



Building talent.

Attract and retain employees that drive your business forward



As the DNA of the modern workforce changes, corporate real estate professionals are facing a number of new challenges to help their businesses attract, retain and support the best talent.



Changing DNA

The DNA of the modern workforce is transforming.

- 79% growth in the remote work sector over the past 10 years
- 75% of the workforce will be millennials by 2025
- 63% of baby boomers want to work part-time before they retire

The average workplace now contains a vast spectrum of ages and experience. Five distinct generations are now working side-by-side.

Organizations are seeing the rise of the Millennial. And the substantial growth in this younger generation is significantly shaping the global work environment.

This segment of the workforce demands a better work/life balance. They prefer to work in teams. They don't want to be tied to the same desk or profession for 30 years. They thrive in open, highly collaborative environments. They do not "live to work". And, they want flexibility in the way they work.

At the other end of the workforce scale,

63% of Baby Boomers want to work part-time before they retire

And, organizations are offering more flexibility in order to retain their invaluable intellectual capital.

Adapting to demand.

It's not just the blend of generations that's creating a change. The make-up of the workforce is transforming too, as organizations use more contingent and contract workers, allowing them the flexibility to scale staffing as market demands change. Concurrently, more highly experienced, skilled workers are opting for flexible contract jobs, giving businesses the ability to supplement their talent pool with specialized expertise.

83% of executives believe the contingent workforce trends will increase in the future.

Thriving organizations know how important it is to stay connected to clients, suppliers and business partners, so mobile and remote working is more prevalent than ever. According to Forbes, the remote work sector has grown by 79% over the past 10 years and it's still on the rise. Millions of workers are now 100% remote, completely side-stepping the traditional commute and cubicle.

With all these changes to the evolving workforce DNA, it's clear that Corporate Real Estate (CRE) professionals must adapt their workspace strategy to support their organization's changing needs.

Around 10.8 million employees in the US spend around an hour per day travelling to work and back. With flexible working, they could gain back 2-3 weeks of time per year. As such, many are seeking to improve their work/life balance through flexible working practices and environments – and looking to work for companies that offer this.



71%
of global companies
say prospective employees
are increasingly demanding
flexible working

Top talent drives your business

It's no surprise that the war for top talent, across all generations and types of workers, is a key priority for organizations. It's the single biggest competitive advantage in driving innovation and rapid growth. And CRE professionals must be closely aligned with their human resource counterparts to provide workspace environments that attract and retain the best employees.

Employee engagement creates a competitive advantage

As organizations seek to attract and retain top talent, they are implementing new ways to drive employee satisfaction. Satisfied employees are engaged. Engaged employees are productive. And, productive employees power the innovation necessary to push the organization forward. According to Gallup, highly engaged employees are 50% more likely to exceed expectations, which leads to businesses that outperform their competition.

Partner with Regus.

Workspace that drives productivity

Real estate strategies need to work as a tool to motivate and inspire the evolving workforce. And, flexible work options are an important part of this proposition. Consider this:

- 90% of workers are attracted to companies with flexible work environments
- 84% of global companies state flexibility is the key to driving productivity

And, a recent Harvard Business Review study claimed that remote workers are more productive, gaining the equivalent of an additional day a week over their office counterparts.

The concept of long commutes combined with a "9 to 5" mentality in a corporate office environment is no longer status quo. As employees demand more flexibility and organizations seek greater productivity, the traditional work environment has to change. And, with advancements in mobile and cloud technology, flexible work solutions are more viable than ever.

So what can organizations do to transform their workspace strategy to get the most out of their workforce?

By shifting their traditional fixed real estate portfolio to a blend of both fixed and flexible workspace solutions, they can better support evolving workplace trends, while minimizing capital expenditures.

"Having access to Regus Business Lounges has made a huge difference to me. I can be in the office when I need to, and when I don't the business lounge gives me a safe, comfortable place to work. So I've escaped the rat race, and I actually feel like I get more done during the day."

By partnering with Regus, corporations can take advantage of an unparalleled network of flexible, professional workspaces in 3,000 locations around the world.

- Flexible office space customized to fit every corporate culture
- Business lounges, day offices and meeting rooms on demand
- Branch office locations close to clients
- Project and overflow space to flex with business demands
- Co-working space and team rooms for collaborative innovation

As with all Regus solutions, organizations have the flexibility to scale or adapt their space to fit their requirements as and when their needs change.



**Find out how
Regus can help you.
Contact us today.**

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 **contact.regus.com/
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