2025 trends

- ❖ Connectivity (with technology) is more likely to happen in the next 10 years than anything else we can predict.
  - o The need for charging stations (like in an airport) in gathering spots
  - o Having robotic cameras in meeting spaces to capture presentations and discussions
  - o USB ports in wall sockets
  - o Free high-speed Wi-Fi throughout your building
  - o Touch-screen controls for signage/information boards
  - o Third Spaces continuing to grow in popularity
    - ▪ *Third space is a separate destination from home or work where people can be alone, together.*
    - ▪ *A 2013 study by Millennial Branding, a Gen Y consulting firm, revealed 36% of respondents ages 19-30 said they prefer to work in a lobby compared to a room.*
  - o Almost 9 out of 10 Millennials in the U.S. own smartphones, and the number continues to grow according to a 2014 Nielsen report

- ❖ A hallmark of Millennials is that they seek unique experiences and environments. This could be paramount to missions funding and support.

- ❖ The "green movement" will continue to grow and be very important in people's perceptions.

- ❖ Minorities already outnumber Caucasians in 4 states and Washington, D.C., and that number is expected to grow to 8 states by 2020 as the country remains on pace for a Hispanic majority by 2043.

- ❖ Networking will be very important. Social media is dulling this experience ("friends" and "links" with professionals you've never met face-to-face), but re-establishing a lost sense of community will be on-the-grow.

- ❖ 75% of the labor force will be millennials by 2025.

- ❖ Millennials' bells and whistles are more simplistic – technology and accessibility.

- ❖ Pay as you go will be the norm; a wallet with cash and credit cards will be a thing of the past. With the recent introduction of Apple Pay and the improvements to Square, we are on the verge of a payment revolution.

gleaned from the article VISION 2025
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