



ENTERPRISE HOLDINGS.



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STEVEN MCCARTY - Vice President of Talent Development

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ABOUT THE CLIENT

Enterprise Holdings – the largest car rental company in the world as measured by revenue, fleet and employees – operates a global network of more than 8,600 fully staffed neighborhood and airport locations under the Enterprise Rent-A-Car, National Car Rental and Alamo Rent A Car brands. In addition, Enterprise Holdings and its affiliate Enterprise Fleet Management together offer a total transportation solution, including extensive car rental and car sharing services, truck rental, corporate fleet management and retail car sales. Combined, these businesses accounted for \$17.8 billion in revenue, employed 83,000 and operated 1.5 million vehicles throughout the world in fiscal year 2014. Its goals: to be the best transportation service provider in the world; to exceed its customers’ expectations for service, quality and value; to provide its employees with a great place to work; to serve its communities as a committed corporate citizen.

BUSINESS NEED

Steady management at the top, combined with financial stability and a consistent ability to exceed customers’ expectations, has fueled more than five decades of profitable growth and defined Enterprise Holdings’ global leadership role in the car rental and travel industries. Last year, Enterprise Holdings worked hard to complete its international expansion in Latin America, the Caribbean and Europe. Going forward, Enterprise Holdings is focused on expansion in the Middle East, Africa and Asia-Pacific. The company’s Human Resources team of nearly 400 employees was looking for a way to merge its rich history with its exciting future. Among corporate America’s finest – with accolades for the quality of its training program, internships and overall employment experience – the HR team wanted a speaker with immense credibility who would respect Enterprise Holdings’ history, yet still challenge the team to think in new ways.

INSIGHT AND IMPACT

Cam Marston used real-world examples, personal insights, a strong knowledge of the company and humor to deliver a session that Steven McCarty, Enterprise’s VP of Talent Development, said was “absolutely a conference highlight” and left Enterprise’s HR team “bordering on excitement for the future.” Marston used data examining the generational demographics of rental car usage, employee demographics in the industry, and projected spending on in-town and out-of-town trips through the next five years, encouraging attendees to embrace change. “He gave us an understanding of why change is good, and why we need to be ready for it to accelerate,” McCarty said of Marston. “He provided insights into how we can take this message back to our managers and employees successfully. And he instilled confidence that if we continue to embrace forward thinking, we can continue our impressive record of success.”