

*Excerpts
From the
Presentation*

NLDC | National Logistics & Distribution Conference™

Welcomes Luncheon Speaker:

Keith Martino

President
CMI Assessments

Georgia Tech Global Learning Center / Atlanta, Georgia

Tuesday (Afternoon / Evening)

Leadership Track (Continued)

- 12:15 PM Lunch: **Leadership and Talent Development** – **Keith Martino**,
President – CMI
- 1:30 PM Session 3: **Building Your Corporate Culture** – **Gough Grubbs**,
SVP, Logistics / Distribution – Stage Stores
- 3:00 PM Session 4: **Leadership Transparency** – **Rick DiMaio**, *VP, Logistics
Operations – Sears Holding Corporation*
- 4:30 PM Session 5: **Panel Discussion: Q & A on Corporate Culture and
Leadership Transparency** –
Moderator: **Keith Martino**, *President – CMI*
Rick DiMaio, *VP, Logistics Operations – Sears Holding Corporation*
Chris Gaffney, *CCS President and Member of the Board of Directors
– The Coca-Cola Company*
Gough Grubbs, *SVP, Logistics / Distribution – Stage Stores*
- 6:00 PM Dinner / Reception

Leadership and Talent Development

- Generation Y: Friend or Foe? -

Keith Martino
President



Georgia Tech Global Learning Center / Atlanta, Georgia



The Future and “Y”

- **Who is “Gen Y”?**
- Why Should Corporate Leaders Care?
- Gen Y’s Strengths and Opportunities
- Gen Y Steps into the Workforce
- Five Leadership Recommendations

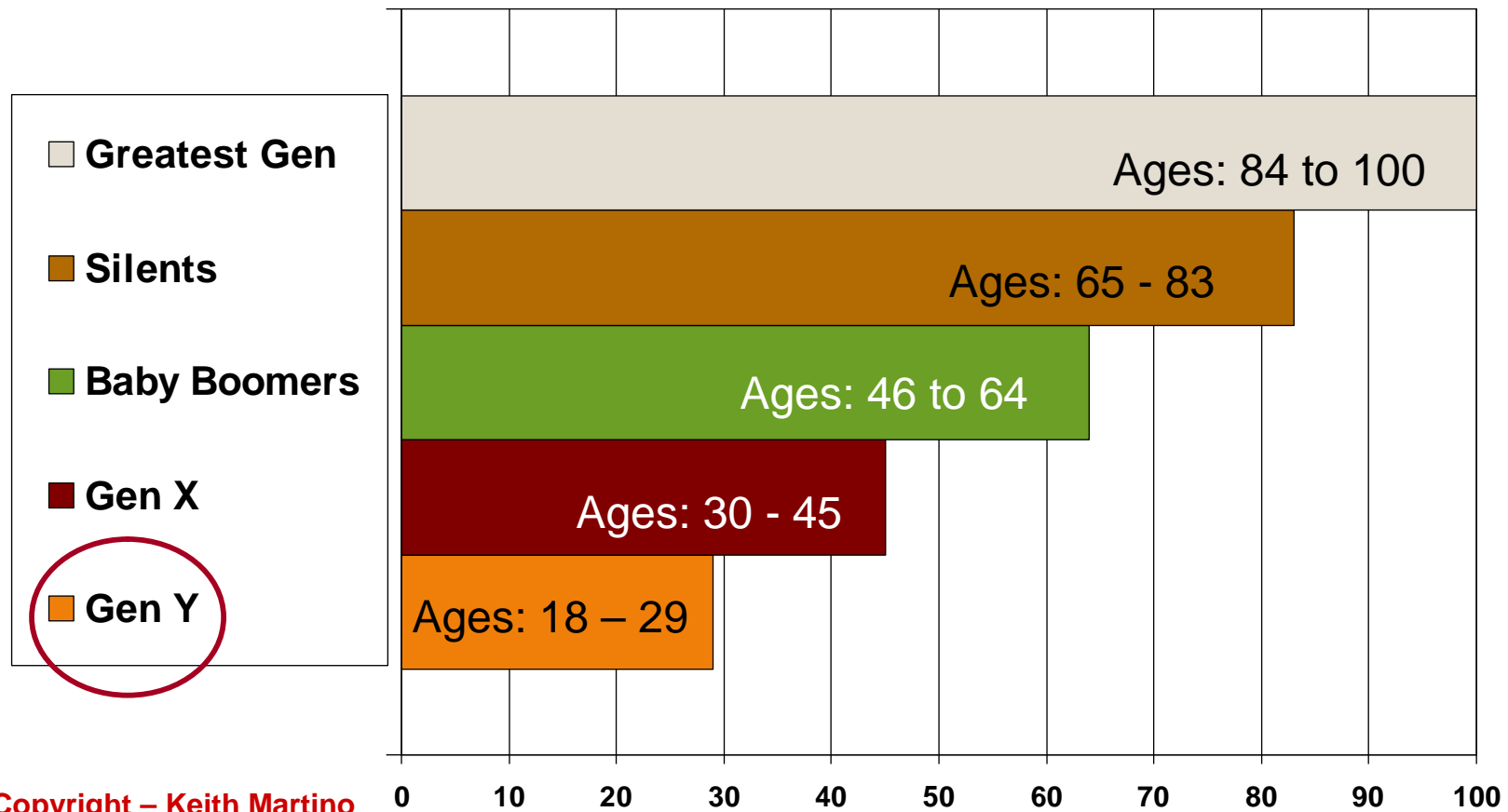


Who is “Gen Y”?

- The Millennials
- The Echo Boom
- Generation Next
- The Net Generation
- The Entitlement Generation
- The Wireless Generation
- Generation Why NOT???

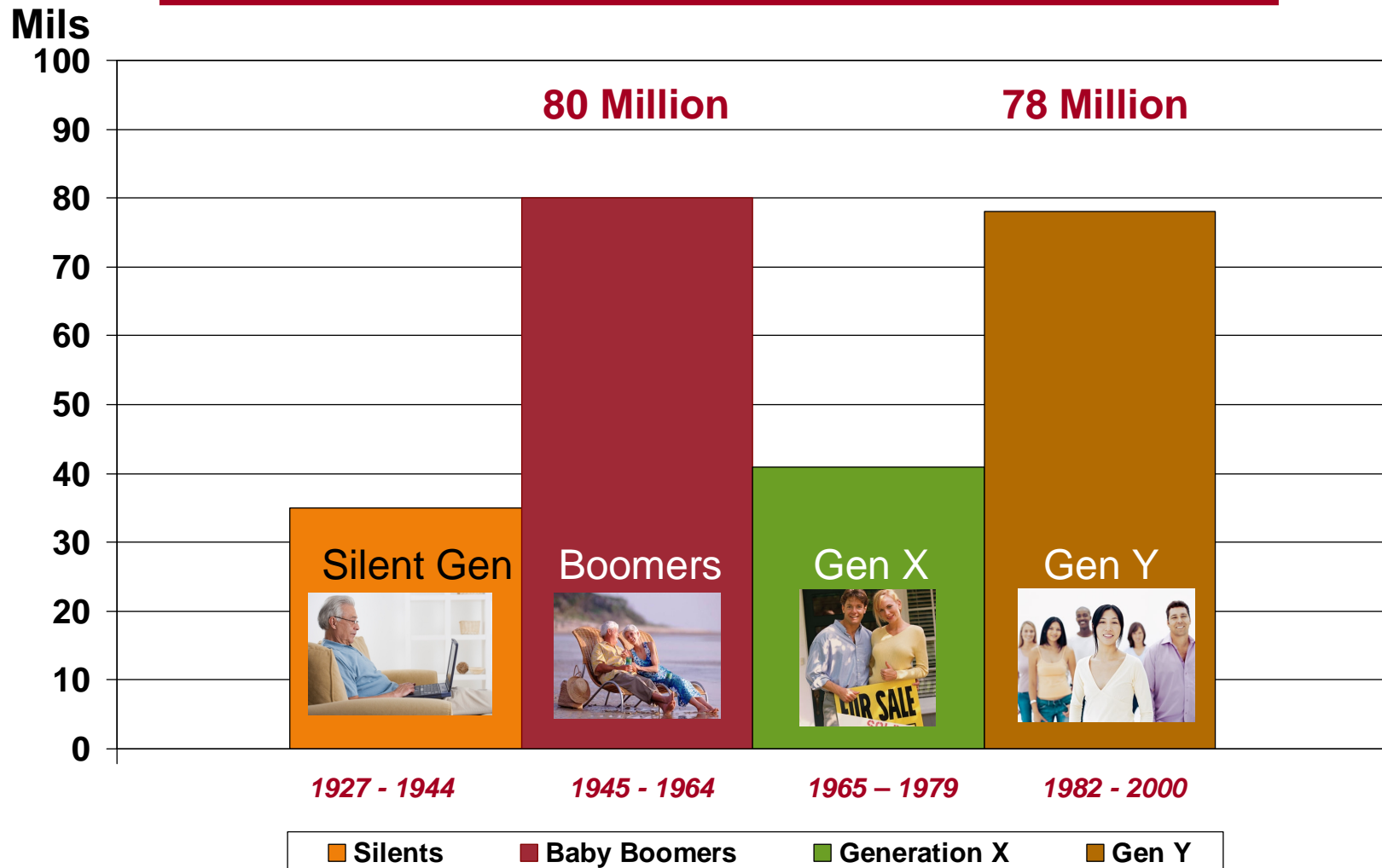
Where Does Gen Y Fit In?

Age Ranges of Most Recent Generations - 2011



Two Major Booms in Population Growth

Silent Generation through Gen Y



A Handful of the Events Shaping Generation Y

- The Columbine shooting
- The 9/11 attacks
- Corporate corruption scandals
- War on Terrorism
- Anti-Americanism
- A nuclear North Korea
- Emerging nations
- The “dot-com boom”
- The “dot-com bust”
- Hurricane Katrina
- BP Oil Spill



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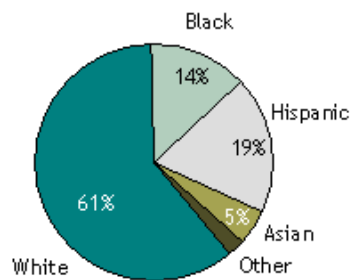
Source: *The Real Truth* online magazine– “Rise of the Millennials”
<http://www.realtruth.org/articles/080804-002-society.html>

More Diverse Than Ever

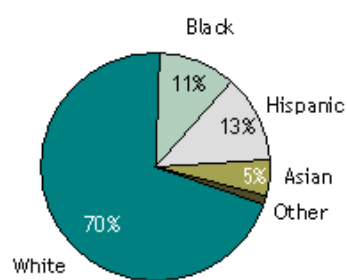


The New Face of America

Millennials (Ages 18 - 29)



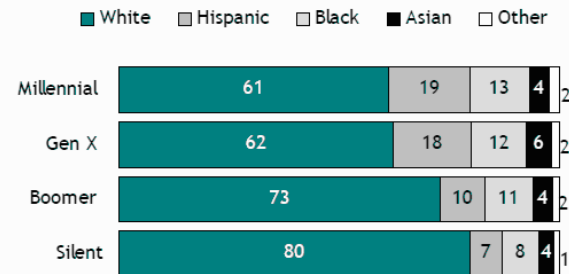
Adults (Ages 30 & Older)



Source: PewResearchCenter

Race/Ethnicity in 2009

% by generation



Note: All groups (other than Hispanic) are non-Hispanic.

Source: Pew Research Center tabulations from the March 2009 Current Population Survey for the civilian, non-institutional population

PewResearchCenter

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Just a Sliver of the Impact of Technology on Gen Y

Millennials Outpace Older Americans in Technology Use

	Millennial (18-29)	Gen X (30-45)	Boomer (46-64)	Silent (65+)
Internet behaviors	%	%	%	%
Created social networking profile	75	50	30	6
Wireless internet away from home	62	48	35	11
Posted video of themselves online	20	6	2	1
Use Twitter	14	10	6	1
Cell phones and texting				
Use cell to text	88	77	51	9
Texted in past 24 hours	80	63	35	4
Texted while driving	64	46	21	1
Have a cell phone/no landline	41	24	13	5
Median # texts in past 24 hours	20	12	5	--

Note: Median number of texts based on those who texted in past 24 hours.

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Social Media / Technology Usage

Millennials Make Frequent Visits to Social Networking Sites

% of social networking users who visit the site they use most often ...

■ Several times a day ■ Once a day □ Every few days □ Once a week or less



Note: Based on adults who have their own social networking profile. Silent Generation not shown because of small sample size. "Don't know/Refused" responses not shown.

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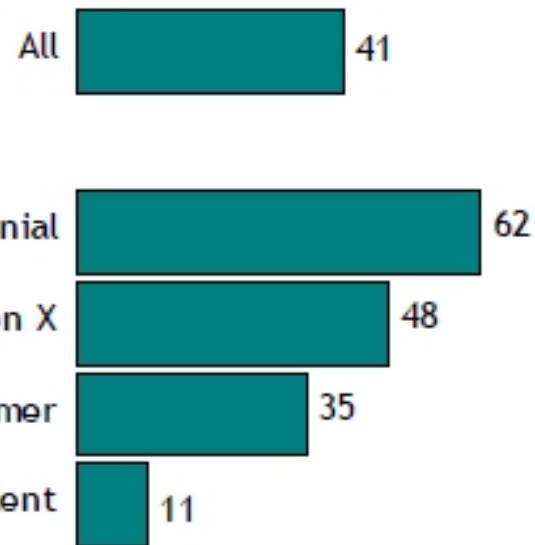
PewResearchCenter

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The Wireless Generation

More Millennials Connect to Internet Wirelessly

% who connect to the internet wirelessly using a laptop or handheld when away from home or work



PewResearchCenter



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They Embrace More Traditional Values Than You Might Anticipate...

- 94% Respect monogamy and parenthood
- 84% Revere marriage
- 88% Respect the U.S. Constitution
- 84% Respect the military
- More than 75% believe in the “American Dream”
- Less than 25% had any admiration for Hollywood

Source:

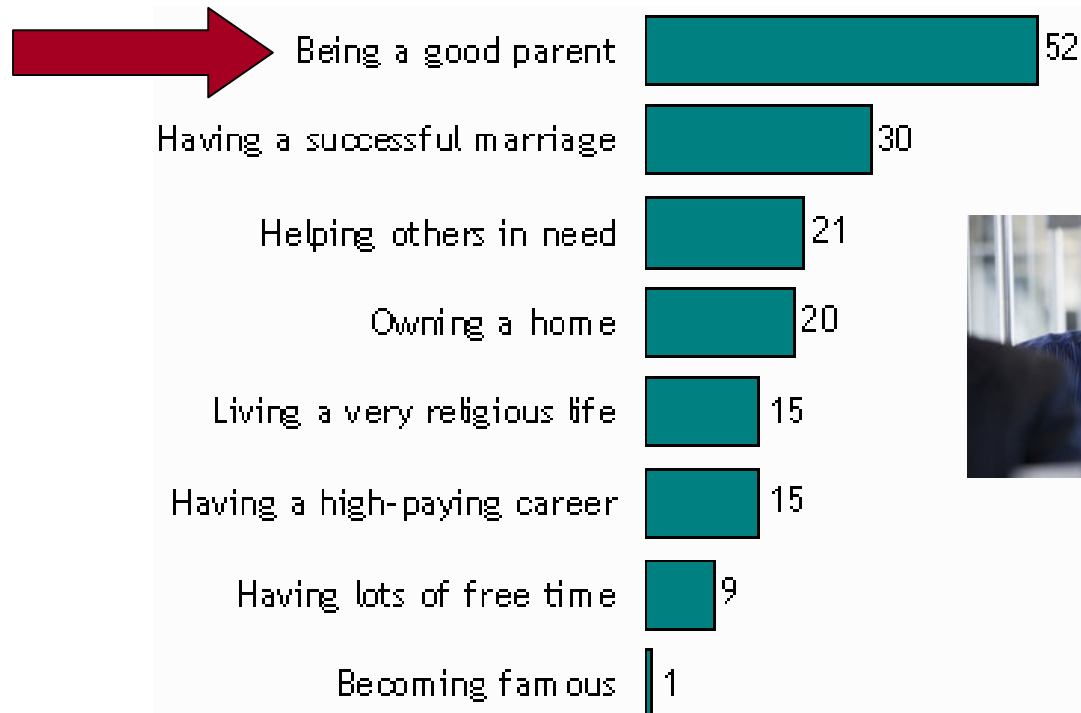
***Online Study by J. Walter Thompson
1,250 Millennials ages 21-29***

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Priorities for Gen Next

% saying... is one of the most important things in life





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