**Stakeholder identification Document for "Career Aspirations of Gen Z"**

**Introduction:**

* This document aims to identify and analyse the key stakeholders involved in the project titled "Understanding the Career Aspirations of Gen Z." The project focuses on the challenges Gen Z faces in pursuing their desired career roles and the difficulties employers encounter in attracting, retaining, and managing this generation. The analysis will provide a comprehensive overview of each stakeholder's role, interests, and potential impact on the project's success.

**Summary of Problem Statement:**

* **Project Overview:** The project aims to understand the career aspirations of Generation Z (Gen Z), who often struggle to pursue desired roles, with their aspirations frequently going unheard by employers. On the other hand, employers face significant challenges in attracting, retaining, and managing Gen Z employees.
* **Analytics Approaches:** The project employs prescriptive and descriptive analytics to provide insights and recommendations for both freshers and employers, addressing the challenges faced by both sides.
* **Learning Objectives:** To deepen understanding of Gen Z's career aspirations and how employers can better align their strategies with these aspirations.

**List of Identified Stakeholders:**

1. HR Managers
2. Gen Z Individuals
3. Educational Institutions
4. Career Counselors
5. Industry Experts
6. Policymakers

**Detailed Assessments of Stakeholders:**

1. **HR Managers:**
   * Role: HR managers are crucial in shaping recruitment strategies, employee engagement, and retention efforts. They are directly involved in understanding and meeting Gen Z’s career expectations.
   * Interests: HR managers are interested in reducing turnover rates, improving employee satisfaction, and aligning company policies with the values of GenZ.
   * Influence: High influence due to their role in shaping organizational culture and policies.
   * Impact: Their engagement is critical to the successful implementation of recommendations derived from the project.
2. **Gen Z Individuals:**
   * Role: As the primary focus of the project, Gen Z individuals provide first-hand insights into their career aspirations, challenges, and expectations from employers.
   * Interests: They are interested in finding fulfilling career opportunities that align with their values, such as work-life balance, job security, and meaningful work.
   * Influence: Moderate influence; their feedback will shape the recommendations made to employers.
   * Impact: Their involvement ensures that the project remains grounded in the real experiences and needs of Gen Z.
3. **Educational Institutions:**
   * Role: These institutions prepare Gen Z for the workforce, influencing their career readiness and expectations.
   * Interests: Educational institutions are interested in ensuring that their curricula and career services align with the evolving job market and the needs of their students.
   * Influence: Moderate influence, particularly in shaping the initial career aspirations of Gen Z.
   * Impact: Their collaboration can lead to more effective preparation of students for the workforce, aligning educational outcomes with employer needs.
4. **Career Counselors:**
   * Role: Career counselors provide guidance to Gen Z as they navigate their career paths, helping them align their aspirations with realistic job opportunities.
   * Interests: They are interested in providing accurate, up-to-date advice that reflects both the aspirations of Gen Z and the realities of the job market.
   * Influence: Moderate influence; their insights can help bridge the gap between Gen Z’s aspirations and employer expectations.
   * Impact: Their involvement can enhance the accuracy and relevance of the project's recommendations.
5. **Industry Experts:**
   * Role: Industry experts provide broader perspectives on workforce trends, employer expectations, and the evolving job market.
   * Interests: They are interested in staying ahead of trends and providing thought leadership on the future of work.
   * Influence: High influence due to their knowledge and experience in the industry.
   * Impact: Their insights can add depth to the project, ensuring that the recommendations are forward-thinking and relevant.
6. **Policymakers:**
   * Role: Policymakers can influence the broader regulatory and economic environment that affects both employers and employees.
   * Interests: They are interested in creating policies that support a thriving, inclusive job market.
   * Influence: High influence, as they can enact policies that directly impact employment practices.
   * Impact: Their involvement can lead to policy recommendations that support the needs of both Gen Z and employers.

**How Stakeholders Will Benefit:**

* **HR Managers:** Will gain insights into effective strategies for attracting and retaining Gen Z talent.
* **Gen Z Individuals**: Will have their voices heard, leading to better alignment between their aspirations and available job opportunities.
* **Educational Institutions:** Can adjust their programs to better prepare students for the realities of the workforce.
* **Career Counselors:** Will receive updated guidance frameworks that reflect current market trends and Gen Z’s needs.
* **Industry Experts:** Will contribute to and benefit from thought leadership on the future of work.
* **Policymakers:** Will receive data-driven insights to inform policies that support the evolving workforce.