

# Attractive culture key for millennials, business leaders say

Posted on Friday, Dec 8, 2017

At the New North Summit in Green Bay, business leaders highlighted the importance of creating a company culture that's attractive to millennials.

Such a culture involves developing a mission that goes beyond just making money, according to Mike Haddad, president and CEO of Schreiber Foods.

"It is the physical environment, it's the social adjacencies, it's the tools that they need to fulfill their potential," Haddad said yesterday. "More and more today, people coming into the workforce want to know that their organization not only allows them to fulfill their potential, but are good stewards to the community, good stewards to the earth — and this is not squishy, this is good business."

He noted that 45 percent of Green Bay-based Schreiber Foods' employees are millennials, but says "it's a sin to homogenize."

"There are so many different backgrounds and experiences and beliefs in that certain age group," Haddad said. "But I do think in general that they place a higher value on knowing that the company they work for stands for something."

Kate Burgess, CEO for Green Bay's Elevate97 marketing firm, has thought a lot about how to attract millennial talent for information technology, design and creative.

"Millennials want more than just a paycheck," she said. "They want to connect to a company that has a purpose — show it, and it will help retain."

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