



Located in Matured Desa Cemerlang Zone,  
Johor Bahru



## FRONTIER 2 APPRECIATION NIGHT

**Frontier phase 2 result:  
100% sold and 95% occupied!**

This is definitely worth celebrating. Today, Frontier is a vibrant and active community and we owe this success to all our buyers and end-users.



### FRONTIER PARK 3 - NEW LAUNCH



▲ Cluster Factory  
TYPE I Land Area: 8,973 – 12,238 sq.ft.  
Built-up Area: 5,991 sq.ft.



▲ Semi-Detached Factory  
TYPE G Land Area: 11,237 – 15,513 sq.ft.  
Built-up Area: 6,790 sq.ft.



▲ Semi-Detached Factory  
TYPE H Land Area: 21,131 – 31,163 sq.ft.  
Built-up Area: 15,064 sq.ft.

Developer



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frontierpark.my



Multi-Award Winner



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FRONTIER PARK

**PIONEER BUSINESS CAMPUS  
in Malaysia**

www.wbland.my

FRONTIER NEWSLETTER

2020

# WHAT DO THE NEXT GENERATION EMPLOYEES REALLY WANT?

Is your business ready for them?

Authority is questioned regularly. No technology remains leading-edge for long. A year is long-term, and five years is just an illusion. In a world that is constantly changing, instant response is part of life. Sounds familiar?

Welcome to the Millennial Generation. They may be the most difficult to manage to date, but they may be the most high-performing workforce in history.

More inside



## “In JB, business owners’ fear is whether employees today will cross over to S’pore tomorrow”

Born between 1980 and 1999, millennials now make up 38% of the workforce, according to a poll done by Gallup. By 2025, it will be 75%. They will bring new attitudes and behaviours to the workplace. Are you ready now?

In Johor Bahru, business owners’ constant fear is whether employees today will cross over to Singapore tomorrow. Yet, do you know pay is not the only factor in attracting and retaining talent? Studies by one of the world’s largest recruitment agency, Glassdoor, found that four out of five workers prefer new benefits over a pay rise. In a Global HR Trends Study by Mercer, today’s employees value working with a purpose and commitment to health and well-being. So how can we make the workplace more attractive, beyond pay alone?



## HOW TO ATTRACT TALENT?

**Do you know that Google receives 2.5 million job applications per year?**

The world’s biggest search engine is also rated No. 1 Employer for 2019, making the tech company the ultimate talent magnet.

Best-selling author and HR practitioner, Dr John Sullivan, attributed the extraordinary success of Google and Apple to their shift to become innovation companies and talent magnets. “Surprisingly, they were nobody in the competitive landscape in 1990s but have dominated the industry in the last decade.”

According to Psychologist and best-selling author Rod Friedman: “What leading organisations have done is to create a touchpoint map to anticipate employee experience. Apple Store is designed to be clean, uncluttered and with no middleman between customers and access to Apple’s products.”

He noted that Apple uses its space to communicate a message to its customers. “Organisations can also use the workplace environment to send a message the organisation wants to convey to attract like-minded talents – say innovation, vision and philosophy.”

To achieve this, HR Advisory and Research firm, Jeanne C. Meister recommended workspaces that are “healthier, with better lighting, more comfortable, and more fun.” While fun is difficult to define, the least we can do is to seriously consider the entire work-experience of Millennials for they look at more than just a salary.

To us in Johor Bahru, this means we should not limit their design investments to the lobby or the office because they are visible to customers and clients. The entire experience must be extended to employees, especially the Millennials. Or they will wonder if it was all a façade! Take extra care for the “informal spaces” from the lobby to the deep-heart of the workplace to make the employees feel welcome enough to gear up for high-performance.

## HOW TO UNLEASH THE HIGH PERFORMANCE OF EMPLOYEES

**For a workplace to be productive, communal spaces are essential.**

According to Friedman, “organisations like Google, Intel and Cisco are pouring millions of dollars into re-designing buildings, tearing down walls, and re-configuring conference rooms. It’s not simply for the sake of giving employees an appealing environment – it’s driven by a new-found recognition that there is a connection between space and innovation.”

In a 2007 study, 100 students took part in an experiment. Half took a test in a room with ten-foot ceilings while the other half took the same test in an identical room with eight-foot ceilings. The ones in the room with higher ceilings were significantly better at finding connections between seemingly unrelated objects than the other group. This proves that our work environment even ceiling height can affect the way we think and perform.

For a workplace to be productive, communal spaces are essential. Friedman noted that quality of employee relationships suffers “when communal spaces are lacking in a workplace”. Offering indoor or outdoor spaces for employees to gather is vital in just about any industry – one that can bolster employee relationships, create networking opportunities and spark creative interactions.”

Meister shares the same perspective as “a company promoting a culture of high-paced innovative, creativity and a sense of fun at work will find it hard to promote these values in a bland, gray, cubicle-filled workspace that likely saps employees’ energy rather than inspires employees to achieve creative breakthroughs.”



Frontier Park – Social, Safe, Serene

## THE RISE OF BUSINESS CAMPUS

Contrary to popular belief, the idea of a Business Campus is not a recent development but a proven concept that helped companies leap forward. It actually existed since 1942, where innovation pioneer AT&T created Bell Labs in New Jersey, USA. General Motors and General Electric soon followed with similar suburban campuses in the 1950s. Early campuses were called industrial park or technology park – with emphasis on the connection of industry and science to nature.

**Business Campus is not a recent development but a proven concept that helped companies leap forward.**

Business Campus offers a refreshing alternative to the traditional “lumping together” of marketers, accountants, and salespeople into identical office spaces with little or no environmental adaptation. Today, cutting-edge companies, such as Google, Cisco and Apple have modelled the modern workplace after the contemporary college campus. The campus offers a range of settings, from serene parks, cafeteria, to sports and team-building facilities. The campus serves as a tool. It’s up to the students to use the facilities and develop their own formulae for success.

People are now designing workplaces that embrace such a similar approach, offering employees a variety of settings and giving them the option of choosing their own path. By incorporating some fun, “electric” designs, you can create an assortment of distinct atmosphere, such as a (café, a quiet library, and inspirational corner).

When companies offer employees different choices of locations, they don’t just create an environment that better positions workers to succeed – they empower their team members, demonstrating trust in their decision-making abilities.

Workplaces are physical manifestations of a company’s culture, yet a campus approach may sound complicated, since Google’s campus is spread out over 26 acres. However, there is a less expensive option that can give you the same benefits and effects without spending that much.



Frontier’s Urban Park

## Frontier Park: Built for the Future, for the Next Generation

**“Do not ever under-estimate the influence physical structures have on culture.”**

Built to be safe, serene, and social, Frontier Park is an adaptation of the proven business campus model. Embracing some of the Western-based principles, it has also been adapted to suit our climate and culture. For example, because of our hot and humid climate, Frontier Park is creating the first-ever clubhouse-like café that will be a conducive space for meeting clients, off-site brainstorming sessions or even organised workshops in the sizable and flexible space.

Next to the café is an Urban Park that is designed to be shaded both naturally and artificially to provide the closeness to nature but yet reducing over-exposure of sunshine. This is where team-building, sports events, or where you can stroll through after lunch on the way back to work. This enables more conducive environment for various type of work and also fosters a stronger sense of identity and community.

The photogenic campus, is designed with the 3 core theme, Safe, Serene and Social being clearly visible upon entering the park. It offers the organisation the opportunity to materialise their culture, brand and sense of purpose in the physical landscape.

Ideas are no longer conceived sitting at a desk, but on your daily walk to the café. For employees, it is not just a place to work, but a place they will want to stay and play, eat and socialise.

Frontier factory buildings feature a high office ceiling, open-space design, large windows, impressive glass frontage. The outdoor landscaped Urban Parks and indoor amenities are purpose-designed to complete Frontier Park’s Business Campus environment.

Meister emphasized: “Do not ever under-estimate the influence physical structures have on culture.”

The future is bright with Millennials being our key driver of growth. However to attract and to realise their full potential as high performers, we must ensure that the physical workplace and the business culture are well-aligned.



Frontier’s Urban Park



Bell Labs in New Jersey, USA



Googleplex Communal Space