

CAREER ASPIRATIONS OF GEN Z

BUSINESS ANALYST INTERNSHIP

Presented by: Amit Yadav



Objectives

Analyze Career Aspirations

To identify and understand the key aspirations, motivations, and workplace preferences of Gen Z employees.

Provide Employer Insights

To offer actionable insights that employers can utilize to better attract and retain Gen Z talent in their organizations.

Identify Key Challenges

To uncover the primary challenges faced by employers in managing and retaining Gen Z workers, focusing on their unique expectations and needs.

Develop Strategic Recommendations

To create a set of practical recommendations for organizations to effectively align their policies and practices with the evolving preferences of Gen Z



SCOPE

- 01** Surveyed Gen Z participants to understand their career goals, preferences, and workplace expectations.
- 02** Analyzed employer challenges regarding retention and management of Gen Z talent.
- 03** Utilized advanced analytical tools (Excel, Power BI, SQL) to process and analyze survey responses, ensuring data integrity and accuracy.
- 04** Conducted follow-up discussions with selected participants to gain qualitative insights that complement the quantitative data.



Problem Statement

Generational Shift

- The entry of Gen Z into the workforce brings significant changes to workplace dynamics, requiring organizations to adapt to their unique values and expectations.
- Traditional management practices may not resonate with Gen Z, leading to potential dissatisfaction and disengagement.

Retention Challenges

- Many employers struggle to retain Gen Z talent due to their rapid career advancement expectations and desire for meaningful work.
- High turnover rates among Gen Z employees can create operational disruptions and increased recruitment costs for organizations.

Understanding Unique Needs

- Employers often lack a clear understanding of the specific motivations and career aspirations of Gen Z, leading to misalignment in workplace policies.
- Addressing diverse work preferences, such as flexibility and professional development opportunities, is crucial for fostering a positive work environment.

Key Findings

● Work-Life Balance

80% prioritize flexibility in their work schedules, valuing time for personal interests and well-being.

65% indicate that stable employment opportunities are essential for their long-term career satisfaction.

● Employer Challenges

60% of employers report difficulty in retaining Gen Z employees due to their expectations for rapid career advancement and personal growth.

● Diversity and Inclusion

75% of respondents emphasized the importance of diversity in the workplace, indicating a preference for employers who prioritize inclusivity.

● Corporate Social Responsibility (CSR)

65% expressed that they would prefer to work for companies that actively engage in sustainable practices and social issues.



Key "Wow" Insight

Flexibility vs. Pay

Prioritization: A striking 75% of respondents prefer flexible working conditions (remote work, flexible hours) over higher salaries, which indicates a major shift in workforce priorities.

Cultural Shift: This finding suggests that organizations need to rethink their compensation strategies to align with the evolving expectations of younger employees.

Impact

Talent Strategy Redefinition: Companies must recognize the importance of work-life balance and flexibility to attract and retain Gen Z talent effectively.

Long-Term Benefits: Implementing flexible policies can lead to higher employee satisfaction and loyalty, ultimately reducing turnover costs.

Additional Insights

Job Satisfaction Correlation:

70% reported that flexibility directly correlates with their overall job satisfaction, influencing their commitment to the organization.

Retention Rates:

Companies offering flexibility are likely to experience 30% lower turnover rates among Gen Z employees compared to those with rigid policies.

Recommendations

- 01** Create clear guidelines for remote work arrangements that allow employees to choose where they work best.
- 02** Pair younger employees with experienced mentors to foster personal and professional growth through guidance and support.
- 03** Introduce comprehensive wellness programs that address physical, mental, and emotional health, promoting a healthy work-life balance.
- 04** Ensure that workplaces are equipped with the latest technology and tools that facilitate productivity and collaboration.
- 05** Actively seek diverse talent by implementing inclusive hiring practices and outreach programs.



Key Findings

Importance of Understanding Gen Z:

Recognizing the unique preferences and priorities of Gen Z is crucial for tailoring workplace policies and strategies to ensure engagement and satisfaction.

The shift toward flexibility and professional development requires organizations to rethink traditional management practices and benefits.

Skill Development Experience:

Gained hands-on experience in survey design, data collection, and data analysis, enhancing my ability to interpret and communicate complex data effectively.

Strategic Implications for Future Projects:

Future workforce studies must consider evolving workplace expectations, particularly regarding flexibility and work-life balance.

Collaboration and Communication:

Effective collaboration and open communication are key to understanding employee needs and fostering a positive workplace culture.



Thank's For Watching



Amit Yadav

-  6354399293
-  Amityadav10x@gmail.com
-  https://amityadav10x.github.io/Portfolio_Website/
-  Ayodhya , India

Resource page

