



The Workplace is Changing Are You Ready?



shaping tomorrow with you

Empowering Generation Y to drive your business

Nothing lasts forever. The Baby Boomers are retiring, Generation X has climbed to the top of the corporate tree, and now Generation Y (born between 1982 and 2005) has entered the workforce, bringing with it a new challenge to established working practices.



Now organizations must strike a balance between answering the challenge to traditional workplaces from Generation Y employees and maintaining the structures and systems that businesses rely on to operate effectively.

To remain profitable and competitive, it's vital that businesses find the optimum balance of employee expectations and business needs, because while they may be today's challengers, Generation Y will become tomorrow's leaders.

Win the race for talent

If you want to win the global race for the top talent, you need to act now. It's no good waiting until Generation Y employees are the dominant generation in your workforce – you need to offer flexible workplaces **right now** to attract the brightest and best.

Why the workplace has to change



Generation Y employees will soon become the dominant generation in the workforce, and employers that want to get the most out of them will need to adapt quickly. What's more, trends they have introduced will only become stronger as future generations enter the job market.

This generation has an entirely new set of expectations of their employers, based on the experience of growing up in a world of smartphones and social media, against a background of global recession and financial crises.

Generation Y employees are at home in the digital world, leading them to expect instant access to information – something not all employers can offer them. Accustomed to the flexibility that mobile technology brings to their personal lives, the rigid working practices and siloed workplaces of many employers can seem completely alien to them.

Until now, Generation Y employees have often compromised to get into work, but as the global economic recovery continues, their inclination towards rapid progression, varied work and a healthy work/life balance will make it difficult for employers to retain the most talented staff.

Only those organizations that can provide a flexible, engaging workplace – wherever it may be – will attract and keep the highest quality employees.

What Generation Y has to offer

Realizing the potential benefits of enabling Generation Y employees to perform at their best, forward-thinking organizations are already starting to provide workplaces that match their needs. In return, these organizations gain highly motivated, talented employees who display a number of important attributes.

As digital natives who've grown up in a hyper-connected world, they are adept at using technology. They're also natural team players who enjoy working collaboratively. Highly adaptable and ambitious, they are always looking for ways to improve their skills and progress their careers. An aptitude for independent thinking, combined with high levels of self-esteem, gives them strong entrepreneurial instincts and leadership qualities.

All these qualities are very attractive to employers, but to get the most out of them the right balance must be struck between the needs of Generation Y employees and the needs of the business.

Only those organizations that can provide a flexible, engaging workplace – wherever it may be – will attract and keep the highest quality employees.



What Generation Y wants...

The adaptability of Generation Y employees, and their desire to learn new skills, can bring tremendous value to an organization.

But this adaptability also means they place a lot of importance on flexible working. Rigid organizational structures, inflexible working practices and siloed teams can all be major turn-offs for these team-oriented individuals. They are attracted to employers that can provide an office environment that enables and encourages teamwork and collaboration, as well as the ability to work from a number of different locations.

Work/life balance is high on the agenda for Generation Y employees, with many prepared to postpone promotions in favor of working fewer hours. They also feel less loyalty towards organizations or employers than previous generations and are more likely than any other generation to change jobs for a better working environment – one that provides flexible conditions and enables mobile working.

Technology plays a key role in the working and personal lives of this generation. They have a preference for using social media, instant messaging, blogs and wikis rather than traditional communication tools, and can feel held back by outdated corporate technology and managers who they feel don't understand the way they use technology.

Generation Y employees expect the technology that empowers their personal lives to also enable innovation and collaboration in the workplace, and they commonly use personal technology at work out of frustration with the shortcomings (perceived or real) of the technology employers provide for them.

By trying to improve their own productivity through technology, Generation Y employees have led the charge towards BYOD – which presents some significant management and security challenges for employers.

...and what businesses need

While Generation Y may expect flexible working, access to the latest technology, and a comfortable work/life balance, employers still need the organization to have structure, security and management oversight.

Business leaders need to understand that employees working flexibly or remotely are achieving a similar level of productivity compared with working in an office environment. As more employees work on past retirement age, HR executives are challenged to design a workplace that provides a productive environment for all generations, not just Generation Y.

And although many Generation Y employees may think they're tech savvy, in fact they're often just tech dependent. That means IT departments must be wary of employees 'fixing' technology themselves, and deal with the myriad security issues presented by mobile devices accessing corporate networks, services and data.

Finding the right balance

Getting the balance right isn't easy. You need to create a workplace that gets the best out of all generations in your workforce. You need to ensure employees are efficient and productive in and out of the office. And you need to keep corporate data secure without constraining valuable collaboration and innovation.

By undertaking a thorough analysis and assessment of your current workplace, you can understand which changes will have the biggest impact on productivity, employee satisfaction and service delivery.

Once you understand your workforce and your workplace, you can move towards finding the best balance between the structure the business needs and the autonomy employees expect. At Fujitsu, we help organizations create workplaces that enable their employees to achieve more. Our customers recognize that by optimizing the working environment, they can build human-centric, intelligent and modern workplaces that will empower their workforce now and into the future.

Take the first step

Fujitsu Workplace Assessment offers the ideal first step towards achieving the optimum balance of structure and autonomy for your organization. Get in touch today to find out more about how we can help you create a connected, mobile, flexible and secure working environment for all your employees.



Contact us:

<http://workplace.global.fujitsu.com/contact-us>

For more information visit:

<http://workplace.global.fujitsu.com>



Fujitsu Technology Solutions GmbH

Mies-van-der-Rohe-Strasse 8,
80807 Munich, Germany.
Copyright: ©Fujitsu Technology Solutions GmbH 2014
Contact: fujitsu.com/fts/contact

All rights reserved, including rights created by patent
grant or registration of a utility model. All designations
used in this document may be trademarks, the use
of which by third parties for their own purposes could
violate the rights of their owners.

www.fujitsu.com/fts