



Hot Topic Session Abstract
Annual Executive Business Forum
June 4 - 6, 2018

Session title:

The End of the Alphabet: Preparing for Generation Z

Session lead:

David Lande, AVP, Logistics, CarMax

Presenters:

Ignacio Arranz, Director, Transportation, Warehousing & Customer Service, Procter & Gamble

Misty Bennett, Ph.D., Assistant Professor, Central Michigan University

Mike Grayson, EVP, Worldwide Express

Session description:

2018 will be one of the first years that Generation Z hits the workforce. This session will explore how demographics have, and will continue to shape the workplace. Recruitment and retainment of talent will be two of the foremost challenges companies face as younger workers join their ranks. Professor Misty Bennett will share research on workforce strategy across generations. David Lande will facilitate a multi-generational panel discussion that will explore how different companies have successfully managed their workforces.

In this session you will gain the secrets of...

- The traits that make Generation Z, those born after 2000, unique
- How a blue-chip stalwart like P&G has successfully adapted to the changing expectations of younger workers
- How an office filled with Millennials and Gen Zers will differ from today's
- How the younger generation is leading a revolution in social awareness that is impacting the way we work and how and what we buy