

A Closer Look to Millennials in Chile: How They Perceive the New i-deal Worker



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Abstract Companies are facing changes from different perspectives. On one hand, talent is becoming more relevant for their success, therefore is a critical to attract and retain them. On the other hand, this same talent is changing, new generations are entering the work force and it is important to understand their expectations, motivations and values.

In this study, we will explore the expectations, motivations and values of new generations (born in or after 1987) and associate them with the decision they make related to work. We will differentiate between men and women. The data for our study was collected in March 2017 using a ten-question semi-structured survey focused on young people between 19 and 30 years of age in Chile.

Results show that work family balance is a very important aspect for new working generations. One of the explanations is that new generations place a high value on the family. Men and women want to play an active role at their homes.

1 Introduction

A multigenerational work force exists today wherein different generations coexist in the same organization: Baby Boomers, Generation X, and Millennials (Stephey 2008). This phenomenon leads to increased diversity and a richness of expectations, experiences and motivations, as well as other factors. This coexistence of generations is expected to continue to grow, given that the active working population between 55 and 64 years of age is increasing. Companies face the challenges: on the one hand, the retirement of older employees, and on the other, the hiring and retention of young talent (Twenge et al. 2010).

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