

# Who's Next? Next Generation of Logistics

## Moderator:

- Mike Knox, Global Executive Solutions Group

## Panelists:

- Stacy Webb, Sanderson Farms
- Ken Braunbach, Walmart-U.S E-commerce



# Session Overview

- Millennials
- Why and What
- Attracting and Retaining Millennials
- Questions and Answers



# Generations

	<b>GI GENERATION</b>	<b>SILENT GENERATION</b>	<b>BABY BOOMERS</b>	<b>GENERATION X</b>	<b>MILLENNIAL GENERATION</b>	<b>GENERATION Z</b>
Years	Born before 1936	1937-1945	1946-1964	1965-1976	1977-1993	1994-
Ages	76+	67-75	48-66	36-47	19-35	18 and younger
Major Events	WORLD WAR II ..... GREAT DEPRESSION	WORLD WAR II ..... GREAT DEPRESSION ..... ADVENT OF TV, TELEPHONES	CIVIL RIGHTS ..... WOMEN'S LIBERATION ..... COLD WAR	VIETNAM ..... WATERGATE ..... ADVENT OF MTV	AIDS ..... TECHNOLOGY	9/11 ..... IRAQ/ AFGHANISTAN WARS ..... MARKET CRASH
Major Traits	FORMALITY ..... UNIFORMITY ..... COOPERATIVE ..... PUBLIC INTEREST OVER PERSONAL GAIN	RESPECT FOR AUTHORITY ..... LOYAL ..... HARD WORK	EXPLORE ..... OPTIMISTIC ..... WORK-CENTRIC	INDIVIDUALISTIC ..... FLEXIBLE ..... SKEPTICAL OF AUTHORITY	TECH-COMFORTABLE ..... FAMILY-CENTRIC ..... OPTIMISTIC	MISTRUST IN POLITICAL SYSTEMS ..... ALWAYS CONNECTED ..... MULTI-TASKERS



# Millennials

## Born Between 1982 – 2004

- Largest Generation in U.S. History, 92M, compared to 61M Generation X and 77M Baby Boomers
- 1<sup>st</sup> Generation to grow up with smart phones and on-demand technology tools
- Largest burden of student debt and least amount of disposable income
- Healthiest Generation
- Largest number of job moves in a career, estimated to be between 15-20 over the course of their working career
- 75 percent of the workforce by 2025
- Consistently rank career pathing ahead of all other categories
- Most racially diverse workforce in US History \*US Census Bureau\*



# Why and What

## Why do Millennials want to work for an organization

- Company Culture-perception in the marketplace
- Engaged Management
- Communication
- Geographical perspectives
- Flexible work options

## What do Millennials want out of a career

- Experiences-cross training
- Feeling important-making a difference
- Progression that is definable
- Mentorship



# Attracting and Retaining Millennials

- Defining Career Pathing
- Job Description Transformation to include culture and market positioning, vision of the organization
- Upfront description of compensation
- Diversity Initiatives
- Inclusion in organizational strategic development
- Unique Benefits programs; i.e. College loan reimbursement, work from home, flex hours, PTO time
- Learning and development opportunities
- Regular exposure to executives within the organization



# Questions & Answers

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