

MAR Facilities Management: Engaging Generation Z in Facilities Management: A Strategic Imperative for Sustaining the Talent Pipeline
Author: Adam Toubal



MAR Facilities Management
White Paper 2024

www.marfm.co.uk

Document date: 13/06/2024
Document number: 00924





Executive Summary:

The Facilities Management (FM) industry stands at a critical juncture, facing the challenge of attracting and retaining the next generation of talent. Generation Z, defined as those born between 1996 and 2012, is entering the workforce with a unique set of values and expectations. This white paper explores the importance of apprenticeship schemes, mentoring programs, and innovative engagement strategies to ensure that the FM industry remains vibrant and capable of meeting future demands.

Introduction:

As the FM industry evolves, it is imperative to address the looming and serious talent gap exacerbated by the retirement of Baby Boomers and the shifting priorities of Millennials. Generation Z represents a significant portion of the potential future workforce, and their engagement is crucial for the continuity and growth of the FM sector.

Understanding and engaging with Generation Z:

Generation Z is technologically confident, values inclusivity & diversity, seeks meaningful work, and desires flexibility and a great work-life balance. They are pragmatic and financially minded, although not always financially savvy, but certainly financially driven, having grown up during a massive period of economic uncertainty.

To appeal to this demographic, the FM industry must align its recruitment and retention strategies with these core values if it is to establish itself as an attractive and meaningful sector for Gen Z, who will contribute to the sector's growth and possess superior earning potential, as our

great buildings are not disappearing in the near future.

Apprenticeship Schemes:

Apprenticeships offer a blend of multi-talented exposure, paid work experience, and training, which is attractive to Gen Z individuals seeking practical skills and career progression without accruing significant debt. The Institute of Workplace and Facilities Management reports that 75% of employers offer a full-time job upon completion of an apprenticeship. By promoting apprenticeship schemes, the FM industry can provide a clear pathway for Gen Z to enter and thrive in the sector.

Mentoring & Development:

Mentoring is a powerful tool for personal and professional development. It provides Gen Z with the guidance, first-hand reassurance, and support they need to navigate their career path. Effective mentoring should be structured and led to executive sponsorships, ensuring that high-potential candidates receive the necessary exposure, such as Senior Director airtime, and opportunities for advancement.

Engagement Strategies:

To engage Gen Z, the FM industry must:

- Create collaborative, open and comfortable workspaces and foster a team-oriented culture.
- Promote diversity and inclusivity in the workplace.
- Invest in the latest technology and tools that enhance efficiency and appeal to a tech-confident generation.
- Offer flexible hybrid work arrangements, including remote work options and varied office spaces.



As a Gen Z writer, my take on it is as follows:

Generation Z is characterised by a need for speed and instant gratification, driven by our upbringing surrounded by technology and social media. We demand quick feedback, transparency, and justification for tasks we do in the workplace and the reasons why we do them.

To effectively engage and motivate us as Gen Z workers, the offer of autonomy, yet providing transparent feedback, utilising social rewards, and a by providing creative culture of realness and transparency in the workplace is what we look for. Flexibility, rapid adaptation, and public social rewards are some key elements to attract and retain my generation in today's FM workforce, as a new Apprentice to MAR FM I am excited about the future and how I can shape the next generation into the workplace.

Conclusion:

The FM industry must proactively adapt to the expectations of Generation Z to secure a robust talent pipeline. Through apprenticeship schemes, structured mentoring, and targeted engagement strategies, the industry can cultivate a workforce that is equipped to handle the challenges of the future.

Recommendations:

- MAR Facilities Management (using the resources of our Apprenticeship levy) wants to expand and promote apprenticeship and training programs tailored to Gen Z across many departments, not just the Sales & Marketing department.
- Develop structured mentoring programs (in partnership with an external training provider like Preato) that lead to executive sponsorships.
- Invest in cloud-based technology and create a flexible, inclusive and collaborative work environment.
- Engage in continuous dialogue with educational institutions to align curricula with our industry needs.
- By implementing these recommendations, MAR Facilities Management is looking to position itself as a leader in attracting and nurturing the next generation of FM professionals.



FACILITIES MANAGEMENT

Head Office

Ashlyn House
Terrace Road North
Binfield, Bracknell
RG42 5JA

T: 01344 462 345

London Office

The Metal Box
30 Great Guildford
Street, London
SE1 0HS

T: 0207 402 4040

info@marfm.co.uk
www.marfm.co.uk