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For more information please contact

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#### ABOUT THE CLIENT

PepsiAmericas Inc., with \$3.7 billion in revenue, is the second largest Pepsi-Cola anchor bottler with operations in 15 countries around the globe. The company makes, sells and delivers a broad portfolio of Pepsi-Cola core brands, Cadbury beverages and other national and regional brands in 19 U.S. locations as well as Puerto Rico, Jamaica, Barbados, the Bahamas, Trinidad and Tobago, Poland, Hungary, the Czech Republic and the Republic of Slovakia. In total, Pepsi Americas serves a population of more than 122 million people.

#### BUSINESS NEED

PepsiAmericas hosts an annual conference for its global human resources team. Organizers wanted to address the changing workplace demographics, with a focus on how to attract and motivate the younger generations now dominating its workforce. Though much energy has been paid to the impending knowledge/talent gap of the exiting Boomers, PepsiAmericas wanted to focus its energy on how to best utilize and build upon the talents of the Xers and Millennials. Cam Marston was invited to give a keynote presentation to the entire HR team as part of the 3-day conference.

#### INSIGHT AND IMPACT

During his keynote, Cam provided key insights on how the generations approach the business world, including their expectations and struggles. He also shared multiple case studies that demonstrate how other organizations have begun to address the changing expectations of the younger workforce. His information was geared at helping the PepsiAmericas team understand the underlying reasons behind the changes in the generations as well as appreciate the strengths Gen Xers and Millennials bring to the workforce. Using company information and local references Cam provided a customized presentation that allowed conferencegoers to delve more deeply into this important topic and continue to generate new ideas for making the most of the changing demographics.