

The background of the slide features a soccer ball and its net, rendered in a light blue, semi-transparent style against a dark blue background. The net is visible in the foreground, and the ball is positioned behind it. The overall aesthetic is modern and tech-oriented, with circuit-like lines on the left and right sides of the central text box.

WINNING WITH THE NEXT GENERATION: MILLENNIALS

TRAINING A 21ST CENTURY WORKFORCE

- It's time to update the industry perception and it starts with YOU
- The Supply Chain industries are vital to the U.S. and World Economies
- Only 30% of current industry workers encourage their children to enter into the industry

Rise of Millennials in the Workforce



Source: Bureau of Labor Statistics Employment Projections, 2012

WHO ARE THEY?

MILLENNIALS

- Born between 1980- 2000
- The largest generation to enter the U.S Workforce
- Will make up 75% of the U.S. Workforce by 2030
- Achievement oriented
- Collaborative vs. Commanding Style
- Flexible with work arrangements
- Goal is to build a parallel career
- Aren't afraid to question authority
- Seek new challenges
- Family Centric
- The plugged-in generation
- Surpassed the Boomer generation as the largest living generation

BABY BOOMERS

- Born between 1946-1964
- Optimistic
- Idealistic
- Independent
- Competitive
- Company Loyalty
- Prefers change of command / wants to climb the corporate ladder
- Motivated by position perks
- Goal is to build a legacy



WHY MULTI-GENERATIONS WITHIN ORGANIZATIONS ARE MORE IMPORTANT THAN EVER

- Improves company culture
- Allowance to understand different target audiences much better
- Problem-solving is efficiency and variation is increased
- Boomers bring in a culture of Work Ethic, Collaboration and quality
- Millennials bring in a culture of technology, future innovation, and computing metrics
- Diversity is critical!

WHY ARE MILLENNIALS CRITICAL TO BUSINESS CONTINUITY?

Studies show age diverse teams are more effective and successful

Boomers are retiring in droves

They push companies to evolve

They improve the overall well-being of the workplace environment

They were raised with a lot of structure and measuring systems; therefore, they expect metrics to continue and increase performance in addition to driving and defining clear assessment criteria

They're **ENTREPRENURIAL!**



WHEN IS THE
RIGHT TIME?

NOW

WHY NOW? THE NEW FRONTIER

- The industry is now grappling with an “I want it yesterday” consumer mentality
- There is no single means to meet the challenges of heightened expectations
- Promised time is now de facto from Origin to Consumers hand, no longer Port-to-port, Door-to-Door
- Change in immanent

DISPELLING THE MYTHS OF MANUFACTURING, LOGISTICS, AND SUPPLY CHAIN CAREERS

- Highlight the benefits of the industry and careers that go along with it
- Highlight the stability and growth potential (Manufacturing and Transportation have the highest average wages in the private sector industries and highest tenure)



EVALUATE, THEN RE-EVALUATE RECRUITING STRATEGIES



“Try before you buy”- Make the investment in an internship program for High School Age and College Age Millennials



The trade off? They get the credit along with an introduction to an industry they may or may not have thought about and you get the opportunity to see if and how you can utilize the employee by making them a full time offer in the future

FOCUSING ON CAREER DEVELOPMENT FOR THE FUTURE

Ensure that "room for growth" is highlighted in your recruiting strategy

Engage in High School and University lectures and programs to show them that you're just as interested in seeking them out and be passionate about what the industry will bring to the table

Millennials are not interested in dead end jobs. Ensure that job descriptions don't include static connotations

Have a transparent roadmap for success and how to help them achieve this

WHAT'S IMPORTANT TO MILLENNIALS?

- Alignment with Corporate Values
- The job is no longer about the paycheck or the title; its about the purpose and making a difference in the industry that they're in
- They behave as consumers in the workplace. They have much more freedom and options to look for roles and organizations that enable their best performance
- Offer of competitive salaries
- Build Trust: when Millennials believe their company has a high trust culture, they're 22 times more likely to want to work there for a long time
- Teamwork and knowledge share is critical
- Empowerment
- Employee development

SETTING EXPECTATIONS

- Mentoring and reverse mentoring: Sharing skills in both directions with one another
- The intergenerational rivalry is a myth. Teamwork is real and always will be
- The expectation of being able to “make a decision and make it good” – empowering them and giving them autonomy to make decisions on their own

CO-MENTORING? SIGN THEM UP!

- Having a tenured employee help a younger team member understand the work culture and process in exchange for the younger partner understanding new technologies and tools creates an up-stream downstream benefit
- Creation of feedback loops gives employees opportunities to provide innovative solutions to business problems and feel invested in the company's success
- If the employee is able to share feedback in a trusted environment, then the employee will remain engaged and is less likely to turnover than their peers who may not have the opportunity to do so

COLLABORATION

- Teamwork makes the dreamwork
- Millennials are known as the "Collaboration Generation"
- They choose collaboration over competition- this doesn't mean they aren't competitive, they just choose "co-opetition"
- The realization that there will be more accomplished in working together than the scorched earth approach is clear
- Millennials value the social aspects of work
- Gone are the days of cubicle work and here are the days of co-habitation and hoteling

A STRONG BRAND AND SENSE OF PURPOSE

- Millennials want a company they can be proud of
- Highlight sustainability practices / Social Practices which the company participates in
- Highlight opportunities for industry certifications
- Keep employees informed on the good the corporation is doing and its core set of corporate values
- Millennials tend to put their money and time where their hearts are
- You must sell the “WHY” of your company

FOSTER CREATIVE THINKING

- Millennials are team players- over democratizing projects and tasks should not be a concern so long as there is a clear responsible leader
- Even though the team may have a tiered structure, allow for flatness where everyone's opinion is worthy of consideration
- Millennials prefer to self direct as long as the expectations for the role have been made clear with a clear timeline
- Practice creative brainstorming daily
- Teach them that it's ok to make mistakes so long as they don't make the same one too many times
- **THROW PERFECTIONISM OUT THE WINDOW**

TECHNOLOGY AND BUILDING A MILLENNIAL FRIENDLY WORKPLACE

- Generate awareness around state-of-the-art technologies and innovation that manufacturing, logistics, and supply chain relies on provides companies the opportunity to compete with the Silicon Valley Jobs
- By bringing the tech opportunities and implementation opportunities to the forefront, the industry can actively change the inaccurate perception of an outdated and dirty workplace
- Make them part of this process and implementation design

REWARDING CHALLENGES

- Millennials can be hard work, but they're critical for survival
- As leaders it will be important to understand what motivates different generations while avoiding negative stereotypes

FLEXIBILITY

- Higher demand of flexibility than previous generations
- It's important to view the balance as an integration than an equilibrium
- Millennials challenge the concept of traditional office life
- Millennial's value social connection
- Almost half of Millennials have children. Family related benefits are critical and over 80% of Millennials entering the workforce take the family work - life balance into consideration when choosing a company
- The ideal work-life balance for Millennials empowers them to effectively contribute to their organization, while having the resources and flexibility to care for themselves and to see their life's demands outside of work

INCREASED TRANSPARENCY

- Transparency is vital to engaging Millennials
- Honest, transparent leadership is one of the main traits they value
- Micromanagement, strict boundaries, and limited communication are not effective
- Encouraging a culture of transparency can give their engagement a serious boost

DEFINED CAREER GROWTH

- 71% of Millennials believe that employers should provide clear guidelines for earning promotions
- Define short term and long-term objectives
- Clearly lay the groundwork for what's expected
- Invest in development (have you seen this before? It's important!)



THE IMPORTANCE OF CONTINUING EDUCATION FOR MILLENNIALS



Millennials are interested in developing skills in their jobs



By investing in programs like internships, apprenticeships, and certification programs companies will be able to recruit and retain employees earlier on in their careers

FOCUSING ON THE POSITIVES

- They want to learn and grow
- They're intrinsically motivated to succeed
- They're cost effective
- They're genuine
- They're driven
- They think outside of the box
- They're super educated (the most educated generation yet!)
- They Collaborate
- They're tenacious
- They're Optimistic
- They're flexible

LEAD WITH INTENTION AND BE INTENTIONAL

- Intention is the element that drives motivated employees
- Intention is the meaningful fuel behind showing up and actualizing the mission
- Recruit with intention, passion, and desire to understand and foster the desire to win with the next generation



“YOU DIDN’T COME THIS FAR TO
ONLY COME THIS FAR, INVEST IN
THE NEXT GENERATION, THEY ARE
YOUR FUTURE!”

– TIFFANY BOWMAN (A MILLENNIAL)