

Gartner for Supply Chain

# Gain Access to Future Supply Chain Talent

## Three Core Values of Supply Chain University Students



Being purpose-driven is crucial to gaining access to future supply chain talent. Leading chief supply chain officers (CSCOs) are communicating purpose clearly through internship programs, the interview process and the employee value proposition.

Gartner recently conducted seven focus groups with North American supply chain university students. During these interviews, we found that the role that supply chain plays to enable the enterprise purpose is important.

Student views of the roles that they want to play to enable enterprise purpose through the supply chain can be summarized into the following three areas:

### Experience



Students are looking for workplace experience where they have autonomy, multiple in-role and career experiences, the ability to ask questions and to grow. Diversity, equity and inclusion was also highlighted as being important to many supply chain students.

### Brand



We also find that brand purpose and impact are important when selecting a role. Students are aware of how enterprises can use their brands to make a wider impact, and they seek out brands known for social responsibility and innovation.

### Societal impact



Some students said that the supply chain needs to make a positive societal impact through its actions and brands. Students are thinking about how their future jobs will align to their values and societal benefits.

**“The most important thing is to be valued for who I am and what I do.”**

**“I want to work for a company that uses its brand for good.”**

**“I don’t want to be told to do something because that is the way things are (done).”**

**“It is important for the organization to make an impact on the world around me.”**