



EMERGING SPACE:

HOW NEW INDUSTRY IS DRIVING
WORK, IN PLACE AND CULTURE





HIGH TECH, FAST GROWTH

These companies are changing so quickly on the inside that they are determining the rate of change on the outside. Their pace makes industry iterate faster and find weakness more efficiently.

High tech companies aren't discovering new ways of offering the same service or product. They are offering a completely new service or product.

HIGH TECH, FAST GROWTH

KI took a look into High Tech, Fast Growth companies—what is unique to them and what changes they are driving in the workplace. From interviews to the latest research, this is what we found.



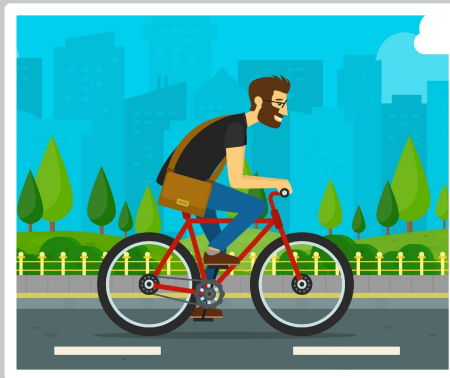
LIVE / WORK



WELLNESS



TECH



WHAT IS DRIVING WORKPLACE CHANGE?



PHIL

BABY BOOMERS

The Baby Boomer Generation made big changes from the work culture that came before them. Technology has been slow to change their work style, and many feel their seniority is depreciated by new work trends.



SUSAN

GEN X

Generation X maintained loyalty to their companies. They worked within the constraints they were given.



KAMIL

MILLENNIALS

Millennials are known for being demanding and self-centric, but this has caused huge changes in the workplace to meet their demands.



SUE-Z

GEN Z

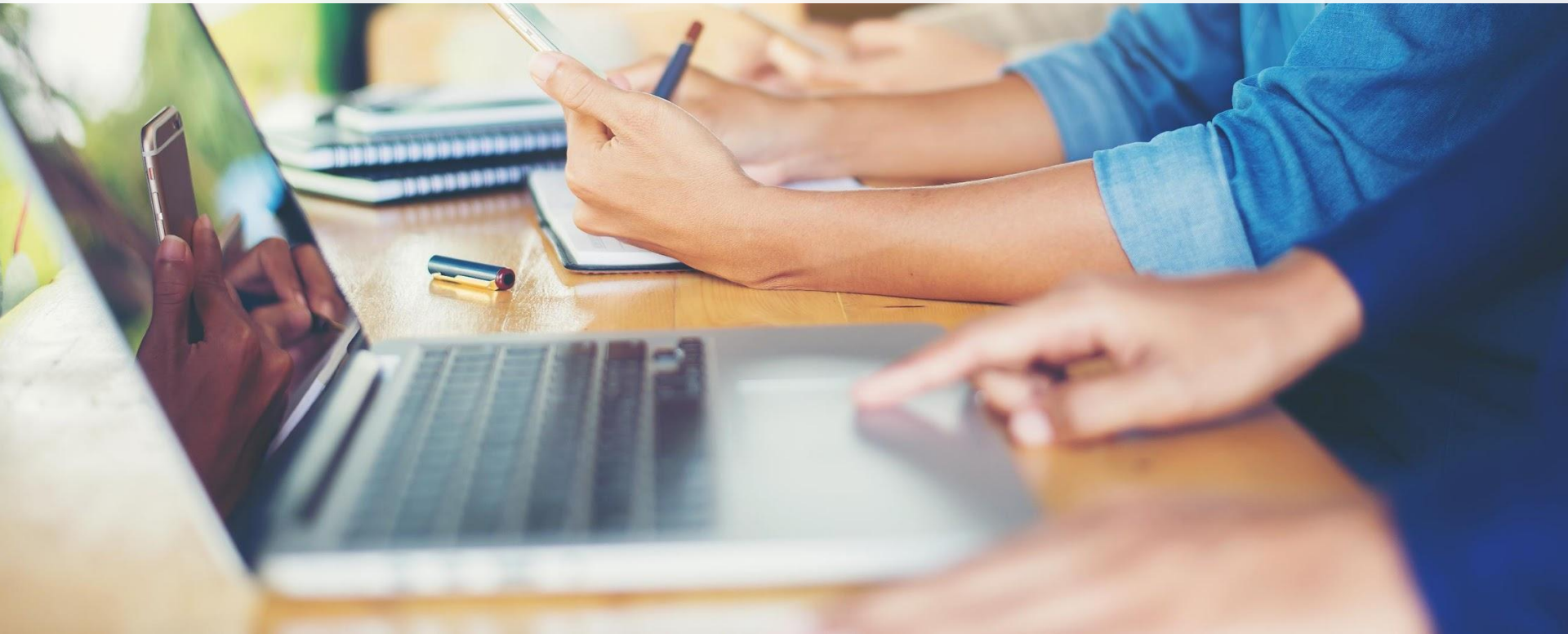
Generation Z has watched Millennials succeed in getting the changes they need and expect equal care for their needs. They are not as outspoken and, without their needs met, they will alter professional direction.

WHAT IS DRIVING WORKPLACE CHANGE?





LIVE / WORK





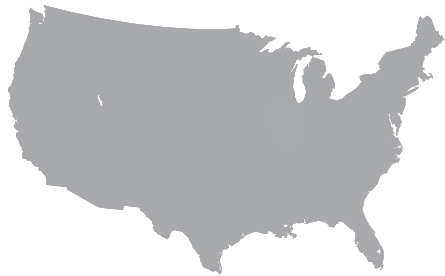
PREDICTIONS / FUTURE TRENDS

70%

OF GEN Z'ERS ARE
SELF-EMPLOYED



1 IN 3 AMERICANS
ARE FREELANCING



The number of freelancers
in the U.S. has grown by
10 million people in the
last 10 years

By 2020,

40%

of the American
workforce will be
independent workers

41% of non-independent workers say they expect
to become independent workers in the next year

53% say they expect to become independent
workers within the next five years

“I don’t have to work... at an office building. [There are] other options these days: home, co-working, hotels. I want this to be the place they chose to work because it’s the best experience.”

– Christopher Mach, Google/AT&T



PREDICTIONS / FUTURE TRENDS





WELLNESS





SOLUTION

ACTIVE DESIGN: How to invest in space to achieve wellness



1) Implementing Daylight



2) Create a Variety of Work Spaces



3) Encourage Face-to-Face Meetings



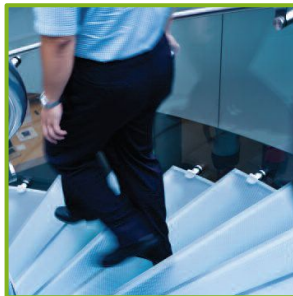
4) Offer Healthy Food Options



5) Encourage Movement at Work



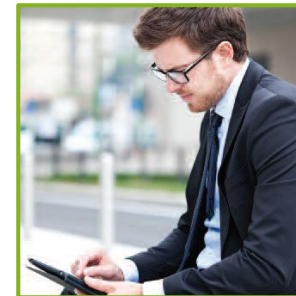
6) Design Flexible, Open Spaces



7) Inspire People to Take Stairs



8) Incorporate Height-Adjustability



9) Allocate Outdoor Workspace



EXAMPLES



Hiking in Redmond, WA. Microsoft's 500 acre campus in Redmond offers trails through on-site forest



Internal staircase at Etsy, Brooklyn NY



Sit/Stand desking at [xyz](#), via [KI](#)



Basketball court at Alterra's Provo, UT campus.



EXAMPLES

FitBit's B2B has existed for 7 years organizing programs for corporate use.

“Generally companies will use the trackers as a motivator program or company-wide competition.”





TECH

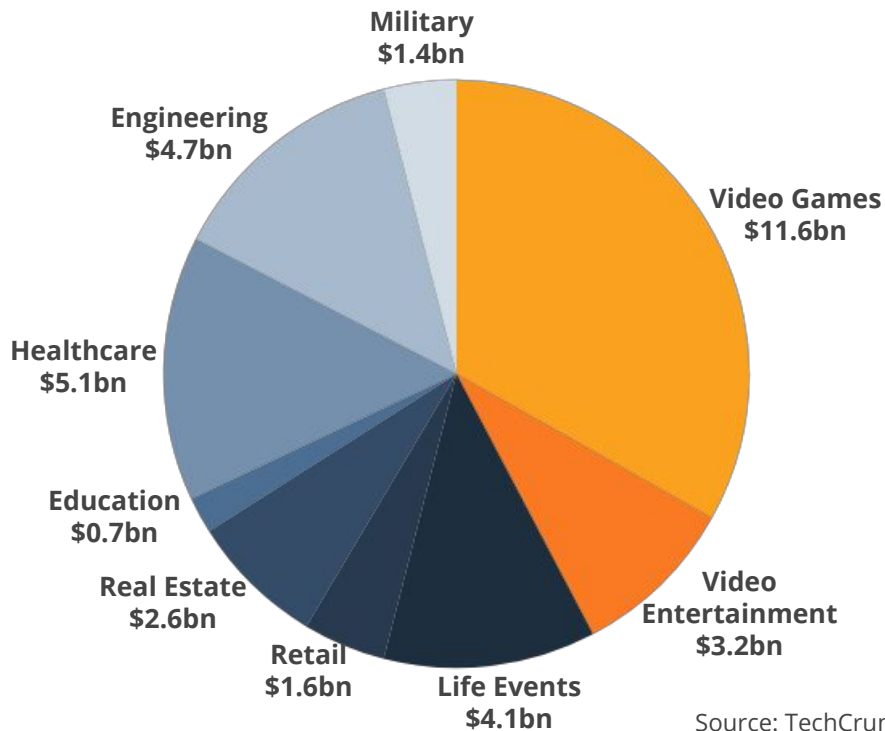




EXAMPLES

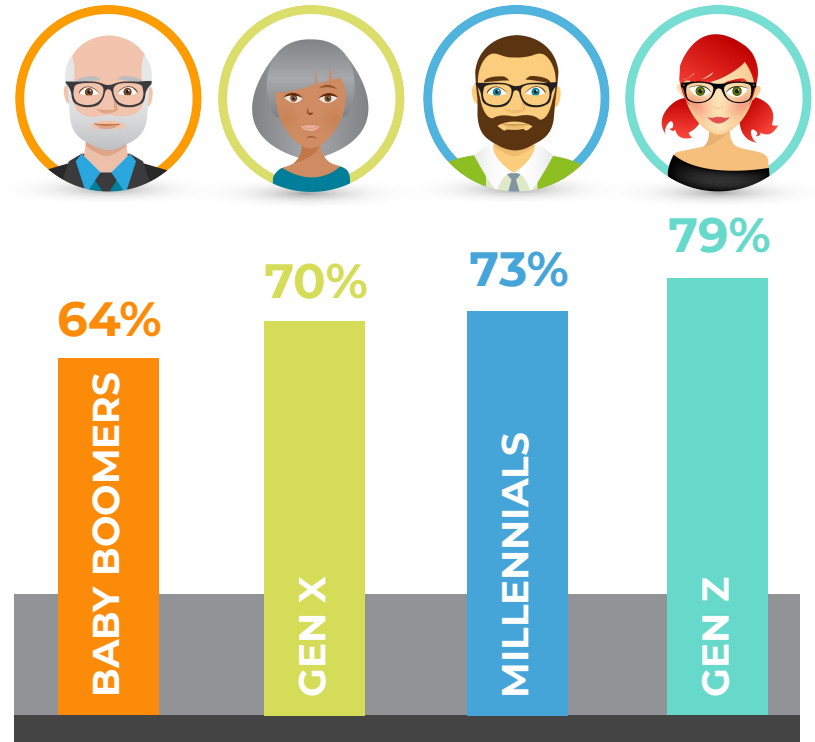
VIRTUAL REALITY

2025 BASE CASE VR/AR SOFTWARE ASSUMPTIONS BY USE CASE



Source: TechCrunch

AGE GROUPS MOST EXCITED TO EXPERIENCE VIRTUAL REALITY



Gen Z will adopt virtual reality with the same capacity Millennials adopted smart devices, and Gen X'ers adopted personal computing

“A recent report from investment bank, Goldman Sachs, predicted that within 10 years, virtual reality hardware will be an \$80 billion industry.”