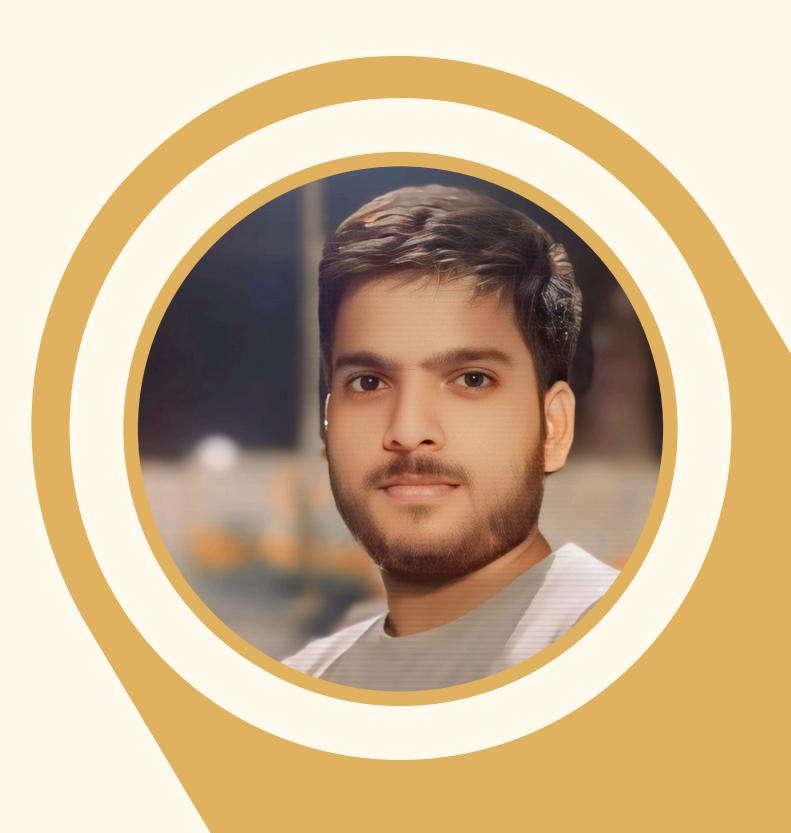


## **CAREER ASPIRATIONS OF GEN Z**

**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.

#### **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.

#### **Provide Employer Insights**

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

#### 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**

- Surveyed Gen Z participants to understand their career goals, preferences, and workplace expectations.
- Analyzed employer challenges regarding retention and management of Gen Z talent.
- Utilized advanced analytical tools (Excel, Power BI, SQL) to process and analyze survey responses, ensuring data integrity and accuracy.
- O4 Conducted follow-up discussions with selected participants to gain qualitative insights that complement the quantitative data.



### **Problem Statement**

#### **Generational Shift**

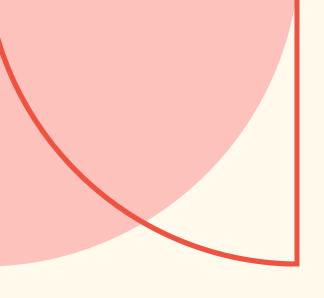
- The entry of Gen Z into the workforce brings significant changes to workplace dynamics, requiring organizations to adapt to their unique values and expectations.
- Traditional management practices may not resonate with Gen Z, leading to potential dissatisfaction and disengagement.

#### **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.



#### 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.

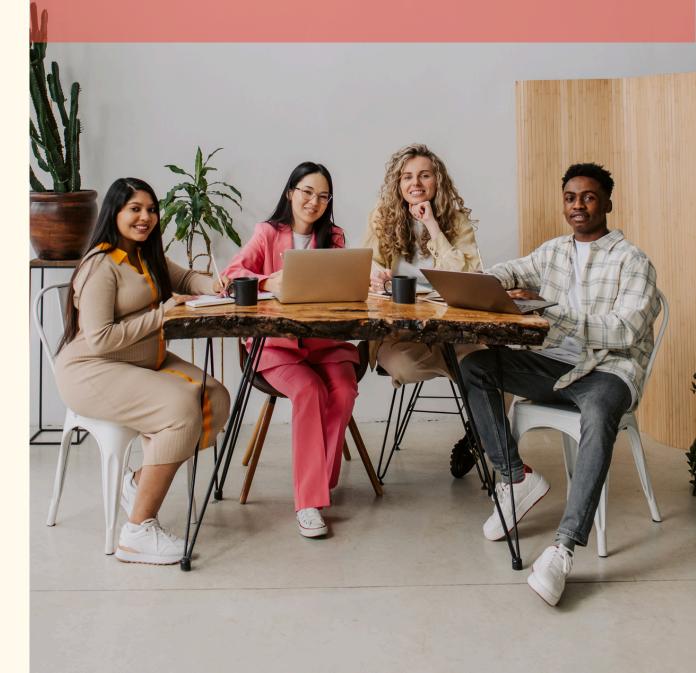
#### Diversity and Inclusion

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 Findings



## 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.

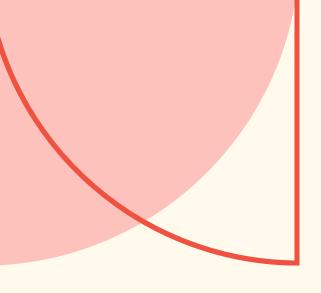
#### **Retention Rates:**

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

### Recommendations

- Create clear guidelines for remote work arrangements that allow employees to choose where they work best.
- Pair younger employees with experienced mentors to foster personal and professional growth through guidance and support.
- O3 Introduce comprehensive wellness programs that address physical, mental, and emotional health, promoting a healthy work-life balance.
- Ensure that workplaces are equipped with the latest technology and tools that facilitate productivity and collaboration.
- O5 Actively seek diverse talent by implementing inclusive hiring practices and outreach programs.





#### 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.

# Key Findings



# Thank's For Watching



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# Resource page

