



Workplace Innovation

**Presented by:
Stephen Swicegood, FAIA**

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 Swicegood, FAIA

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 of 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.

NEW

markets

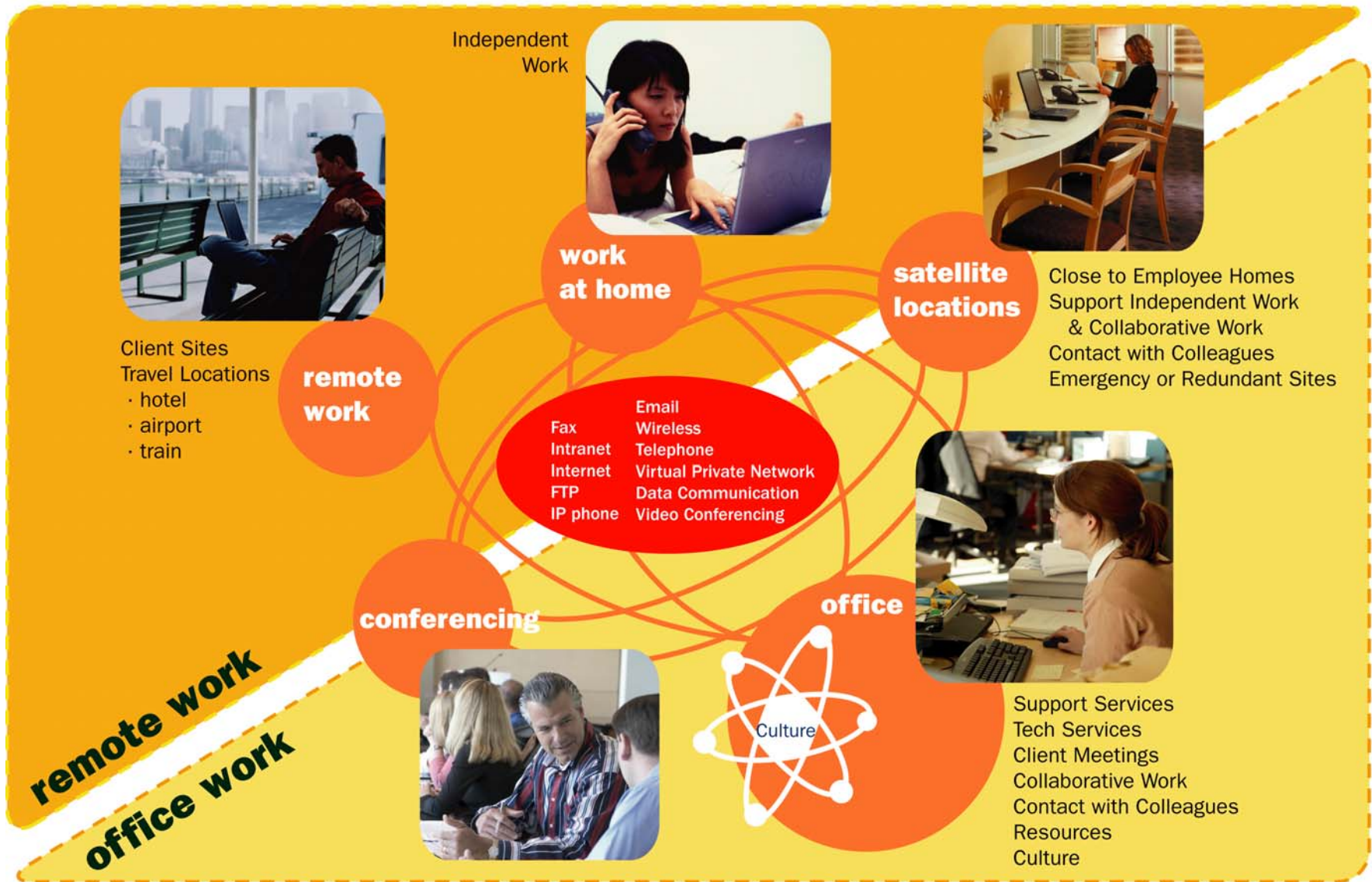
workforce

responsibility

NEW MARKETS: A Global Economy



NEW MARKETS: Distance.



NEW WORKFORCE: Intergenerational.

SILENT (61+): 48M

BOOM (42-60): 79M

GENERATION X (30-41): 49M

MILLENIAL (0-29): 80M

SILENT

BORN 1925-1942

48 million

62+ years old

Started work in 40s/50s

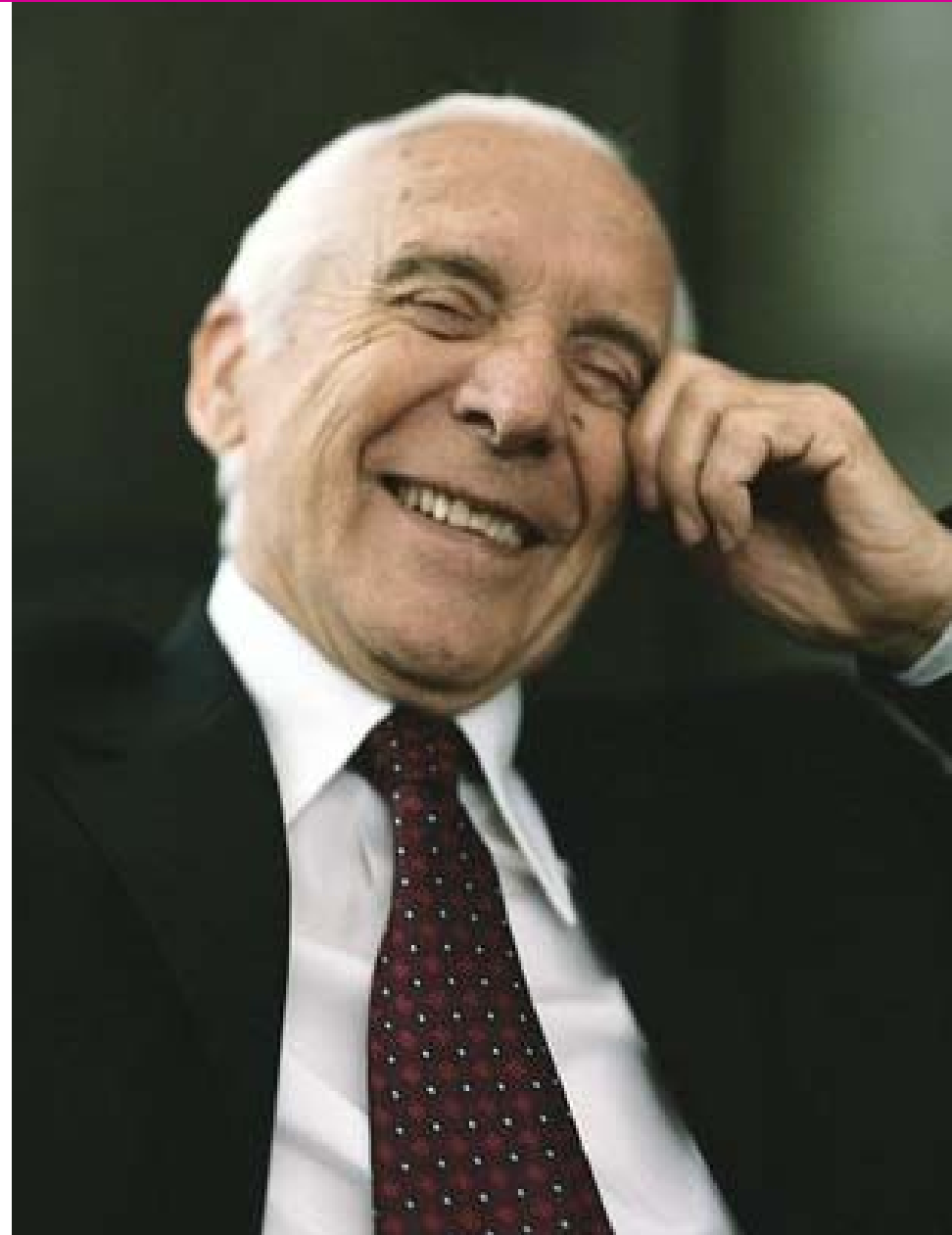
Radio, Telephones, Print

“Greatest Generation”

Empathic

Loyalty = Security

Source: Based in part on “Meeting the Challenges of Tomorrow's Workplace,” CEO Magazine, 2005 and “The Next 20 Years: How Customer and Workforce Attitudes Will Evolve,” Harvard Business Review, July 2007



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

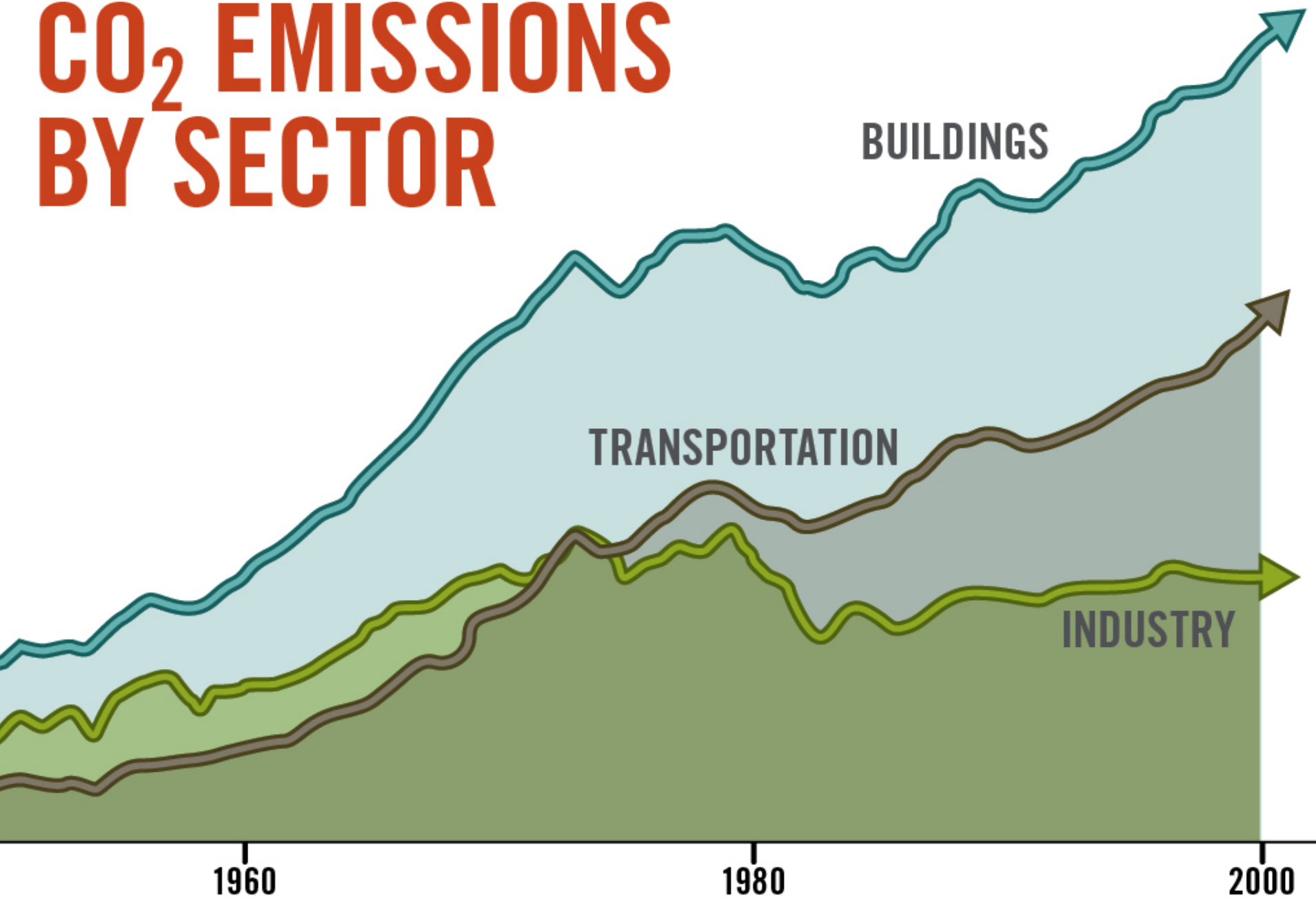
Loyalty = Social Network



NEW RESPONSIBILITY: Sustainability.



CO₂ EMISSIONS BY SECTOR



AVERAGE SAVINGS OF GREEN BUILDINGS



**ENERGY
SAVINGS**
30%

**CARBON
SAVINGS**
35%

**WATER
USE
SAVINGS**
30-50%

**WASTE
COST
SAVINGS**
50-90%

Source:
Capital E

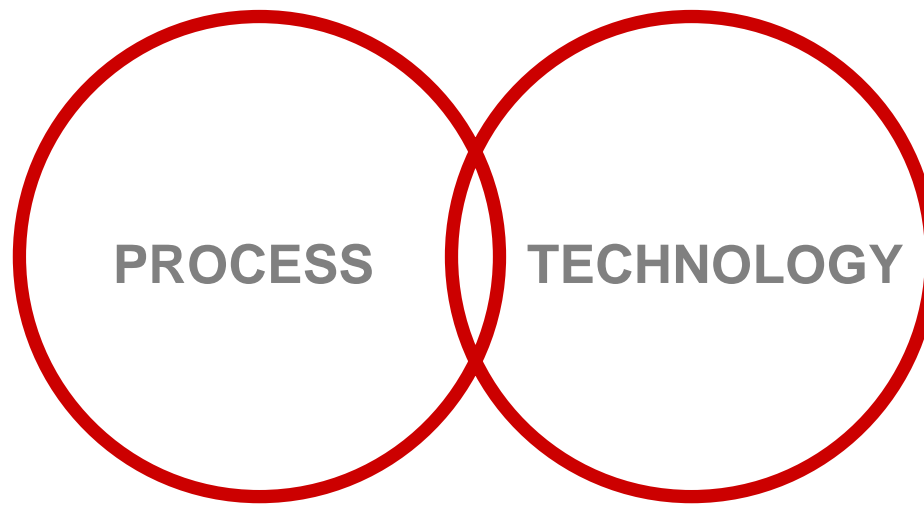


NEW MARKETS
+ NEW WORKFORCE
+ NEW RESPONSIBILITY

= NEW WORKPLACE

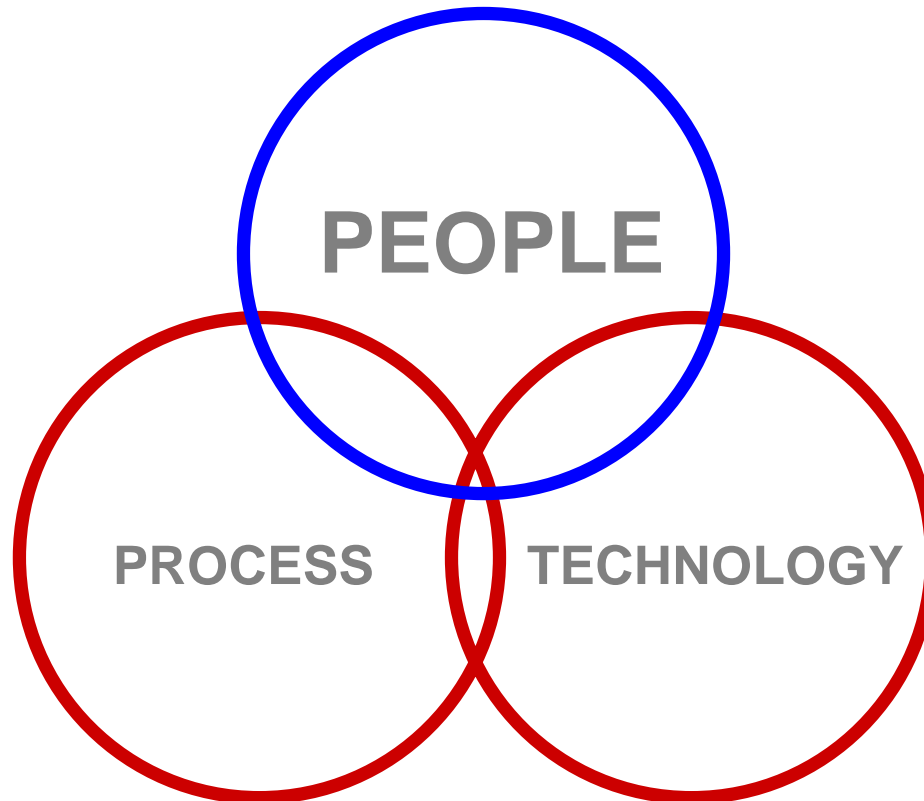
Process and technology have

**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

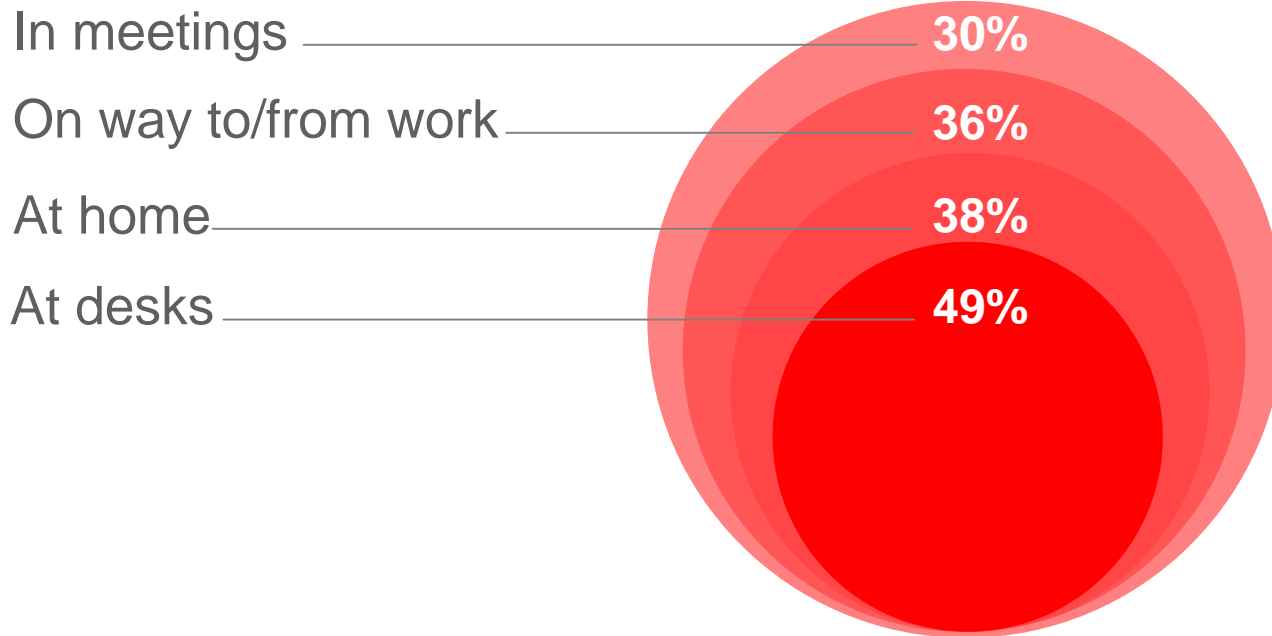
20% believe their individual work areas don't support their job function.

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



we asked them

WHAT MATTERS

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.

65% believe

The design and layout of their workplace is **extremely important** to them.

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

Gensler

“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

Gensler

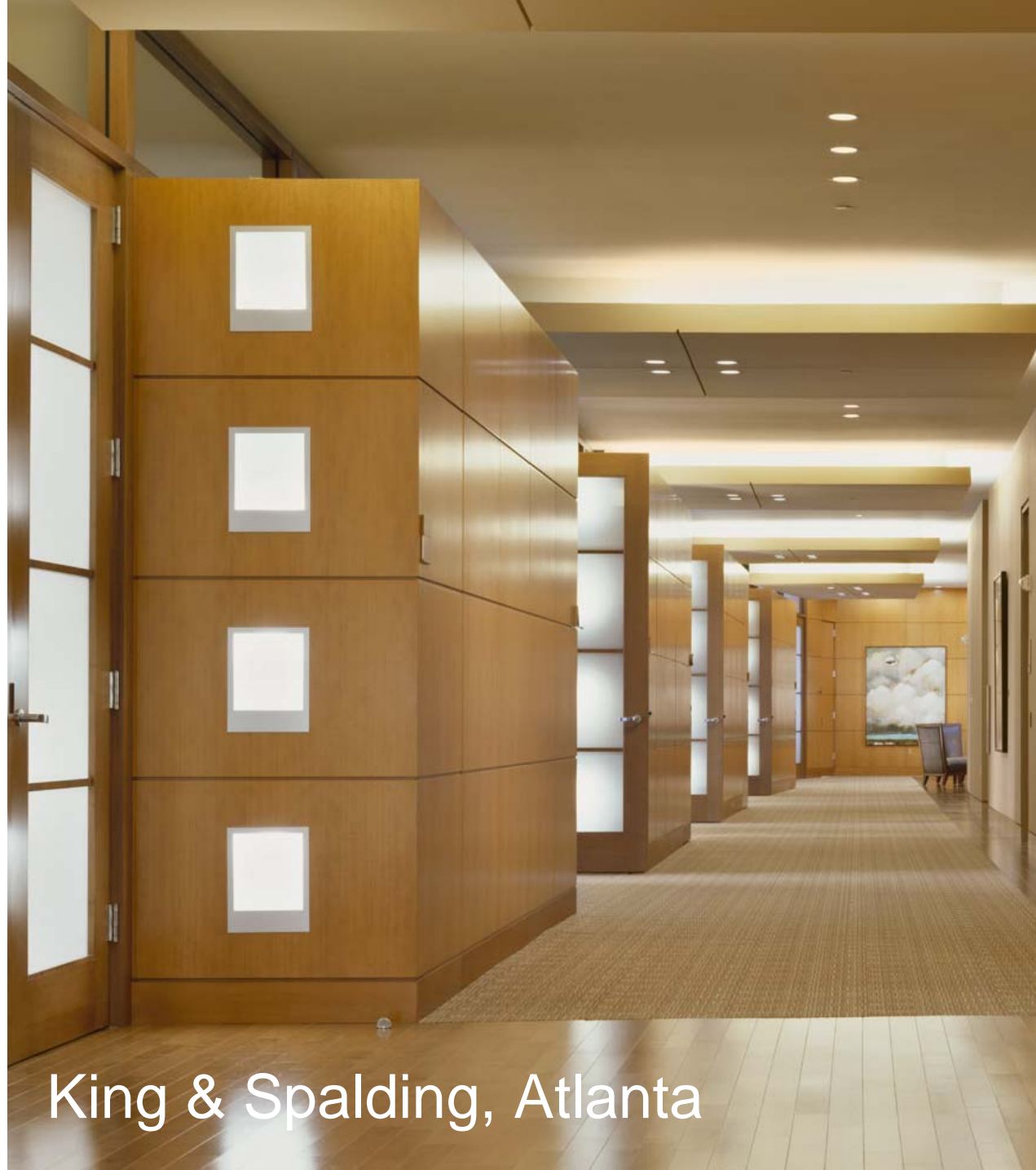


King & Spalding, Atlanta

Gensler

“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



Hearst, New York City

Gensler



LEED Gold



Hearst, New York City

Gensler



Accenture, Atlanta

Gensler

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

- Accenture Vision



Accenture, Atlanta

INNOVATION



Collaboration.

Design that inspires.

Create a culture of ideas.



McCann Erickson, Los Angeles, CA
Gensler



Discovery Communications
Silver Spring, MD

Gensler

“A showcase of what happens when **creative energy** flows in both directions.”



BBH, New York City

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.

For more information, please contact:

Stephen Swicegood, FAIA

404.507.0990

Stephen_Swicegood@gensler.com

www.gensler.com