

# Workplace Reimagined: Designing for the Gen Z Workforce

Exploring How Intentional Design Meets the  
Expectations of a New Generation



ghent®

## Did You Know?

# Gen Z Will Make Up 30% of the Workforce in 2030<sup>1</sup>



## Evolving Workplaces for Gen Z

Gen Z is quickly becoming a significant portion of today's workforce. They are coming in with fresh perspectives, big ideas and mission-driven values. Gen Z doesn't want to just clock in and clock out. They want connection, purpose, and a supportive environment. It is time for the workplace to evolve to meet their values and expectations.

## Back to In-Person

An insight worth highlighting: Gen Z is showing a strong interest in returning to the physical workspace. They are leading a new era of workplace presence – one that blends flexibility with intentional in-person engagement. In fact, **72% of Gen Z prefers face to face communication.**<sup>2</sup> Why? Because they desire mentorship, relationship-building, and camaraderie, all of which are more fruitful in person.

Gen Z is reshaping the workforce with new expectations that employers need to adapt to. Here's what Gen Z wants from the workplace (and isn't shy about):



Flexibility & Functionality in Workspace Design



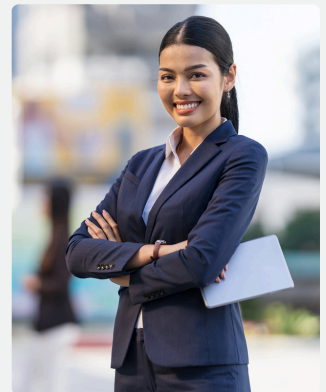
A Culture of Collaboration & Belonging



Wellness-Driven, Inclusive Environment for the Neurodiverse



Sustainable Integration of Digital and Analog Tools



Ghent offers **adaptable, value-driven** solutions that align with Gen Z's priorities and modern business needs.



# Embracing Flexibility & Functionality in Workspace Design



Different generations have different workplace needs.  
So, what does that mean for offices today? They must be adaptable.

When it comes to the newest generation of workers, Gen Z desires the flexibility of transitioning from focused individual work to collaborative. **67% say they value autonomy and flexible configurations.**<sup>3</sup> Traditional office setups are often inflexible and lack a sense of community. To maximize personal potential, companies must invest in workspaces that balance both individual work and collaboration.

And let's be clear — this is not a fixed expense. This is a smart, strategic investment for your company's productivity. In fact, **91% of employers would agree that workplace design delivers an ROI** and 81% say workplace design is either very or extremely influential in improving productivity.<sup>3</sup> In truth, many companies haven't updated their work environment to reflect where they are headed. There is a major disconnect between their current spaces and the goals they are working toward. At Ghent, we're here to bridge the gap.



Ghent provides solutions that support autonomy, flexibility, and adaptable workspaces that Gen Z desires.

# Mobile Whiteboards, Partitions and Collaboration Hubs



## Roam Mobile Whiteboards

Simple Designs for Breakout Sessions



## Pointe Mobile Glassboards

Multi-Functional Glassboard & Partition



## The Nexus Collection

Mobile and Reversible Whiteboards



## GRVT

Mobile Collaboration Hub



# Building a Culture of Collaboration & Belonging



The [desire for interpersonal connection](#) is strong than ever after experiencing social isolation during the COVID-19 pandemic. Gen Z wants to be a part of something bigger. A company with a positive culture. A boss who cares about well-being. A job with a fulfilling purpose. And the workplace is the foundation that brings all this to life. Workplace design needs to incorporate [collaborative, open layouts](#) to empower the interpersonal culture Gen Z values.<sup>4</sup>

In addition to a collaborative layout, companies can showcase their values through branded spaces. [Branded spaces create a sense of pride and shared vision](#) that is both powerful and important to Gen Z.<sup>5</sup> They also deliver a memorable experience for employees and customers, which ultimately [reinforces brand identity and loyalty](#).

Ghent offers functional solutions that allow companies to promote interpersonal relationships, positive company culture and well-being. From [precise color matching to custom logos and graphic integration](#), Ghent makes it easy to personalize boards and displays that align with your brand and environment.

**Fun Fact:** GMi Companies, parent company of Ghent, has been recognized as a Top Workplace for multiple years in both the Greater Cincinnati region and nationally.



# Custom Branded Boards, Display Cases & Mythos



## Ghent's Custom Graphics

Custom printing, colors, logos & more



## Heritage Display Cases

Crafted to showcase timeless achievements



## Varsity Display Cases

Classic oak case for proud displays



## Mythos

Functional design that showcases your brand



# Wellness – Driven, Inclusive Environment for the Neurodiverse

Inclusivity is a top priority for Gen Z, particularly when it comes to neurodiversity. **80% of Gen Z workers said they would be more likely to apply to a company who has resources for neurodivergent employees.**<sup>6</sup> Neurodiversity consists of individuals whose brain functions differently than what we consider typical. This includes those with autism, ADHD, dyslexia, and any other neurodevelopment conditions. Neurodiversity celebrates the diversity of human minds and ways of thinking. What was once viewed as a challenge is now recognized as a strength.



Embracing neurodiversity is a key factor that separates good companies from great ones. Neurodiverse individuals often excel in pattern recognition and data analysis making them ideal for careers in AI, cybersecurity, and engineering. In fact, more inclusive companies are 70% more equipped to tap into new markets and 75% more successful transforming ideas into products.<sup>7</sup> A Harvard Business review study found that neurodiverse teams were 30% more productive in the right environment.<sup>8</sup>

But what kind of environment best supports neurodivergent individuals? Those with different cognitive needs **often thrive in workplaces that offer quiet areas and natural light** — benefits that also support many neurotypical employees.

Ghent offers solutions that support neurodiverse individuals while creating inclusive spaces — both inside and beyond the four walls of the office — **where everyone can thrive.**

# Acoustic Panels, Partitions & Preserve



## Hex

Hexagonal panels for acoustic control



## Acoustic Desktop Surround

Freestanding privacy & distraction screen



## Control Shelving Unit

Acoustic space division & organization



## Preserve

Outdoor productive collaboration tool



# Harmonizing Technology and Analog Solutions for a Sustainable Future

Gen Z is a generation of eco-conscious, digital natives. Growing up with technology they expect workplaces to stay up to date. But **they also enjoy classic analog tools**, like the feel of pencil on paper, the crisp, colorful lines of a whiteboard and the simple act of pinning ideas to a tack board. As AI becomes more prevalent in office settings, it takes on repetitive tasks, freeing professionals to concentrate on creativity, strategy, and big picture thinking.<sup>10</sup>

With a growing emphasis on sustainability and the rise of new technological tools, **office design must evolve to keep pace**. As professionals are given more time to think big picture, they also need environments that support that mindset. They need spaces where ideas can take shape. Ghent boards offer the perfect canvas for brainstorming, sketching, and bringing fresh thinking to life.

Sustainability matters to us. From recycling to responsible production, we're committed to doing things the right way. With **95% of our products made in the USA**, we maintain control over every step, from sourcing materials to final assembly. We're also proud to be **the only company offering LEVEL certified Glassboards**. Our forward-thinking manufacturing, ethical practices, and eco-conscious mindset make us a perfect fit for the Gen Z workforce.



Some of the top workplace design features to enhance employee engagement and productivity include:

1. Collaboration spaces enhanced by immersive technology — such as VR training simulations, 360-degree video conferencing, and Aria Connect hybrid whiteboarding tools (56% agree)
2. Eco-friendly sustainability design elements — such as Ghent's LEVEL® certified Glassboards (46% agree)<sup>3</sup>

## Ghent is Gen Z approved!

# Technology and Sustainability Integrations



## Aria Connect

Frameless magnetic glassboard paired with a camera that captures and shares real-time writing for seamless hybrid collaboration.



## Flyte™ Duo

Frameless, double-sided whiteboard mounted by magnets, featuring a glossy everyday-use side and a matte projection side.



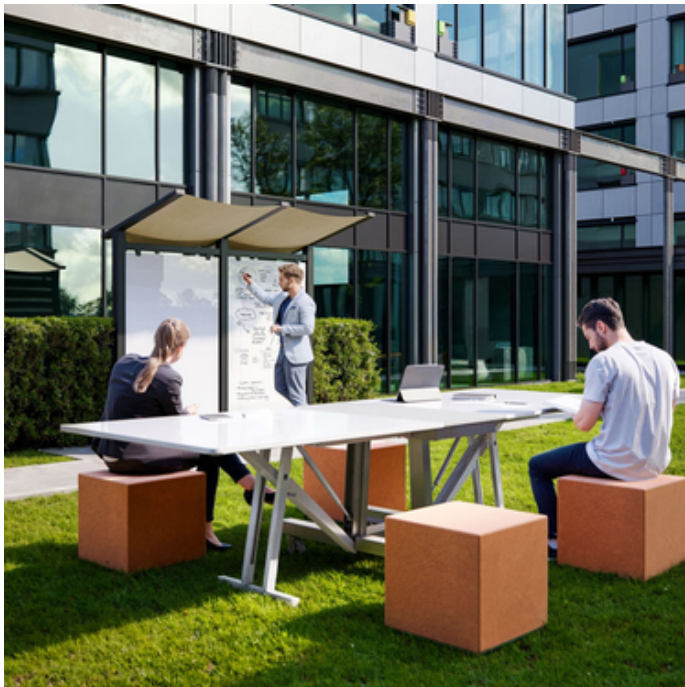
## Define Space Division

Glassboards, acoustic panels, storage, and tech integration in one modular system—ideal for focus, collaboration, and space division in open-plan spaces.



# The Future of Work Starts Here

As this generation transitions into leadership roles, we can expect a continued push for work environments that prioritize inclusivity, flexibility, and support for all workers — neurodiverse or otherwise. Gen Z's approach to the workplace is not just about trendy perks but about creating an environment where everyone can thrive. Companies like Ghent are setting the stage for workplaces that meet these evolving demands, providing products that enhance focus, autonomy, and overall well-being.



Ultimately, the goal is clear: workspaces should support every worker. By fostering inclusive design choices, workers are more productive, and employee retention increases across the board. With thoughtful design choices like selecting solutions from Ghent, the workplace can become a space where all employees — especially Gen Z — are empowered to feel confident and productive in their roles.

# About Ghent

Since 1976, we've been crafting and serving our customers' needs with innovative and customizable products, exceptional customer service, and on-time, hassle-free delivery. As a premium supplier of visual communication tools, Ghent is your one-stop shop for blended solutions to enhance your office, conference room, workspace, or classroom.

**Quality:** with over 95 percent of our products made in the USA, we know what quality looks like. Our products feature durable materials and surfaces that are resistant to scratches, stains, ghosting, and wear. We outlast the competition and back our products with up to 50-year warranties.

**Customization:** every whiteboard, glassboard and bulletin board that leaves our dock is made to order by men and women who understand the importance of quality craftsmanship. We feature near endless customization options that include size, shape, color, materials, fonts, images, and so much more.

**Easy to Use and Clean:** our products are manufactured to make writing on them a breeze. They are also easily cleaned and disinfected. Surfaces and materials are specifically chosen to adhere to BIFMA's guidelines for performance as it relates to typical cleaners, disinfectants, and methods for cleaning and maintenance.

**Secure Shipping:** we ship our products on time and guarantee that they arrive damage free. We have taken the time to master all the complexities that go into shipping and have developed custom packaging specifically molded to protect our products, which is why we have the lowest damage rates in the industry.

**Incredible Customer Service:** as a team of passionate and qualified individuals, we work to follow through on our promises, from marketing and customer service to production and shipping. We are confident that you will find the perfect visual communication tool that is perfectly customized to meet your needs.

**From our people to your people, you can count on us.**



**(800) 543-0550**



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## Resource Links

1. <https://www.forbes.com/sites/christinecruzvergara/2024/12/23/what-we-can-expect-from-gen-z-in-the-workforce-in-2025/>
2. <https://www.inc.com/ryan-jenkins/72-percent-of-generation-z-want-this-communication-at-work.html>
3. [https://cdn.prod.website-files.com/6509fe179d7033a278a05268/67b79cb7a5fbb4be3277acf7\\_State\\_of\\_work\\_Actionable\\_analytics-Report-Envoy-250220.pdf](https://cdn.prod.website-files.com/6509fe179d7033a278a05268/67b79cb7a5fbb4be3277acf7_State_of_work_Actionable_analytics-Report-Envoy-250220.pdf)
4. <https://hushoffice.com/en-us/what-does-gen-z-want-out-of-the-office/>
5. <https://www.workdesign.com/2023/08/preparing-your-office-for-gen-z/>
6. <https://www.hrdiver.com/news/gen-z-hiring-recruiting-neurodiversity/604453/>
7. <https://www.fastcompany.com/91299091/the-majority-of-gen-z-is-neurodiverse-is-your-company-ready>
8. <https://hbr.org/2017/05/neurodiversity-as-a-competitive-advantage>
9. <https://ipgsf.com/gen-z-office-design-trends/#:~:text=Flexibility%20and%20Versatility,focused%20work%20and%20collaborative%20endeavors.>
10. <https://www.linkedin.com/pulse/workplace-future-generational-shifts-ai-redefining-office-chris-mason-mkltle/>