Washington DC
“When you buy big pants, you grow to fill them.”

- Toyota Values Statement

LEED CI Silver

Toyota, Washington DC
DIVERSITY

Design for diverse workers.
Design for diverse work.
Celebrate our unique styles.
“Finland Meets James Bond”

Nokia, Atlanta

Gensler
Nokia, Atlanta

Gensler
King & Spalding, Atlanta
“The more contemporary feel of our space should help in our recruiting efforts.”

- Mason Stephenson
  Managing Partner

King & Spalding, Atlanta
DISTANCE

Design for global collaboration.

Connect people.

Eliminate distance through design.
“We noticed a greater sense of **community** and more **teamwork**…”

- Stephen Drucker
  Editor of House Beautiful
LEED Gold

Hearst, New York City

Gensler
Accenture, Atlanta

Gensler
“Increased sense of community, collaborative, flexible, open door, learning, sharing, teamwork...”

- Accenture Vision
INNOVATION

Collaboration.
Design that inspires.
Create a culture of ideas.
“A showcase of what happens when **creative energy** flows in both directions.”
We are witnessing the birth of a new age in business.

NEW

markets
workforce
responsibility
People create the competitive advantage for today’s companies.
Thank You.

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