

Millennials, propósito y empresas: 3 claves de futuro

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WHO ARE MILLENNIALS?

LARGEST GENERATION YET

BORN BETWEEN 1980 2000

"GEN Y"

80 MILLION IN THE U.S.



2.5 BILLION WORLDWIDE

MOST ETHNICALLY & RACIALLY DIVERSE

GREW UP ALONGSIDE TECHNOLOGY



DOMINANCE OF SOCIAL NETWORKS



DO THEY MATTER?

% OF WORKFORCE IN THE COMING YEARS

50% BY 2020

75% BY 2030



MAKE A DIFFERENCE W/ THEIR WORK

- CONFIDENT
- HAVE HIGH EXPECTATIONS
- ACHIEVEMENT ORIENTED





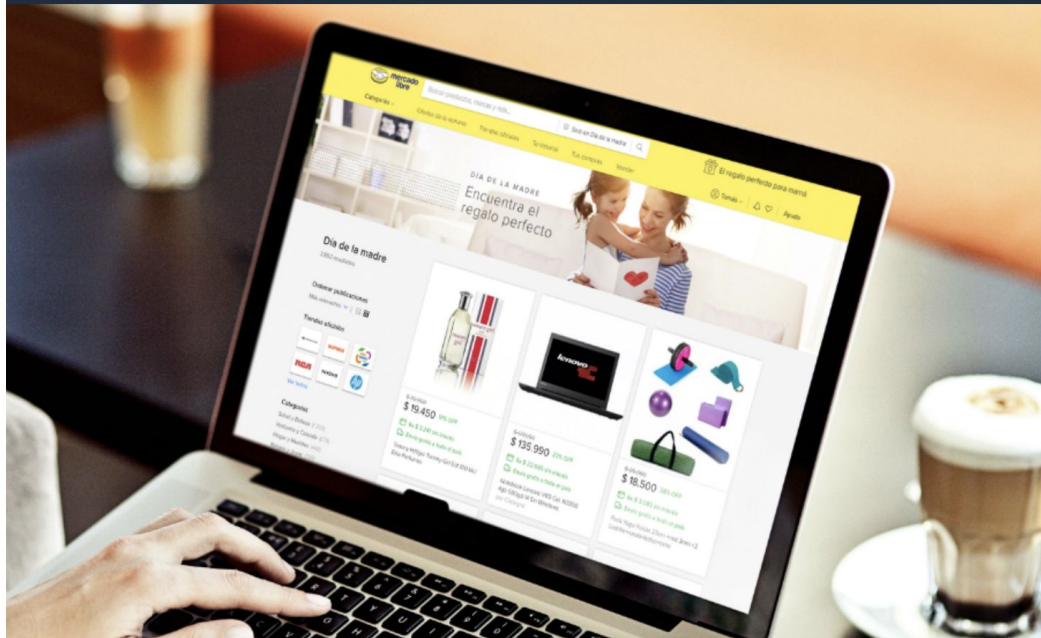
Este soy yo.

También soy millennial.

Mercado Libre se dispara en Wall Street y es mucho más valiosa que cualquier empresa chilena

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La acción de la firma argentina se dispara 19% tras presentar sus resultados.

Mercado Libre es actualmente la
mayor compañía tecnológica
Latinoamericana en desarrollar
soluciones fintech y de comercio
electrónico

18

países

8

operaciones

+7500

colaboradores

Nasdaq desde 2007 / Nasdaq100

¿Qué hicimos
diferente?




A person wearing a bright yellow hooded raincoat is sitting on a rocky cliff edge, looking out over a vast landscape. Below them, a winding asphalt road with yellow double lines curves through a valley. The valley is filled with green trees and shrubs, and the surrounding hills are covered in dense vegetation. The sky is overcast and grey. The word "PROPÓSITO" is written in large, white, bold, sans-serif capital letters across the center of the image, partially overlapping the person's back and the landscape below.

PROPÓSITO

A close-up photograph of a person's hands holding a silver smartphone. The person is wearing a light blue button-down shirt. The image is framed by a large white circle. Overlaid on the circle is the text "Democratizar el comercio y las finanzas de América Latina" in a bold, yellow, sans-serif font. Below the text are two short horizontal white lines. On the left and right sides of the circle, there are decorative horizontal lines of white dots.

“Democratizar el comercio y las finanzas de América Latina”



■ **5 CLAVES PARA
ABRAZAR Y
POTENCIAR UNA
ORGANIZACIÓN
MILLENIAL**
(serán el 75% de la fuerza
laboral en 2030!!)



1. COMUNICACIÓN EN 3D



2. FEEDBACK, RECONOCIMIENTO Y MERITOCRACIA

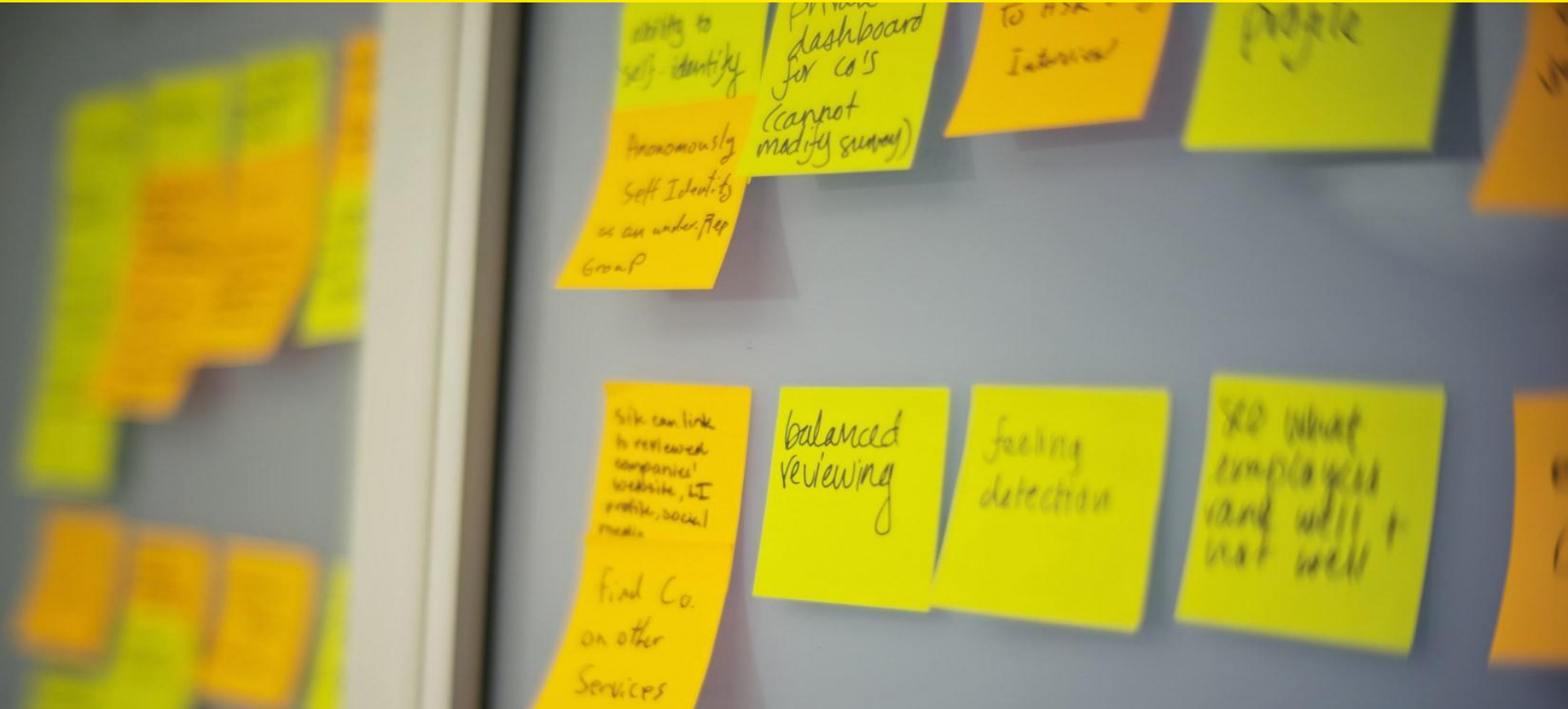


β CONTINUO

3. BETA CONTINUO



4. FLEXIBILIDAD Y ORIENTACIÓN A OBJETIVOS




5. SER (REALMENTE) PARTE DE LAS DECISIONES

BONUS!!

A group of people are sitting around a table in a modern office or co-working space. They are all focused on their laptops. One person in the foreground is wearing large headphones, suggesting they might be a customer support agent or a developer. The atmosphere is professional and collaborative.

6. GRATIFICACIÓN INSTANTÁNEA



**Aún queda mucho
POR HACER.**

A person wearing a bright yellow hooded raincoat is sitting on a rocky cliff edge, looking out over a vast, hilly landscape. A winding asphalt road with yellow double lines curves through the green and brown terrain below. The scene is captured from a high angle, looking down at the person and the road. The word "PROPÓSITO" is overlaid in large white letters across the center of the image.

PROPÓSITO



Queremos que **TODOS**
puedan cobrar





MUCHAS GRACIAS!

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