



# ANALYSIS OF RESULTS

Diagnosis of the potential change of  
Youth Opportunity narrative

August 2023



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# Methodology

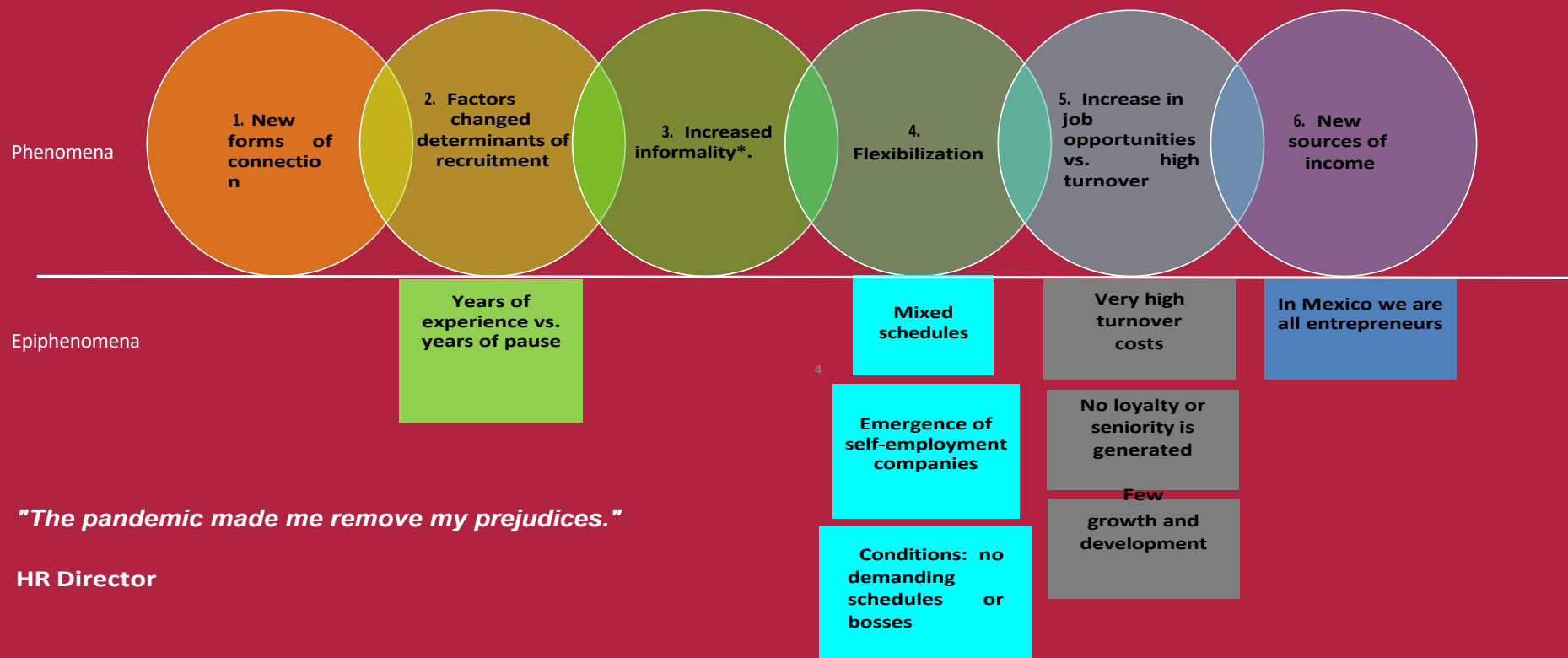
## Qualitative dynamics: 6 Profile of interviewees:

- Employers
- Amplifiers
- Public policy makers
- Young people: men and women between 15 and 25 years of age with a primary, secondary or high school education, of SES D and D+ (according to the AMAI algorithm).

Performed from July 1 to July 14, 2023



# The pandemic transformed labor thinking



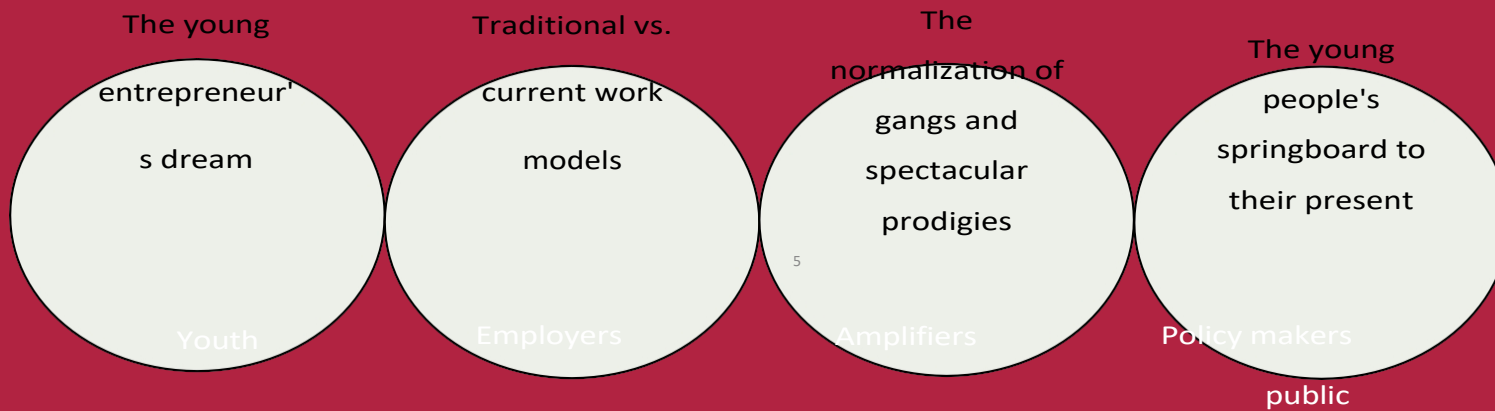
\*According to México Cómo Vamos, in the first quarter of 2023, the labor informality rate was 51.3%, higher than that observed at the end of 2022 (51%). The percentage of the population in working poverty decreased to 37.7% compared to the previous quarter (38.5%).





# Rewriting the labor outlook in Mexico:

## 4 current phenomena





# YOUTH

The phenomenon of the young entrepreneur's dream

# Generation of dream chasers



They want to combine their knowledge and passions to start a business that they are passionate about and that will provide them with financial support.

7 They seek to enjoy their work and find a balance between vocation and success.

# Young people live in the present, they are not the future.

- No one speaks to them in their verb tense
- Young people live in<sup>s</sup> future for others
- They live in the present, their problems exist today.

# Attrition factors and barriers to dropout:

*"It caught my attention  
to earn money"*  
Male, 19 years old.

Financial  
problems

Family  
circumstances

- Caring for someone
- Supporting the family financially

Obtaining  
easy money  
or wanting to  
work

*"I had to grow up and  
mature very fast"*  
Female, 20 years old.



# School: preparation is important

The study is a means to achieve self-fulfillment

They mentioned professions or trades they would like to pursue such as:

- Gastronomy
- Photography
- Agriculture
- Languages
- Medicine
- Influencers...

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# What are they used for?

Some of the jobs mentioned by participants who practice:

- For rent as chamberlains
- Create adult content
- Singing on public transportation 11
- Support at michelada stands or at the tianguis (street markets)
- They support events as staff
- Call centers

They generally start work as "freelancers" and this motivates them to become entrepreneurs.



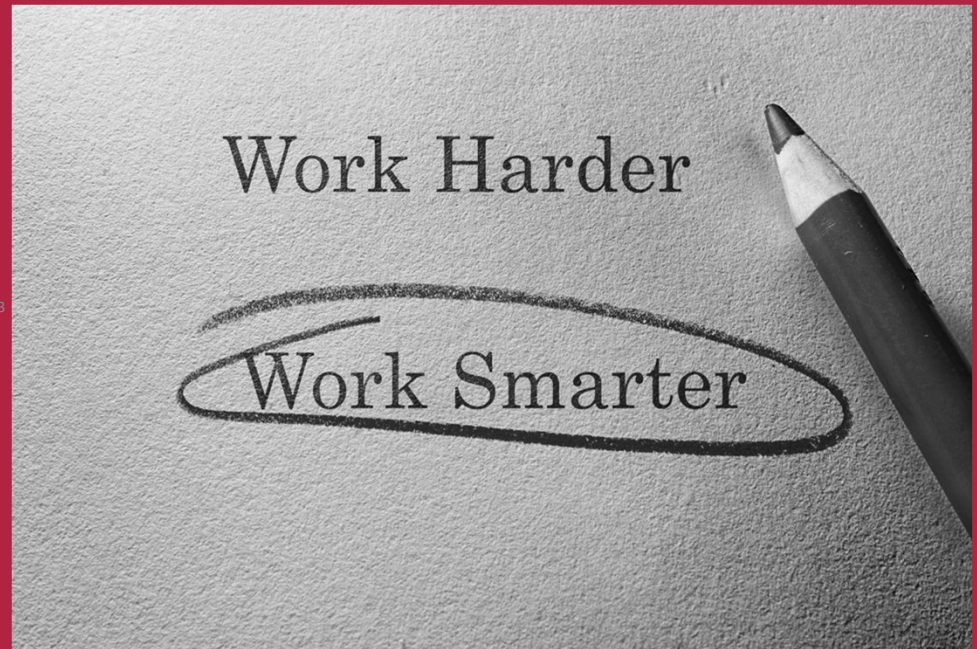
## Obstacles they face when seeking employment in companies:

- Most of the vacancies they apply for require a minimum bachelor's degree.
- Employers ask for experience, but do not give the opportunity to learn something for the first time.
- The requirements and formalities are complicated (bank account, paperwork, documents, etc.).
- They are exploited by employers. There is <sup>12</sup>no overtime pay and labor policies are difficult to enforce.
- They suffer from anxiety in a stressful city and from having the responsibility of supporting themselves and the family.

The participants stated that in order to have the ideal job, it is necessary to

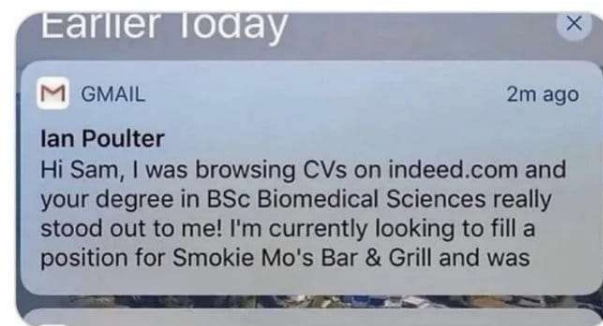
- Savings. Financial Education
- Discipline and Consistency
- Support network
- Government support
- Combining passion with daily work

## Wish list for the ideal job



Boomers: "There's a job shortage! This is an employee market. I wish I had this when I was younger!"

Reality:



me in my 20s



**My parents in their 20s:**



**Me in my 20s:**



**19  
years**

**bad  
decisions**

**30  
years**





# These skills were identified to enable young people to realize their potential.

## Entrepreneurship

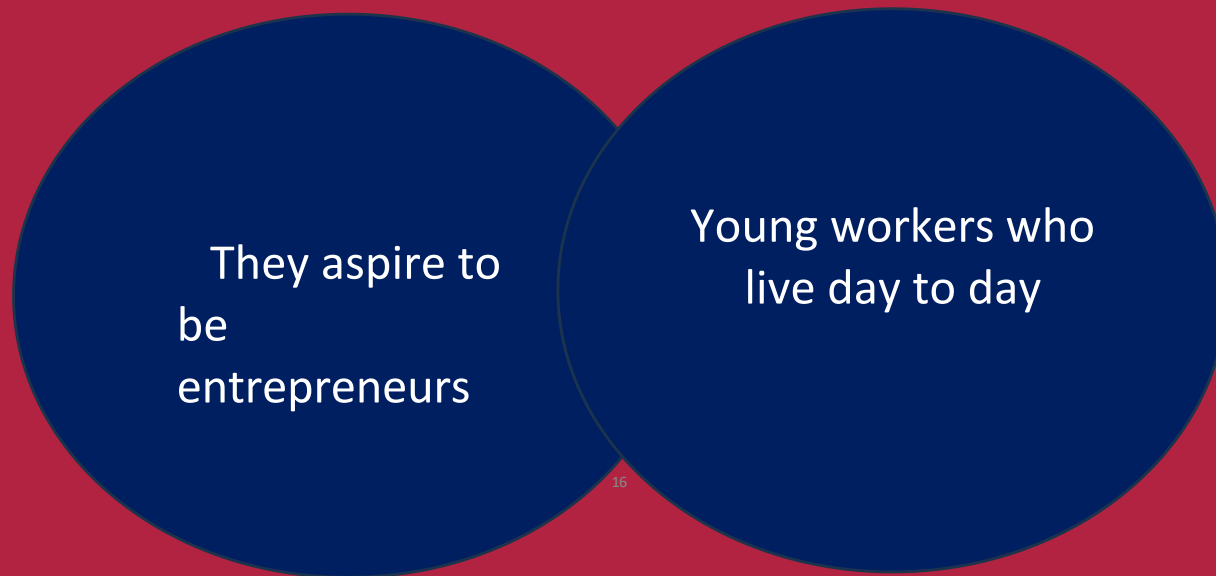
- Trademark registration
- Investment
- Accounting
- Financial education

## Mental health

- Empowerment
- Anxiety control
- Frustration

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## Two different stories to be addressed



How to help fulfill your  
dreams

Understand what conditions  
they should be provided with  
and what they aspire to

# Conclusions

- Young people live in the present. There is chronological dissonance
- They prefer to be entrepreneurs, although they also work in companies for their livelihood.
- Important to listen to them, to understand their anger drivers
- Helping them achieve their dreams
- Do not impose adult expectations on young people, or reference frameworks that are alien to them

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A blurred background image showing the arms and hands of several people in business attire, possibly in a meeting or office setting. The image is in grayscale, with the central text area highlighted in a solid red color.

# EMPLOYERS

Phenomenon traditional work models  
vs. current models

# Yes, there is work

Participants point out that the supply of jobs in operational positions is high, and this is due to two main factors:

- The high turnover of personnel in these positions has generated a constant need to hire new employees. This may be due to a variety of factors, such as the temporary or seasonal nature of certain jobs, lack of growth opportunities within the organization, or unfavorable working conditions. This constant turnover creates a continuous demand for new vacancies, which in turn keeps the supply of labor in operational positions relatively tight.
- Customer demand is another factor driving the supply of labor in these positions. To meet this demand, companies need to have sufficient operational staff to carry out daily tasks and ensure quality and efficiency in the delivery of products or services.

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# Generation z Disposable Thinking

Operational positions have very high turnover, for three basic reasons:



1. Base pay is very low
2. There are no employee retention programs
3. There is no loyalty and no **long-term thinking** of new employees, so the company has no  
Therefore, any job that offers them a little more is a better option.

Maslow's pyramid: formulates a hierarchy of human needs and argues that as the most basic needs are satisfied (bottom of pyramid), human beings develop higher needs and desires.

[https://es.wikipedia.org/wiki/Pir%C3%A1mide\\_de\\_Maslow](https://es.wikipedia.org/wiki/Pir%C3%A1mide_de_Maslow)

# Challenges facing employers



Solicitud de Empleo		Fecha		
Puesto que solicita		Sueldo Mensual deseado		
Sea tan amable de llenar esta solicitud en forma manuscrita NOTA: Toda información aquí proporcionada será tratada confidencialmente		Sueldo Mensual Aprobado		
		Fecha de Contratación		
Datos Personales				
Apellido Paterno	Apellido Materno	Nombre(s)	Edad	Años
Domicilio	Colonia	Código Postal	Teléfono	Sexo
Ciudad, Estado	Lugar de Nacimiento	Fecha de Nacimiento	Nacionalidad	
Vive con		Estado Civil		
<input type="checkbox"/> Sus padres <input type="checkbox"/> Su familia <input type="checkbox"/> Parientes <input type="checkbox"/> Solo		<input type="checkbox"/> Soltero <input type="checkbox"/> Casado <input type="checkbox"/> Otro		
Personas que dependen de usted		Peso		
<input type="checkbox"/> Hijos <input type="checkbox"/> Cónyuge <input type="checkbox"/> Padres <input type="checkbox"/> Otros				
Documentación				
Clave Única de Registro de Población		AFORE		
Reg. Fed. De Contribuyentes	Numero de Seguridad Social	Cartilla de Servicio Militar No.	Pasaporte No.	
Tiene licencia de manejo	Clase y Numero de Licencia	Siendo extranjero que documentos le permiten trabajar en el país		
Estado de Salud y Hábitos Personales				
¿Cómo considera su estado de salud actual?		¿Padece alguna enfermedad crónica?		
<input type="checkbox"/> Bueno <input type="checkbox"/> Regular <input type="checkbox"/> Malo		<input type="checkbox"/> No <input type="checkbox"/> Si (Explique)		
¿Práctica Ud. Algun Deporte?		¿Permanece a algún Club Social o Deportivo?		
		¿Cuál es su pasatiempo favorito?		
¿Cuál es su meta en la vida?				
Datos Familiares				
Nombre	Vive	Fin	Domicilio	Ocupación
Padre				
Madre				
Esposa (o)				
Nombre y edades de los hijos				
Escolaridad				
Nombre	Dirección	De	A	Años
Primaria				
Secundaria o Prevocacional				
Preparatoria o Vocacional				
Profesional				
Comercial u Otras				
Estudios que esta efectuando en la actualidad:				
Escuela	Horario	Curso o Carrera	Grado	

Kike.com.mx

## Young people's aspirations are important for their recruitment

The technical requirements for operational positions are very basic, in general they are not asked to fill out a CV but to fill out a job application and in most cases are given confidence tests and psychometric tests (like any other employee regardless of the position).

The two most important things recruiters of operating pue2s2tos are:

1. Experience: gives an idea of what you know how to do.

2. Personal elements. Work is linked to the personal.

- What they want, what projects they have.
- Life plans
- Why they want the job.

**DIFFERENTIATOR**



# Advantages of hiring young people opportunity

*"They have a heightened sense of work."*

HR Director

*"There are success stories."*

HR Director

*"Their sense of commitment is high."*

HR Director



# In search of guarantees

*Employers' requirements for a job vacancy solution partner*

- Validation of experience.
- References.
- Ensure that the person who joins the company is in line with the company's profile and values. (punctuality, independence, conduct, practices, etc.), etc.).
- Effective ways to ensure that the searched profile matches the recommended person (methods).



# What to work on with young people that employers identify as important

- Communication: clarity, ability to convey your ideas, how I present myself and sell myself better.
- See beyond the need. Go further up Maslow's pyramid. thinking. Ability to plan and analysis of the situation.
- Knowledge of labor rights.

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# How to connect with companies?

- Enhancing corporate profitability
  - Add to profitability
  - A third-party profiler saves the company time and money, as long as there are clear benefits.
- Encourage companies to take an inclusive and diverse stance to appeal to a broader audience and generate greater business opportunities.
- Adopt new work models that meet the needs of the new generations.

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# How to connect with companies?

Support to optimize contracting processes:

- To develop a portfolio of talented young people specialized in various areas, providing companies with access to a pool of highly qualified candidates.
- Facilitate the search for talent by presenting young profiles with specific skills relevant to the needs of companies.
- Training to streamline recruitment processes.
- To provide training in inclusive recruitment techniques, allowing companies to diversify their teams and benefit from a broader perspective and creativity.

The background is a black and white photograph of several microphones. Two large, dark, fuzzy microphones are visible on the left and right sides. In the center, there are two smaller, silver-colored microphones with black foam covers. A red rectangular box is superimposed over the center of the image, containing the title and subtitle text.

# AMPLIFIERS

The normalization of gangs and the spectacular of I<sup>2</sup>o  
s prodigies

# Yes, there are stereotypes promoted by the media.

Participants mentioned some that they have heard and that have been amplified on social networks:

- Chavos banda
- Conalep students
- Brayan and Kimberly
- Ninis (as a former stigma)

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*"The media is to a large extent responsible for stereotyping".*

Opinion leader

# Use of stereotypes in the media

- The media portrays a definition of success that is out of touch with reality. Generates a sense of not feeling validated
- Promotion of the stereotype of the successful as handsome and white.
- The idea that poverty is due to lack of effort.
- There is confusion among young people due to mixed messages and overinformation, which makes it difficult to <sup>life</sup> concepts such as "work" and "opportunities".
- In the media industry, stereotypes are used to create opinions and marginalize certain groups, perpetuating cultural and social narratives that are difficult to break.
- It is important to avoid the use of stereotypes and promote a more inclusive and fairer narrative in the media.

# Extra, : the youth of Mexico!

## Two stories:

- The fact that young people belong to a cartel and shoot other young people or individuals is normalized.

### Detienen a siete jóvenes por balear a personas con armas de gotcha en Querétaro

Los jóvenes disparaban contra las personas con armas de gotcha en la zona residencial de Juriquilla en Querétaro



- It is treated as something extraordinary for young people to win a mathematics competition abroad.

### Mexicanos ganan olimpiada de matemáticas

Los participantes mexicanos ganaron tres medallas de oro y una de plata.

vie 16 diciembre 2022 06:02 AM



The normal is to be marginalized and the extraordinary is to perform well academically.





# **“Es mi amigo fiel”: Joven se gradúa, recibe su diploma montado en su caballo y se vuelve viral**



<https://www.sopitas.com/mientras-tanto/estudiante-colombiano-graduacion-montando-caballo-tormento-video-viral/>

# “Con mucho orgullo”: Joven celebra su graduación en el mercado donde trabajan sus padres



by CHRISTIAN VÁZQUEZ  
MARZO 26, 2023



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# “Es de él”: Joven dedica título a su papá en el puesto del mercado donde trabaja



by **CHRISTIAN VÁZQUEZ**  
DICIEMBRE 19, 2021



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# How to intervene in media narratives

## 1. Awareness

- Who are the youth of Mexico

## 2. Data and content important of the youth phenomena:

## 3. Create the manual of guidelines for youth-related coverage

- When you talk about kids...

## 4. To be the source of information on the youth

## 5. There is only the story of the hero and the villain. There is to pluralize and diversify the story so that young people can identify with it.

*"The Youth Integration Center says that the age which young people start trying drugs is dropping", we must go deeper into who is using them, where they are getting them, what are the problems of addiction and from there begin to generate a whole coverage" Opinion Leader*

A black and white photograph of young people in business attire, possibly at a conference or meeting. The image is partially obscured by a red rectangular box containing text.

# **PUBLIC POLICY MAKERS**

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The young people's springboard to their present



# 4 challenges for young people with respect to employment

According to public policy makers



Discrimination.

Employer resistance and unrealistic profiles.

Lack of social awareness and ignorance of the reality young people.

Lack of education and training.

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# Advantages of hiring young people according to public policy makers

## Social

- Empowerment of sectors. Majority of women 60%.
- Income for .
- Economic benefits for the community where they live
- Keeping young people busy, away violence or illegality.
- Structure, habits and routines.

## Corporate

- Supports productivity

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# A bridge between kids and employers

1. Public programs facilitate the labor market insertion of young people by establishing connections between the private sector and the community.
2. The effective implementation a program is characterized by its simplicity, agility and lack of bureaucracy.
3. Collaboration between the public and private sectors is a virtuous alliance that can generate structural changes.
4. Overcoming recruitment barriers in the private sector is critical to promoting inclusion and equitable opportunities.

## Considering women as a labor force implies:

1. Short working hours to balance their work responsibilities with their family and personal roles, providing them with greater flexibility and facilitating their active participation in the labor market.
2. Encourage flexible work environments, such as flexible working hours or the possibility of working from home.
3. Collaborate with educational institutions to coordinate work and school schedules appropriate to family dynamics.
4. Establishing parental leave that is equitable and real for both parents co-responsibility in childcare and allows women to keep their jobs without feeling a disproportionate burden.

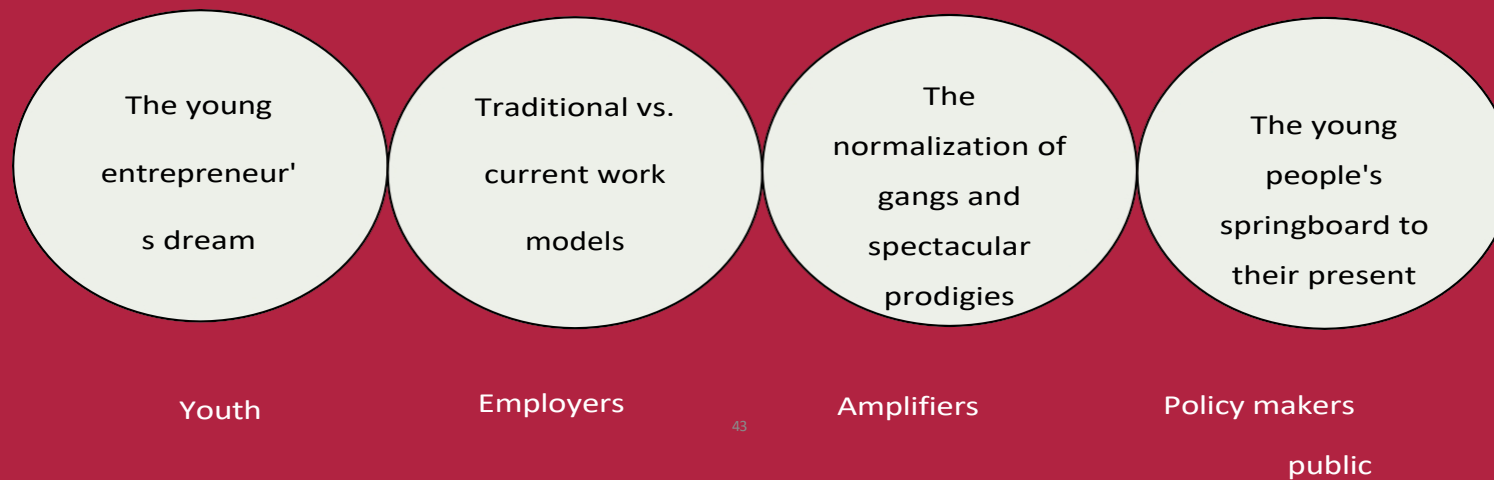
# Advantages of CSOs for the government

1. Accompaniment model: they offer an accompaniment model that provides constant follow-up and support to young people, fostering the development of socioemotional skills and providing relevant training for their personal and professional growth.
2. Trust and prestige: working together demonstrates compliance with standards and strengthens the trust of young people and society in general.
3. Expanded outreach: Organizations have a broad network and reach into different communities and sectors. By joining with the government, they can reach a greater number of young people and address diverse circumstances and issues, such as violence, poverty and other adverse situations.
4. Support network: a strong support network for youth is created as a team This provides them with access to resources, opportunities and services that help them overcome obstacles and build a better future.
5. Work in the territory: Civil Organizations usually have a deep knowledge of territories in which they operate. Their local experience allows them to understand the specific needs of young people in those areas and design programs tailored to their particular circumstances, thus achieving a more effective and meaningful impact.



CSO's

# The role of CSOs



CSOs must accompany the phenomena and evolve them to match the interests of all. And they help the media to change the narrative of youth.

# Conclusive lines of action for the Alliance and youth CSOs

## Youth:

- Enhance long-term thinking and entrepreneurship for young people.
- Perform frequent diagnostics to obtain valuable data and history.
- Provide training to learn how to sell yourself better.
- Generate micro-certifications.
- Changing the colonizing narrative of youth from within.

## Employers:

- To provide a portfolio of trained young people.
- Helping to understand the new generations and providing support to fulfill their dreams and at the same time providing updates on working models to which they aspire.
- Training in recruitment methods and inclusive work models.

## Amplifiers:

- Offer interesting narratives about youth.
- To be the source of information about youth.
- Strengthen the plurality of stories that are exposed.
- Normalize heroic achievements or stories.

## Public policy makers:

- Develop training programs for youth to meet outreach strategies.
- Provide information that allows them to look at the needs of all key stakeholders.
- Accompanying young people and doing the field work that the government cannot do.





# THANK YOU

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