The way we work is changing rapidly. But why do we care about TRENDS? And what IS a Trend?

**trend noun \\trend\** - The general movement over time of a statistically detectable change
FORCES DRIVING TRENDS

ECONOMIC

ENVIRONMENTAL

POLITICAL

TECHNOLOGY

SOCIAL
UNDERSTAND the changing role of work and its effects on workplace and those who work in it

COMPREHENSION of the trending framework and why it’s used

LEARN the forces shaping and driving change in the workplace

APPLICATION of trends, along with workplace research and business performances, in the creation of meaningful spaces
SOCIAL Engagement
Fun Facts:

Marrying Later
Where’s the BFF
Aging at Work
Life Phases

Sources: Mindreader, General Social Survey, Gallup, USA Today
SOCIAL Engagement

job seekers get CHOOSIER
- based on -
values, lifestyle, career
SOCIAL ENGAGEMENT

70% NOT ENGAGED

AMERICAN WORKFORCE

Support physical & emotional needs
Workplaces = ROI Tool
Emotional Messaging

Unique Communication

Raise the sight lines

SOCIAL Engagement
SOCIAL
Shifting Nature of Work

24/7

We live where we work.
We work where we live.
RE-IMAGINE

the possibilities of traditional spaces

SOCIAL
Shifting Nature of Work
SOCIAL

Shifting Nature of Work

design for various ages and personalities
SOCIAL Wellness

WELLNESS: $1 trillion by 2017
M’s expect employers to care
Source: FutureofWork.com
SOCIAL Wellness

one in two consumers
preventing or treating anxiety and stress

Source Hartman Group
extra *SLEEP* for workers exposed to *DAYLIGHT*
25% of job-based tasks will be automated by 2019

Source: Forrester Research
TECHNOLOGY Adoption

new mixed reality in the workplace
PHYSICAL
— becomes —
INTERACTIVE
Gesture based technology working with contextual intelligence

Source: Cloud Cast Technology/ MIT

TECHNOLOGY Adoption
of US adults believe technology has become TOO DISTRACTING

Source: Harris Poll
Based off the Internet
TECHNOLOGY
Human Bandwidth

2000 - 13 seconds

Attention Span

2015 - 5 seconds
The human brain processes images 60,000 times faster than words.
FORCES DRIVING TRENDS

ECONOMIC
- New Norm
- More Efficient with Less
- Rise of Contract Labor

ENVIRONMENTAL

POLITICAL

TECHNOLOGY

SOCIAL
60% NO NET WORTH → VALUE

ECONOMIC
The NEW Norm
ECONOMIC
The NEW Norm

40% of GDP
relies on business that
did not exist 10 years ago.
ECONOMIC
More Efficient with Less

USEFUL is the new COOL
ECONOMIC
More Efficient with Less

20,000 co-working facilities

Compared to 820 in 2011!
Brooklyn Navy Yard Opens Massive Co-Working Space ...June 2016
Source: Futurist Speak
40% of the workforce in 2020

ECONOMIC

The Rise of Contract Labor
FORCES DRIVING TRENDS

- Triple Bottom Line
- Demand for Resources
- Post-Consumerism
Social, Environmental, and Financial impacts

LEED & WELL Building Standard means to increasing Triple Bottom Line

ENVIRONMENTAL
Triple Bottom Line
Building with the PLANET in mind

Zero waste to Landfill
Co-op Products

ENVIRONMENTAL
Post-Consumerism
ENVIRONMENTAL

Post-Consumerism

Remove HARMFUL chemicals
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“Generational thinking is like the Tower of Babel: it only serves to divide us. Why not focus on the behaviors that can unite us?”

*The Gen Z Effect* by Thomas Koulopoulos and Dan Keldsen
Thank You !