

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

	GI GENERATION	SILENT GENERATION	BABY BOOMERS	GENERATION X	MILLENNIAL GENERATION	GENERATION Z
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
- 1st 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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