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Shaking Up the Logistics Industry: THE MILLENNIALS TAKEOVER

By Nicole Voegele

Marketing Supervisor, ICAT Logistics, Inc.



What words come to mind when you hear the term “MILLENNIAL?”

Lazy? Self-absorbed? Entitled?
In terms of work, those generalizations are inaccurate and critical.

Born and raised during the Digital Revolution, those labeled as Gen Y's were thrown into the deep end, so to speak. Everything from political and economic changes, computers and new technology, and the rise of social media would shape who they are and ultimately change the workforce that was once known, forever.

In the last few years, Millennials have not only become the largest generation in the U.S. workforce, but they have also become the fastest-growing in terms of consumers in the marketplace. That means everything previous generations once knew is out the window, and conventional strategies and ideas are no longer acceptable.

Technology-savvy Millennials have the power to drive new innovations – something the logistics and transportation industry desperately needs. With many in the industry nearing retirement age, the demand for vibrant, adaptive and strategic-thinking leaders and employees is at an all-time high.

Accustomed to technology, Millennials have a hunger for providing creative concepts. Repetitive tasks will quickly become monotonous. They have the need to solve problems and find new ways to make systems run smoother. Their unique perspectives, such as enhancing

operational processes and procedures using interconnected devices and optimizing tracking capabilities through computers, tablets, smartphones, and even wearables, can give an ancient industry the modernization it needs.

Millennials see technology as a chance to work from anywhere, and that means the typical 9-to-5 just won't cut it anymore. Unlike previous generations, Millennials are more concerned with a healthy work-life balance. Flexibility in their work schedules is what can make or break their decision to accept a job. Numerous companies in the industry have adopted this concept, allowing their employees to work remotely, and many have seen an increase in engagement and productivity.

Open collaboration is something not everyone considers helpful during their work day. Many fear meetings knowing how much work is piling up while they are sitting in a conference room. But, Millennials? That's what they want. Teamwork is something that has been ingrained in their DNA. From the time they were kids until they went off to college, collaboration was always seen as standard way of life. Need a project completed? Work in a group. Need an idea? Talk within a group. Because of this mentality, Millennials are far more likely than other generations to

share their opinions of what is working within a company and what is not. They naturally question the current processes of a business and have no fear of challenging them.

Millennials want to work for a company they can trust. They want to be treated as human beings and viewed as important assets to their employer. Today, many Millennials will seek out companies that are socially, politically, and environmentally sound. Not only is this true when it comes to selecting their career, but this also applies when they are the consumer. If your existing practices aren't heading in an eco-friendly or sustainable direction, whether it's putting a recycling bin at every desk or going paperless with your invoices, statements, and back-up paperwork, it may be time to rethink the way you do business.

So, the next time you're about to hire a Millennial, don't jump to conclusions. They may just shake things up a bit – in a good way. ➔

About ICAT Logistics, Inc.

Established in 1993, ICAT Logistics has become a leading agency-based freight forwarder in the United States. ICAT provides customizable shipping and logistics solutions for each and every customer, and is dedicated to helping its agency partners, clients and vendors grow more profitably. One Call, Right Solution...DONE!

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