

# The Dang Story

Mama Dang gave me a Thai lettuce wrap recipe one day. One ingredient stood out above all others: toasted coconut.

Today we sell and market healthy snacks across the US.

- Distribution in over 6,500 retail stores including Whole Foods, Target, Kroger, Stop & Shop, Sprouts, H-E-B, Amazon, Google.
- Certified B Corporation
- Over 4 million bags sold to date
- Profitable since year 1
- 65% market share for coconut chips



# Hippies Won the Culture Wars



Hippie Values:

- Authenticity
- Community
- Creativity
- Health and Wellness





# Millennials

- 21-35
- Digital Native
- Highly educated
- Less likely to hold strong religious beliefs
- Have lots of student debt
- Follow their hearts and passions



# Millenials @work

*Which of the following things do you believe make an organisation an attractive employer?*



# Attracting Talent

- DANG MISSION:

*To delight consumers by reinventing whole foods into Dang-worthy healthy snacks*

- It starts with a progressive company culture, which is needed to attract millennials.
- What's your "millennial selling pitch"?

- DANG VALUES:

- Honesty/Integrity
  - Ambition
  - Thrift
  - Modesty
  - Healthy Skepticism
  - Continual Improvement
- What are your core values?

# Retaining Talent

## AUTHENTICITY:

- Mission
- Feedback

## COMMUNITY:

- Collective success
- Career coaching
- Mentorship

## CREATIVITY:

- Growth oppty
- Freedom to dabble
- Ownership

- Perks don't matter as much as:

- Team chemistry, built over time
- Having a friend at work
- Flexible schedule

- Suggestions:

- Create teams and give them ownership
- CSR reports
- Team building events



# Millennials: The good/The bad

## ALL CLEAR:

- Digital everything
- Social Media
- Ambition – want ownership, credit
- Meaningful work
- Diverse workplace
- Unstructured work

## CAUTION:

- Technophobic companies
- Require coaching
- Short attention span
- Tension with older management
- Silos
- Rigid structure

# Thank you!



Vincent Kitiratragarn  
[vincent@dangfoods.com](mailto:vincent@dangfoods.com)

@vincentkitira  
#100%realmillennial