



needs
YOUth

Allying with **YOUTH**

TEN years ago we
started a story to help
millennial gen

**“Investing in today’s
youth is a win for
everyone’s future - our
business, communities
and the planet. It is
how we build a better
tomorrow.”**

LAURENT FREIXE, NESTLÉ
CEO, ZONE AMERICAS





iniciativa por los
JÓVENES

Program determined to **help young people develop their skills** so they can **find jobs** through our activities to '**Get Hired**', '**Get Skilled**' (vocational training).



From helping **Millennials**
finding a job to
understanding **Centennials**
joining the workplace



Nestlé needs youth deck

Hiring
youngsters
under 30

Training
them on the basic
workplace topics

Creating seed programs
that considered Mexican situation

APPRENTICESHIP

They needed **Key Initiatives** more...



employability



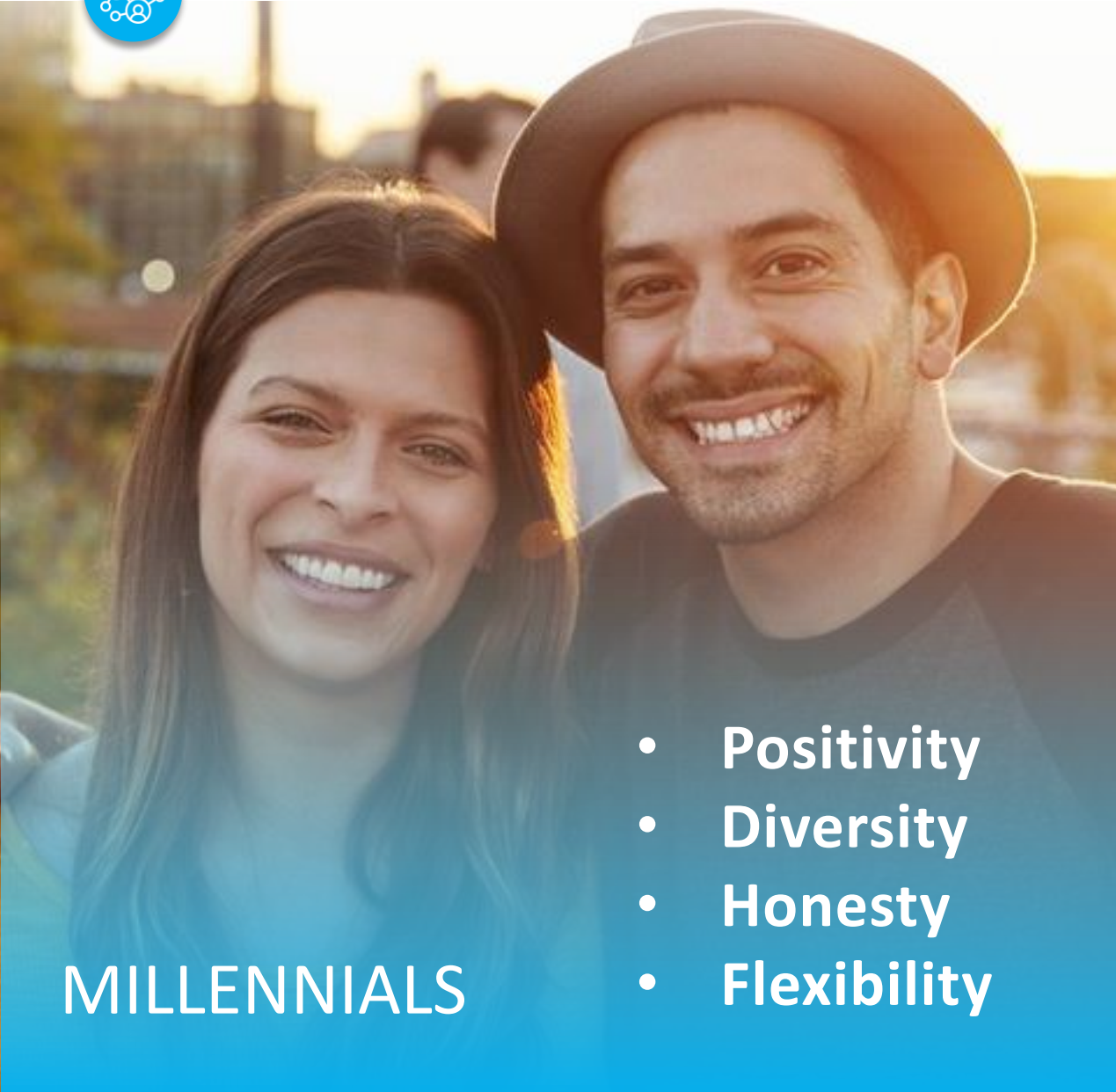
Agripreneurship



Entrepreneurship



What do we **learn** ?



MILLENNIALS

- Positivity
- Diversity
- Honesty
- Flexibility

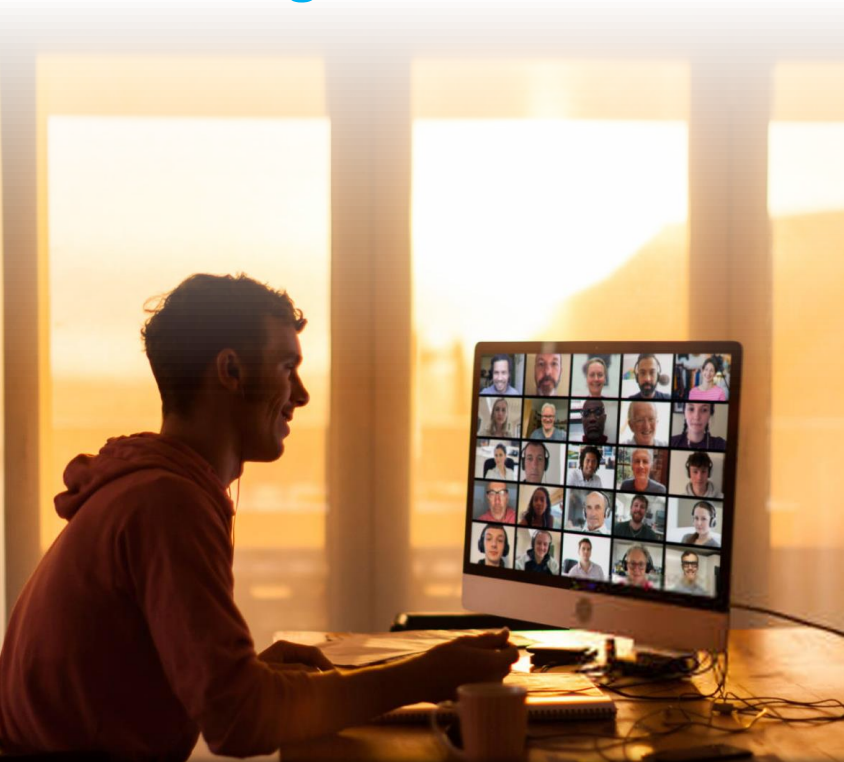


Gen Z

- Purpose
- Corporate Responsibility
- Work-life Balance
- Human Connection

Helping our **leaders...**

**Purpose driven
organization**



Expectations



**Positive &
Inclusive workplace**



Learning Organization (Coaching & Mentoring)

What worked?

1. Work with youngsters at an early stage
2. Work with **APPRENTICESHIP** programs
3. Create **flexible opportunities** (entrepreneurship)
4. Our responsibility **to build Young talent**



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**Thank
you!**