**Problem Statement:** Gen Z individuals are struggling to get roles which matches their passion and aspirations, similarly employers facing difficulties in attracting the young talents and retaining them in the organization for long period of time.

**Who:**

**1)Who is impacted by this issue?**

* **Gen Z Individuals**: Individuals born between 1995 and 2012.These GenZ generation accompanied by fast pace technology growth and being grown in environment where content and information is increasingly free and shared.
* **Employers:** Companies and Organizations looking to hire young talent by providing them apt conditions to nurture young talents.

**2) Who are the key decision makers influencing Gen Z individuals’ career choices?**

**-** Key decision makers influencing Gen Z individual are their own interest, Parents, Friends, Teachers and Influencers. They provide guidance and support to Gen Z individuals in shaping their career path.

**What:**

**1)What are the key Issues?**

* **For Gen Z:** They are facing difficulty in finding jobs that match their positions as current environment is of technical advancement. They have to keep themselves updated to current technology else they will not get roles.
* **For Employers:** They face the challenge in attracting the Gen Z talent as they fail to meet Gen Z work life balance idea. They mainly face the challenge of retaining the young talents for long in their respective organization.

**Why:**

**Why is this happening?**

* **For Gen Z:** Gen Z had grown up with technology which has shaped their expectations for digital integration and meaningful work. They desire for work-life balance and flexible working hours. For them company work culture and its values are more important than the compensations.
* **For Employers:** Companies and Organizations traditional recruitment and retention policies are not in aligned with Gen Z. There is gap between the Employers requirements/conditions and the Gen Z expectations/demands.

“There is a gap between the demand and requirements.”

**When:**

**When the Problem started?**

It started when Gen Z started stepping into organization with their skills and with the motive of growth and gaining as much as opportunities and are inclined towards fast progression due to which they change organization after 1-2 years if organization fails to meet their progression and work life balance.

**Where:**

**Where this problem occurs?**

This problem exists in all work environment across the globe. In Organizations which fails to meet Gen Z requirements and some industries face Lack of Talent as Gen Z are driven towards the technology, healthcare and creative industries.

**How:**

**1)How did this issue arrive?**

This issue arrived as organizations and Gen Z failed to understand each other needs. Some Gen Z fails to understand Companies requirements and struggle a lot to gain jobs while there are many organizations which failed to meet expectations of Gen Z leading to more shifting in jobs by Gen Z’s.

**2)How can this issue be solved?**

* For Gen Z: Enhance practical skills or skills according to the organization requirement. Maintain better communication channels with potential employers to express aspirations clearly.
* For Employers: Adapt new recruitment strategies highlighting meaningful work and career growth opportunities. Maintain a proper feedback system to modify organization as per Gen Z expectations and organization growth.

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