
the millennial
IMPACT

in southeastern wisconsin

millennials at work

we have been inundated with thousands of studies and articles about millennials and what they want. it was a variation of this question that sparked the purpose of this endeavor by colliers international wisconsin and schroeder solutions.

“what do millennials in southeastern wisconsin want?”

millennials have surpassed generation X
and now make up the largest share
of the american workforce.

why it matters?

By 2030, Millennials will account for 75 percent of the workforce. Any firm contemplating space decisions would be remiss to not take this changing workplace into consideration. Simply talking about Millennials in the context of our study is limiting. We are talking about your workforce.

Our motivation in sponsoring the Public Policy Forum of Millennials in Southeastern Wisconsin is twofold: to remove the guesswork from decision making in regards to your new workforce and to define the specific workplace desires of millennials.

Colliers International Wisconsin is no stranger to navigating and negotiating real estate solutions. We have decades of experience in assisting companies make the best commercial real estate investments. With our partners at Schroeder Solutions, we create immediate, cost-effective workplace improvements.

Every company's situation is different. We would like to learn more about your business so we can combine our real estate and workplace experience with this valuable information about your changing workforce.

Please take a look. And then let's talk.

{ **millennials:** individuals between
the ages of 18 to 34 in 2015.¹ }



our study of millennials in
southeastern wisconsin
has practical uses for your
real estate and workplace
strategy. we can incorporate
this same type of survey
specific to your workforce
to create a space that **fits**
your **needs**.

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72.5%

72.5% of millennials in southeastern wisconsin value a workplace that promotes collaboration.

yet, 65.7% also value the availability of quiet workspaces.

65.7%

space

open space is a misnomer

It's all about balance. Millennials want choice. They want a workplace that promotes collaboration, but also has quiet areas dedicated to heads down, focused work. Only 1 in 4 workers are working in their ideal workplace environment. The rest are struggling to work effectively, resulting in a loss of productivity.² If the ability to focus is not considered in your overall workplace design, strategies to improve collaboration are ineffective. The right workplace balances focus, collaboration and personalization. There is a cost implication if you do nothing, but there is a major cost savings if you do it right.



56%

56% of work performed during the day is heads down, focused work.

36% of work performed during the day is collaborative work.³

36%

No shock that Millennials here, like their national counterparts, value collaborative work environments. They don't aspire to obtain a perimeter office as the reward for performance. Millennials want both quiet and collaborative spaces. While they do value small personal space, they are reacting to the technology that has streamlined all aspects of working. These collaborative or quiet areas can be efficient in size when effectively combined with natural light.

Recently, I have noticed a number of workplaces that make the leap to cut back private offices, yet they do not see a savings in total space by increasing collaborative meeting areas. There is an opportunity to combine our findings with efficient space solutions that both work into the future and save costs.

For almost any company, these solutions can be both non-disruptive and cost-effective. Furniture can change space drastically and construction advancements can allow a firm to remain in their space while it is being transformed. Our skill, creativity and lease negotiation often can result in economic concessions that minimize the cost impact of physical and furniture investments.

Steve Palec
Colliers

“currently, a **new** generation seeks and expects a rewarding work experience. this generation makes **choices** about where to work based on company culture, transparency, social commitment and the **quality** of workplace design and amenities, including those that **support** wellness.” (Ethonomics)

73% of millennials in southeastern wisconsin rate affordable parking onsite or nearby as the most important factor when considering their ideal workplace location.

location

urban isn't everything

We've all heard that Millennials prefer to work in a vibrant location. Vibrancy is often misinterpreted as urban but it doesn't have to be. What Millennials in Southeastern Wisconsin want is the availability of affordable parking onsite or nearby their workplace. Parking ranks higher when determining their ideal workplace location more so than any other factor. What comes in at a close second to parking is the availability of amenities within walking distance. Millennials want the convenience of taking their cars to work with the ability to walk to nearby amenities during the day and for after-work activities.

So where should you locate?

Knowing what Millennials in Southeastern Wisconsin want in their ideal workplace location combined with our on-the-ground knowledge, allows us to suggest both downtown and non-central business district locations that provide many of the same amenities.





The survey tells us that Millennials in Southeastern Wisconsin DO want an urban environment for their workplace, yet they equally value access to their automobile. What constitutes an urban environment is not necessarily being in the heart of downtown. Millennials here value food, coffee, shopping, meeting places and after-work activities within walking distance. They strongly indicate that they want an efficient drive to work AND the ability to access their car nearby.

This is important information when making a location decision for your company. If economies are equal, we can match this lifestyle preference to your workforce. A location that offers urban vibrancy with sufficient parking will have an advantage.

Steve Palec
Colliers

68% of millennials in southeastern wisconsin ranked natural light as an important aspect to their ideal workplace environment.

look & feel

inspired by nature

Simple changes to incorporate nature into the workplace can have a drastic impact on how your space looks and feels. It also has an impact on how your employees feel when they come to work, and how happy, creative and productive they are while working.

Workers in office environments with natural elements, such as greenery and sunlight, report a 15% higher level of well-being, are 6% more productive and are 15% more creative.⁴

{ **biophilic design:** the theory, science and practice of creating buildings inspired by nature, with the aim to continue the individual's connection with nature in the environments in which they live and work every day.⁵ }

Artificial light has a significant impact on the circadian rhythms that regulate human health. When those rhythms are disrupted, many physiological changes occur that result in a broad range of health issues such as diabetes and obesity.





“in response to research that shows positive human reactions to environments that engage with nature, more manufacturers are producing products and finishes that are made from natural materials or mimic elements in nature—and these products are also transforming the way today’s workplaces look, feel and function.”

(Teknion)

over 60% of millennials in southeastern wisconsin place a high significance on a strong wellness program within their workplace.

wellness

promote wellness rather than build it

Wellness in the workplace does not revolve around having a gym in the office or how many steps you have counted on your Fitbit. It is more than just burning calories. Workplace wellness starts with an office environment that supports and encourages employee productivity, engagement and creativity. With the right workplace design, you can elevate employee happiness and experience.

Effective workplace environments significantly influence our health and wellness, for they shape who we are and how we behave. We should aim to create workspaces that support how employees actually work best.





only 38% value a workplace environment that is conducive to working out at lunch.

While Millennials want their workplace culture to promote wellness, that does not mean your office building needs the infrastructure to build wellness. There are many ways to promote employee wellness, such as:

- Ergonomic furniture that adapts to the user
- Reconfigurations
- Space planning: lower panel heights, benching systems, acoustics, improved lighting
- Flexible space: focused, private spaces vs. collaborative spaces
- Healthier materials and products
- Work-style approach: height-adjustable workstations, variety of meeting spaces, raised monitors, sit-to-stand activities
- Constructive use of color
- Biophilic design

over ½ of millennials in
southeastern wisconsin value
an aesthetically-pleasing interior
over the physical exterior
of a building.

furniture

looking at furniture as a solution

Furniture functionally supports employees to perform their jobs successfully. And beyond functionality, you can use your furniture to create an environment that is not only enjoyable, but also has a direct impact on your company's bottom line. Furniture matters.



Have you considered an office refresh?
Please don't think that you are tied to your
current work environment. We can utilize
what you already have to improve your space.

Scott Gierhahn
Schroeder Solutions

sitting is the new smoking
nilofer merchant



67% of
Americans
hate sitting and
yet 86% of
Americans sit all
day at work.

New studies have linked prolonged periods of sitting in the workplace with serious health risks. Providing workers with sit-to-stand height-adjustable workstations contributes to strength of engagement and overall workplace productivity.⁶

7 out of 10 millennials in southeastern wisconsin rated well-maintained local roads and highways as the most important factors when considering transportation services in the metro milwaukee area.

transportation

it's all about ease

It is important to consider how Millennials in Southeastern Wisconsin feel about getting around and how far they are willing to travel to work. Our survey shows that they rated ease of transportation as an important factor when determining where they want to live.

Millennials in Southeastern Wisconsin not only want to drive their cars to work, but they also value the ease of uncongested means of transportation. Whether it is walking pedestrian-friendly streets, driving uncongested roads or using mass transit effectively-designed for connectedness to the city's popular destinations, Millennials want the ability to travel throughout their day without any difficulties.



Baby boomers are willing to commute between 45 minutes to 1 hour, whereas millennials say 30 minutes is their maximum.⁷

There are numerous choices to make regarding commercial real estate. Weighted averages have been used for many years. Workforce needs should be taken into consideration. We now have quantifiable information about Millennials in Southeastern Wisconsin and the importance of transportation. Transportation affects location, commute times, efficiency of access to food and connectivity. Firms need to consider what locations, parking situations and economic impact or possible subsidy works best for their firm, workplace and culture.

Steve Palec
Colliers



amenities

amenities vs. expectations

There is a generational difference when it comes to amenities in the workplace. For example, as technology was once viewed as an amenity to Baby Boomers, it is now viewed as an expectation to Millennials. From treadmill desks, healthy food options, nap rooms to the latest technology, Millennials prefer that their workplace offers these perks. Employers must now consider the expectations of Millennials in regards to their own workplace design and corporate culture. Directly addressing these expectations can lead to increased employee productivity, well-being and, ultimately, greater profits.

Have you considered:

- Flexible scheduling
- Meaningful work relationships/experiences
- Emphasis on health/wellness
- Work/life balance
- A strong corporate social responsibility
- Opportunities for progression



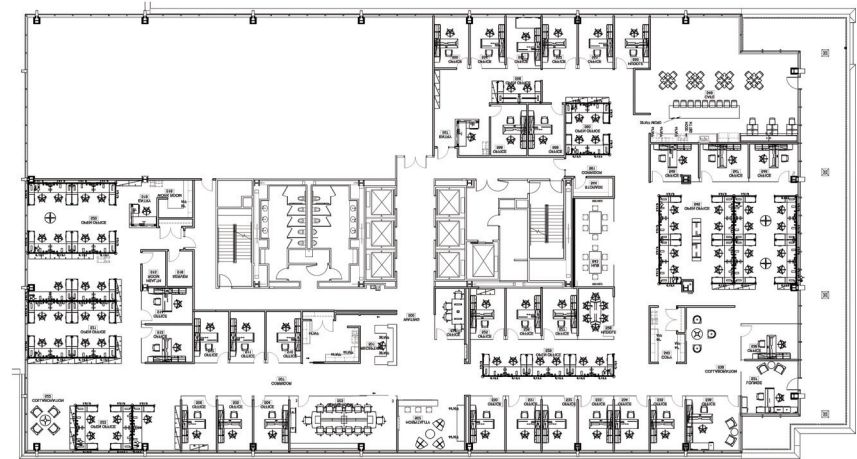
millennials in southeastern wisconsin
care more about having healthy food
and drink options in their workplace
than having a private office.

Top ranked attributes
that make an employer attractive:⁸

millennials:
**work environment
& culture**

baby boomers:
compensation

millennials in southeastern wisconsin overwhelmingly rate safety as a priority



One of my initial thoughts as we embarked on this survey was the flippant assumption that we would just learn that Millennials want to be downtown. But even if that were the case, I wanted to know why. What are the components that drive this desire? We didn't want to "throw up our hands and give up" if a client tells us they own their facility or have no intention of moving. Most firms do not have unlimited resources. With specifics that can transform a fixed location into a vibrant workplace, companies can direct resources to the most impactful areas.

There are three important aspects that Millennials in Southeastern Wisconsin want that can be incorporated into any workplace.

- 1. Quiet and collaborative spaces.** It's all about balance and providing employees with a healthy mix of both in order to support how they work best.
- 2. Safety.** Safety is now an expectation. Aside from location, we can share physical and subtle improvements in which a company can reiterate their commitment to this factor.
- 3. Wellness.** This is not a suggestion to add a workout area to your office. In fact, Millennials in Southeastern Wisconsin indicate that they do not have to have a gym, yoga classes or showers onsite. Some even prefer leaving the workplace to work out. They do value a company that promotes wellness. Having facilities is not a bad thing, but for companies that especially need to prioritize various resources, a culture of wellness is just as effective as facilities.

is your space designed for today
or tomorrow?

term

knowing your workforce, changing your space

As Millennials continue to grow and make up an increasingly large portion of the workplace, it is essential to ensure your space accommodates the differing, multi-generational workforce needs. While you physically can predict how long carpeting or lighting will last, combining the wants of a new generation with the point at which they dominate the makeup of the workforce creates the “sweet spot” at which the configuration works best.

We know Millennials in Southeastern Wisconsin value a workplace that promotes collaboration as well as incorporates quiet areas and natural light. When we combine this with the changing percentages of generations in your workplace, we can help you decide what configuration is optimal specific to your workforce. This allows us to weigh the cost/benefits of when to move, make changes or renegotiate leases.

how long can you
maintain a space that lacks
what millennials want?



“organizations will look to smarter office design to help bring these generations together and accommodate differing work styles and needs to create the optimal workplace.”

(Destination Collaboration)

“Workers of all generations are also looking for opportunities to collaborate and socialize, and view the workplace as a vehicle to fulfill that desire. Organizations will need to consider how their current office amenities and design responds to different values and needs of the multi-generational workforce.”

(Destination Collaboration)

Our survey shows that Millennials in Southeastern Wisconsin value space more than the specific building they work in. You can change the look, feel and configuration of existing spaces even if you do not move or still have term left on your lease. Colliers has successfully renegotiated many leases prior to expiration, in which construction or furniture was included in the concession package. Even the most skilled negotiator is not doing you a favor by obtaining incentives that do not match the ideal term of your commitment. This is driven in part by understanding your workforce and how long these changes are optimal. There are no “lease police” that insist a term must be five or ten years. We can help balance the ideal length that maximizes your economic benefits with the functionality of the space.

Steve Palec
Colliers

when considering where to live, millennials in southeastern wisconsin consider the strength of the economy, availability of jobs, crime rate, and the quality of our education system as the most important factors.

recruit & retain

city first, job second

Millennials choose the city where they want to live first, and then find a job. We understand what factors impact Millennials in Southeastern Wisconsin and their choice to live here. Taking these factors into account will ensure your company attracts and retains top talent.

Companies looking to attract and retain millennial talent must consider the impact that their office space has on an employee's overall happiness, productivity and even company loyalty. The physical design of your office space, while often overlooked, is one of the most important factors in determining workplace satisfaction. The next step is to invest in a well-designed workplace that communicates commitment to employees and supports the ways in which they work best.



The work environment accounts for up to **25%** of job satisfaction.⁹

Workplace design impacts performance, employee engagement and innovation, which results in increased employee productivity and ultimately has a positive impact on the company's bottom line.

(Gensler)



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conclusion

The future of space needs is here. From collaboration areas, location, furniture to employee wellness, our study outlines the workplace needs and desires of Millennials in Southeastern Wisconsin. With this valuable information combined with our knowledge and decades of real estate and workplace experience, we can help you create a space that meets your current and future employees' needs and expectations. Making the necessary changes to your workspace can allow you to attract and maintain top Millennial talent. Don't let your space, lease or budget prevent you from recruiting the best of the best. Your real estate is the second highest cost of doing business.

Rather than basing your decisions on guesswork, let's discuss our quantifiable information about your workforce.

about colliers international | wisconsin

With offices in Milwaukee, Madison and Green Bay, Colliers International is the only full service real estate firm in Wisconsin able to deliver a comprehensive range of commercial and residential real estate service offerings. What sets us apart is not what we do, but how we do it. Our enterprising culture encourages us to think differently, share great ideas and create effective real estate solutions that help our clients accelerate their success.



414-276-9500

www.colliers.com/en.us/wisconsin

about schroeder solutions

Located in New Berlin, Wisconsin, Schroeder Solutions is a full-service interiors company offering nationwide furniture, design, installation, relocation and logistics services. We create interiors that are collaborative, energizing and make the best use of your space. If you're considering remodeling, expanding or relocating, our dedicated team of professionals can help you through the process to determine the best long-term solution for you and your employees. With each service we provide, our goal is to simplify the management of your work environment, while improving productivity, efficiency, communication and the overall quality of employees' working lives. As your company and workspace needs continue to evolve, we'll be there to help you adapt and improve your space.



262-207-6399

www.schroedersolutions.com