

# THE REAL ESTATE INDUSTRY & HUMAN CAPITAL

## **Moderator:**

Mark Renzoni, *President & Chief Executive Officer, CBRE Limited*

## **Panel:**

Neil Chrystal, *President & Chief Executive Officer, Polygon Homes Ltd*

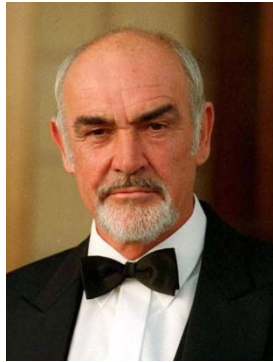
Bruce J. Mackenzie, *President, Chapman & Associates*

Lisa Vogt, *Partner & Former Regional Managing Partner and National Practice Group Leader, McCarthy Tetraault LLP*

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# MEET THE GENERATIONS



SEAN CONNERY



DONALD TRUMP



LANCE ARMSTRONG



MARK ZUCKERBERG

Traditionalists  
(Before 1945)

*BUILD A  
LEGACY*

- Hard worker
- Loyal employee
- Sacrifices for the Company

Baby Boomer  
(1946-1964)

*PUT THEIR STAMP  
ON THINGS*

- Workaholic
- Optimistic
- Success = materialism
- Structured "hair style"

Generation X  
(1965-1979)

*MAINTAIN  
INDEPENDENCE*

- Work-life balance
- Independent
- Lives for today
- Distrusts bureaucracy
- Bends rules if needed

Generation Y & Z  
(1980-Present)

*FIND WORK & CREATE A  
LIFE THAT HAS MEANING*

- What's next?
- On my terms
- Technology savvy
- Earns to spend
- Questions the status quo
- Civic minded...?

# BABY BOOMERS

## CAN THE REAL ESTATE SECTOR RETAIN & ENGAGE THIS GENERATION?

SUCCESSION  
PLANNING

MENTORSHIP

CORPORATE  
CULTURE

- 2.8 million Canadians will turn 65 in the next five years
- The retirement age of 65 was created in the 1930s when life expectancy was 61
- Most boomers still feel 30/40 and want to excel/grow



# GENERATION Y & Z (1980 - PRESENT)

## CAN REAL ESTATE ATTRACT THIS GENERATION?

↓  
IMPACT OF  
TECHNOLOGY

↓  
LOOKING TO GAIN  
EXPERIENCE

↓  
CORPORATE  
CULTURE

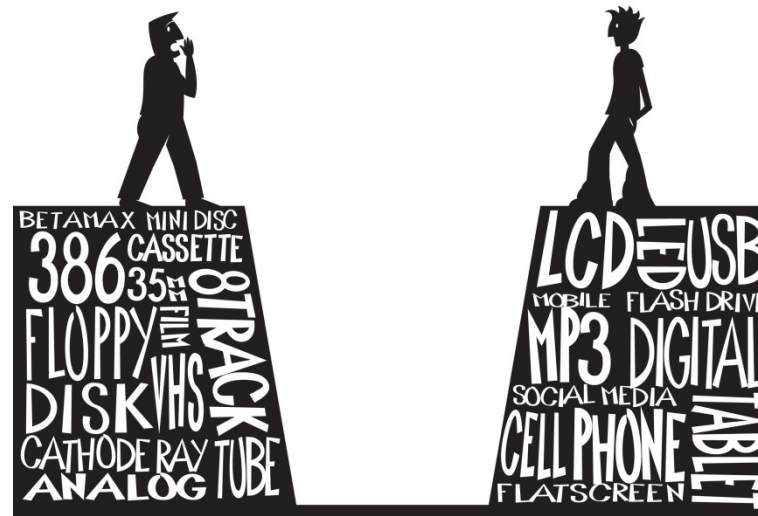
- Loves challenge
- Requires constant feedback
- Is tech savvy
- Are great team players
- Wants it right now!
- Offers innovative ideas and solutions
- Looks for work-life integration
- Desires a flexible work environment and schedule



# BRIDGING THE GENERATION GAP

## OLDER GENERATIONS HAVE EXPERIENCE!

- 70% of our learning is by doing
- Could this number be higher in the real estate sector?



## GENERATION Y & Z HAVE UNIQUE SKILLS

- Technical expertise
- They are not afraid to speak up and offer ideas for change

## HOW CAN WE TRANSFER KNOWLEDGE OF OUR BABY BOOMERS INTO GENERATION Y & Z?

MENTORSHIP PROGRAMS

COACHING

PARTNERSHIP



# ISSUES TO THINK ABOUT

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- Baby Boomers make up nearly 46% of the Canadian workforce and 9.0 million are set to retire
  - Succession planning is essential
- The oldest members of Generation Y will soon turn 40 and Generation Z will soon be joining the workforce
  - The impact of technology is only beginning
- By 2025, Generation Y & Z will make up a majority of the workforce



## PANEL DISCUSSION

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- What are the challenges for the aging workforce? Discuss your corporate culture and experiences.
- What is your organization doing to recruit/retain younger employees?
- How is your organization planning for succession? Please discuss specific examples.
- How is your organization incorporating technology and mobility into the workplace?
- What would you tell your younger self? What would be your strategy for getting started in the real estate business?
- Closing comments