**Career Aspirations of Gen Z**

**Introduction:**

* Brief overview of the problem statement and why the stakeholder analysis is essential.
* Outline the project’s objectives: helping Gen Z individuals find meaningful roles while assisting employers in attracting and retaining young talent.

**Problem Statement:**

* **Issue Summary:** Gen Z individuals face challenges in securing jobs that align with their aspirations due to a disconnect with organizational demands and traditional work structures. Employers struggle to attract and retain Gen Z talent, as their needs around work culture, flexibility, and growth are often unmet.
* **Objectives**: Identify and understand key stakeholders who influence Gen Z career paths, and align employer strategies with Gen Z values.

**List of Identified Stakeholders:**

* **Gen Z Individuals**: Target group for employment and career development insights.
* **Employers:** Companies and organizations across various sectors aiming to recruit and retain young talent.
* **HR Managers and Recruitment Teams**: Responsible for implementing hiring and retention strategies.
* **Educational Institutions and Career Counsellors:** Influence Gen Z’s career preparation, skill development, and job preferences.
* **Parents, Teachers, Friends, Influencers:** Personal networks of Gen Z individuals that play a role in shaping their career aspirations.

**Detailed Assessments of Roles and Interests:**

**Stakeholder: Gen Z Individuals**

* **Role**: Main beneficiaries of the project seeking better job alignment with personal values and aspirations.
* **Interests**: Meaningful work, career growth, work-life balance, digital integration.

**Stakeholder: Employers**

* **Role**: Providers of job opportunities and environments that attract Gen Z talent.
* **Interests**: Attracting skilled talent, reducing turnover, and adapting to a multi-generational workforce.

**Stakeholder: HR Managers and Recruitment Teams**

* **Role**: Key players in developing and implementing recruitment and retention strategies.
* **Interests**: Effective hiring processes, better employee engagement, reduced hiring costs.

**Stakeholder: Educational Institutions and Career Counsellors**

* **Role**: Prepare Gen Z for the workforce and offer guidance on career pathways.
* **Interests**: Successful student placement, up-to-date training that matches job market demands.

**Stakeholder: Parents, Teachers, Friends, Influencers**

* **Role**: Act as guiding forces in Gen Z’s career decisions.
* **Interests**: Helping Gen Z achieve stable, fulfilling careers that align with personal values.

**How Stakeholders Will Benefit:**

* **Gen Z Individuals**: Gain clearer career paths and opportunities that align with their values, leading to greater job satisfaction.
* **Employers**: Access to engaged talent that is more likely to stay with the organization, reducing hiring costs and improving workplace culture.
* **HR Managers**: More effective recruitment and retention strategies that meet the evolving expectations of a younger workforce.
* **Educational Institutions and Counsellors**: Stronger alignment between educational outcomes and job market needs, benefiting both students and partnering organizations.
* **Influencers and Family Network**: Able to offer more relevant and realistic career guidance to Gen Z individuals.