



## 360 NEWS & VIEWS JUNE 2017

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Don't risk any challenges with your next furniture project.



Call or email early!

## We Are Grateful.



Grateful for the opportunity to meet IFMA friends and to serve a greater purpose.



Grateful for friends like Dave Loder and his new office projects.



Grateful for clients like Barbara Traylor.



Grateful for being a part of Heroes First Golf and Fundraising event every May.

## Workplace Stress.

This month we are digging into a book written by David Stillman and Jonah Stillman, titled "GEN Z at Work -How the Next Generation is Transforming the Workplace." Yes, we know what you're thinking as I did as a Boomer/Xer. We are all still trying to figure out how to work with, manage, and learn from the Millennial Generation. We'll send a copy of the book as part of your next furniture project quote....guys got to make a living, right?

Gen Z are the babies born in 1995 through 2012, so get ready as they are coming, and they are unique per the research we are doing, if they have their way, furniture may be obsolete in years down the road. We all know what the Millennials are doing as they have babies and are now leading startups, running companies, and living in smaller houses. In fact 47% of Millennials are moms and dads. They were and are the most talked about generation in history. The leading edge of the Generation Z kids are in their twenties. When they showed up in the workplace, no one paid attention, or gave it any real thought.

Back in the day, the boomers were all the rage as companies and leaders then tried to accommodate the 80 million some boomers in the workplace. There were costly gaps when the Xers showed up, and it created challenges for those hiring either generation.

The Z generation is estimated at 73 million strong. Gen Z is the first generation born into a world where very physical aspect (people and places) has a digital equivalent. For Gen Z, the real world and virtual world naturally overlap. I know this to be true since Cassie and I have a Gen Z in the house. Ninety one percent of Gen Zers say that a company's technological sophistication would impact their decision to work there.

Growing up during the aftermath of 9/11 with terrorism part of everyday life, as well as living through a severe recession early on, has created a pragmatic mindset when it comes to planning and preparing for the future. Colleges struggle with this mindset first and now the workplace will. Gen Z suffers from an intense fear of missing out. The upside is they stay on top of trends and competition. I know this to be true because our 13 year old and her friends were so entrenched in the last election that they had to stop discussing it at their lunch table because of the contentious dialogue about their candidates and their parents candidates and what the country needs right now. They call it FOMO.

Weconomists is a term they use to describe solutions like Uber and Airbnb, as they are the generation that only knows a world of shared economy. Gen Z will push the workplace to break down internal and external silos to leverage the collective in new convenient and cost effective ways. Gen Z will leverage the power of "we" in their role as philanthropist. Gen Z will expect to partner with their employers to fix the wrongs in the world.

Generation Z is the do it yourself generation, growing up on YouTube, which can teach them how to do anything. Gen Z believes they can do just about anything. Additionally, they are encouraged by their Gen X parents not to follow traditional paths. Again, living with a Z and having a 24 year old Millennial demonstrates to us daily how these kids think and work. They are clearly the generation that believes "if you want something done right, you do it yourself." In fact, 71% of those surveyed said the same.

Generation Z is highly driven, hungry, and ready to roll up their sleeves unlike their predecessors. They will be more competitive and private than previous generations. Pressure will be on companies to convince the Generation Z employee that they are on the winning team. They are not interested in participation trophies.



By understanding some of the traits of these Z kids, we can understand what they are looking for in their careers. For some of us, it will be the last generation we have to deal with in the workplace. This may be a blessing and a curse for us as we glide into our retirement years. Just know that we won't get a second chance to make a first impression with this generation.

Don't ignore them as by 2020, they will make up 40% of the workforce, and that would be like ignoring the entire population of Germany.

The Name Game:

- 75 Million - Traditionalist - Pre 1946
- 80 Million - Baby Boomers - 1946-1964
- 60 Million - Generation X - 1965-1979
- 82 Million - Millennials - 1980-1994
- 72 Million - Generation Z - 1995-2012

Again, if you want the book, I am glad to offer it complimentary, as part of a discussion about your business furniture needs, cultural furniture fits and planning, or to avoid meeting me altogether, simply order it from Amazon!

## Office Trends.

Sean Selby covers a topic relevant to modern day office trends titled "5 Ways Co-working is Better Than A Traditional Office."

1 - It's less sedentary.

"There are numerous studies that demonstrate that cultivating a more balanced and physically fit body through exercise, meditation, and mindfulness leads to more creativity and productivity." - Selby.

2 - It offers more flexibility in terms of space and time. "For those who are able to work remotely, they don't need a traditional office but they may need somewhere to work. I have one friend who was first drawn to Brooklyn Boulders because he is an avid climber, but the workspace function allows him to seamlessly mix his work, exercise, and play times throughout his normal day." - Selby.

3 - It reduces overhead and includes free amenities. "While the typical co-working space looks different than traditional office space, it still has all of the components that an office needs: desk space, conference rooms, printing stations and paper closets and, perhaps, drinks, bagels, salad bars, and sweets." - Selby.

4 - It improves your social life. According to a 2015 (GCUC) - Emergent Research Co-working Survey by Office Nomads in Seattle, "87 percent of respondents reported they met other members for social reasons, 54 percent met other members for social reasons after work and on weekends, and 33 percent met other members for social reasons during work hours."

5 - You can make professional connections for new ideas and more productivity. "Typically, the physical layout of a coworking space includes long tables and desks in an open area, plenty of common areas like kitchens and huddle rooms, and a small number of closed offices. While it might not work in a traditional closed office, it thrives in this environment and creates new possibilities for how we live, work, and play." - Selby.

For more information, follow the link: <https://workdesign.com/2017/05/5-ways-coworking-better-traditional-office/>



## Planning Your Next Office.

As most know, we plan office furniture projects every day. This month we thought it might be helpful to share some of our past project highlights, so if you are even a year from thinking about your lease renewal, growth in the many generational workers you manage, or space utilization, this should help with the planning process.

1. We meet and engage with companies that are well managed and clearly on top of the next steps when adding new employees. These companies are easy to work with as we have financial terms and furniture standards in place.

2. We also meet managers who are not so organized or who don't necessarily have a team member who is even leading an office move or furniture project. These companies typically spend more on Transition and furniture projects because they don't necessarily have standards or an understanding of what the workforce needs.

3. We meet managers who lead multiple facilities and manage those facilities, who are charged with engaging many stakeholders and managers. These companies can be both easy to work with and complex to work with. These companies understand the triggers and metrics for the financial strategies required to manage a business transition event (decommission, Move, Furniture, Space Planning, and design).

4. We receive the calls from those managers who just received the call from upper management or the corporate office directing to close down the office. That's not fun for anyone, yet it is manageable and requires an extreme amount of patience, humility, and empathy.

These companies, in our view, need a lot of kit gloves and as many resources as possible when trying to help them with what's next after closing the operation down.

5. We meet the CEO or CFO who are not quite clear on the direction, look, culture, and design of the field or regional office operations. These are the companies that we love to help, as we can educate them on the many solutions that exists for far less and with great financial terms for long term growth.

We currently have many template models and narratives that can help you and even an app coming with many items and concepts to consider with office furniture transition projects, which will be available for free download in the upcoming months. The takeaway is definitely to call or email for a free asset inventory competed for your current assets and their value.



## Career Development.

This month we are suggesting you pick up this Book, for your sales and marketing career development, assuming you have not read yet. The Key to the C Suite, by Michael J Nick. Like our business, any company with a sales and marketing mission needs a new and effective strategy for engaging the buyers who are qualified to buy their services, products, and solutions. The Key to the C Suite outlines a very specific and unique way to get the attention of the CFO, Chief Human Resource Executive, CEO, and so on. Career development is critical for the marketing and sales team assuming they want to hit their numbers and achieve the top line revenue growth for their companies. 30 years of leading, managing, and being a direct seller to clients in our space has taught me many things, most notably that change is constant and continuous.

With the emergence of a digital world, selling directly to clients and prospects is both unique and certainly a challenge, as we as sales leaders have to achieve intelligent processes and procedures for finding the right executive, fast and efficiently. The book is a great and refreshing outline of how cold calling, direct mail, and email marketing can still work, yet you need to invest the research time to ensure you are engaged with the buying influences that can help you with triggers for intelligent conversations (business conversations help strategic growth) and best understand how your solution will help them grow revenue, save money, and reduce the pain of the levers that keep them up at night. The book states, "Take the time to understand their point. We find that prospects are typically more open during the bonding and discovery stage than later down the line when you are supposed to be proving your value and proposing a solution." Try working through a more trusted advisor and consultative approach to get their attention and create a genuine interest in helping them long term.

One of the best examples is the need to reduce overall labor costs for the client. Know the metrics, reducing labor costs will:

- Reduce payroll as a percentage of sales
- Increase sales per employee
- Increase net profit
- Reduce operating costs



For us, strategically, we like to engage clients to profile their long-term facility and furniture strategies, not simply offer the cheapest or even highest value solution. We believe the mission has to be about finding the client that truly sees a correlation between an innovative and ergonomically, culturally specific design and space plan for their office or offices as they grow. Of course we like to be the company that they turn to when needing a solution fast, yet we prefer to dig in well in advance of the need to help them understand the exact cost to add an employee or staff member, so this can become part of the recruitment, on boarding, and orientation process.

The book is not about how to open doors to the C-Suite. Necessarily, as much as it is about having an intelligent conversation regarding the effect of your product or service on the senior executives' most important metrics, and how to win when you are there!

## Deal Of The Month.

Compel Workstations: Innovative, clean, ergonomically efficient, and cost effective!



## Our Mission & Purpose.

Our Purpose and Mission: Serve clients, partners and suppliers in an honorable, integrity-driven way using our God-given gifts to provide creative, ergonomically safe work environments to help clients recruit and retain great employees and clients.

We hope to serve clients that share our spirit of giving back using retiring business assets to help charities by donating or reselling assets on behalf of our clients when providing our single source solutions. Our Newsletter and social media platforms are created to provide monthly content and ideas to become a trusted advisor in the facility and furniture solutions industry.



ADD US TO YOUR NETWORK, WE'LL SHOW YOU A NEW SOLUTION.

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Become an Office Angel

Defuse Workplace Stress

Browse Our Inventory

See Financing Options

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