# The Generational Workplace, Workplace Social Behavior, and Coworking

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# Generational Aptitudes and Preferences

- Workforce is largely broken down into 3 main Generations
  - Baby Boomers
  - Generation X
  - Generation Y (Millennials)
- Failure to recognize these differences in a workplace can result in conflict
  - Miscommunication
  - Work relationships
  - Reduced productivity

# Generational Aptitudes and Preferences

- <u>Cohort Theory</u>:

  People of similar age and location who experienced similar social, historical, and life events tend to fall in the same Generational group. Mostly for the "Coming-of-age".

  -"Coming of age" are people who have not yet reached adulthood; so their value system is not yet set, which is why they are affected the most.

# Generational Events

- Baby Boomers: the Vietnam war, Watergate scandal, Woodstock, Civil Rights, Kenney and King assassination, and Sexual revolution

- Generation X: Economic uncertainties, Recession, High Unemployment, Inflation, Downsizing, High divorce rate with their parents, Children of compulsive workers, School-aged; spent most time at home alone while parents were working

- Generation Y: The high-tech age (where their whole lives they've lived with technology), ATM's, Cell phones, Computers, the most diverse in ethnicity because they are open to change.

# Generational Aptitudes and Preferences

| Generation | Preferences | |
|---|---|---|
| Baby Boomers (1940s-1964) | -Achievement Oriented<br>-Independent<br>-Respectful of Authority<br>-Loyal to Organizations<br> - High in Self-Reliance | - Diligent on the job<br>- Competitive, Measures Success materially<br>- Trustworthy, Hard working |
| Generation X (1965-1980) | -Individualistic<br>-Distrustful of Corporations<br>-Lacking Loyalty & Commitment<br>-Skeptical | - Open to changes and Values<br>- Less likely to view work as important to their lives<br> - Desires constructive feedback |
| Generation Y (Millennials) (1980s-2000) | -Strong Desire to Succeed<br>-Measure of Success by Meaningfulness of work<br>-Holds life long learning as priority | -views family as the key to happiness<br> - Value their Leisure |

# Social Interaction in the Workplace

- Workplace interaction is characterized by
  - Proximity
  - Perceived Similarity
  - Shared Tasks
  - Extra-organized socializing
  - Increase in conversation of non work related topics

# Social Interactions cont.

- Social interactions are beneficial in the workplace
- No correlation between counterproductive behavior and workplace friendships has been found
- Workplace interactions "Break down silos and create new teams"

# Social Interactions cont.

"...organizations benefit as well, through improved communication and productivity of workers."

# COWORKING

- WHAT IS IT?
  - shared workspace
  - provides business professionals with all the benefits of a professional office
  - community setting
  - independent
  - encourages networking

FOR WHO?

- freelancers
- consultants
- entrepreneurs
- remote workers

- small business owners
- millennials

# WHAT ARE THE BENEFITS?

- flexible costs
  - based on how and how often the space is used
- office or workspace outside the home
- social value as best feature
- non-isolation

- brainstorming/bounce ideas around with others
- share advice
- serious collaboration
- networking!
  - within given field and across range of other disciplines

"Coworking spaces offer a community as much as they do office space and resources." - Faas, CITEworld

# INCLUDED?

- open workplaces

- private workplaces

- meeting workplaces

- Third Workplace ([ThirdWorkplace.com](ThirdWorkplace.com)) offers:

  - whiteboards

  - LED flat screens

# PROOF?

- 65% are entrepreneurs.

  – coworking creates motivating factors for employees

- one in four users started professional partnerships or collaborations.

- 50%'s "business know how" significantly improved.

- wide range makes easier to make connections

- established large companies are putting coworking concepts into their office designs as well

- increased productivity when employees are happy and enjoy work

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