

NIT LEAGUE TRANSPORTATION SUMMIT

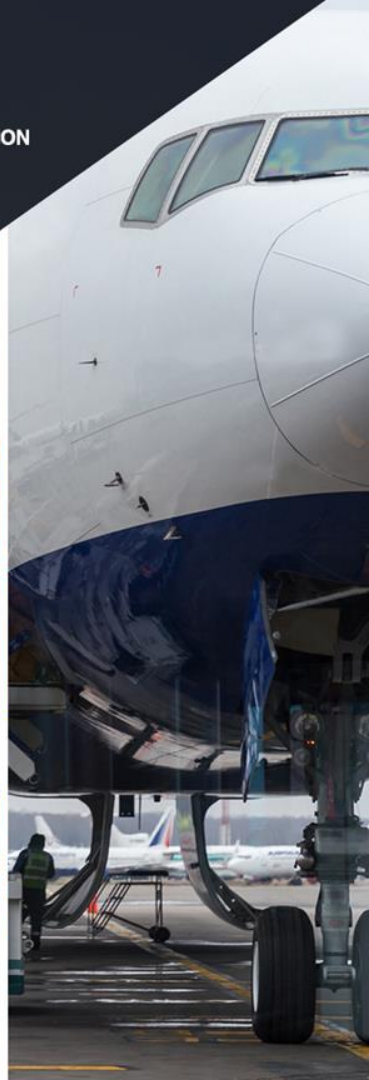


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THE NATIONAL
INDUSTRIAL
TRANSPORTATION
LEAGUE

WELCOME TO THE FUTURE: I MAKE A DIFFERENCE

**JAN 30 - FEB 1, 2017 ■ SAN DIEGO, CA
HILTON SAN DIEGO RESORT AND SPA**



THE MILLENNIAL WORKFORCE: INSIGHTS AND STRATEGIES

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John Chen, Director of Marketing, joined MCI USA in 2015. John currently serves as the managing director for the Public Media Business Association and vice president of marketing for the electronic retailing association. He also leads MCI USA's Millennial Engagement consultative group.

About MCI USA



- Helps companies and associations to strategically engage and activate their target audiences
- MCI USA serves as the United States platform for the largest global provider of strategic engagement and activation solutions.
- Headquartered in the Washington, DC area with offices in New York and Miami with over 100 full time team members.



Millennial Mark Defined

- Born between 1980 and 2000
- Most racially diverse generation (43% non-white)
- First generation since the Silent Generation that is expected to be less economically successful than their parents.



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The Millennial ERA

- First generation of digital natives
- Millennials grew up in an electronics-filled and socially-networked world
- Having been raised under the mantra "follow your dreams" and being told they were special, they tend to be confident
- Economic prospects declined due to recession in early 2000s

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Millennial Motivators

- 85% say helping to make a positive difference is more important than professional recognition
- 92% believe that business success should be measured by more than profit
- \$1 trillion in student debt (average is \$45,000)
- Median Income \$25k (age 18-27) & \$48K (ages 28-36)

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**OVEREDUCATED,
UNDER - EMPLOYED,
HEAVILY IN DEBT,
AND
LOOKING TO
MAKE A DIFFERENCE
IN THE WORLD**





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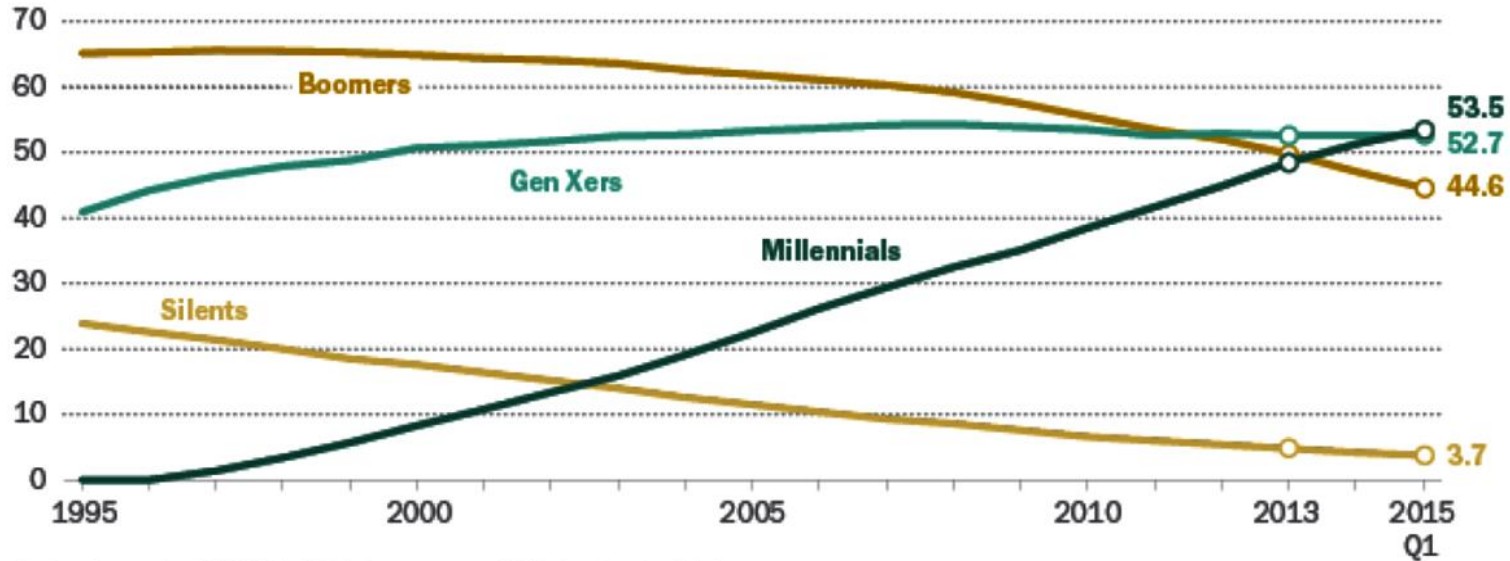
A photograph of four young adults (three men and one woman) gathered around a tablet computer. They are all smiling and looking at the screen with interest. The woman on the left is holding a coffee cup. The man in the center is pointing at the tablet. The woman on the right is wearing a grey beanie. The man on the far right has a beard and is also smiling. The background is a blurred city street.

THE IMPORTANCE OF

MILLENNIALS

US Labor Force by Generation

In millions



Note: Annual averages plotted 1995-2014. For 2015 the first quarter average of 2015 is shown. Due to data limitations, Silent generation is overestimated from 2008-2015.
 Source: Pew Research Center tabulations of monthly 1995-2015 Current Population Surveys, Integrated Public Use Microdata Series (IPUMS)

Millennial Workforce



Mark's Relationship with His Employers



Coaching



Collaboration



Measures



Motivation



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Tips for Mark's Future Employers

- Contribute to the culture; not conform
- Flexibility and accessibility over corporate protocols
- They want to discover & share everything
- If they cannot find what they need, they will use their creativity, know-how, & resources to create A BETTER SOLUTION

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Benefits Seen as Required, not a Perk

- Millennials expect companies to offer competitive benefits packages + competitive salaries
- They expect to weigh options; 50% will carefully evaluate their benefits options
- Healthcare ranks as most important in overall job satisfaction (9 out of 10)



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