

Debabrata Palit

# CAREER ASPIRATIONS OF GEN Z



# PROBLEM STATEMENT

👤 Generation Z (Gen Z), the individuals born between 1996 and 2012, are entering or newly established in the workforce with distinct expectations and challenges. This generation is technologically savvy, socially conscious, and highly adaptable but also values work-life balance and purpose-driven careers.

🏢 Employers face challenges in attracting, retaining, and managing Gen Z individuals.



# OBJECTIVES



The objective of this analysis is to understand the career aspirations of Gen Z. Identify key trends and prefer. and preferences and provide actionable recommendations for employers.

This analysis also deals with Gen Z's willingness to work under different conditions, such as abusive manager, remote work and daily work hours.



# STEPS FOLLOWED

Understand Problem Statement

Data Collection

Data Cleaning and Standardization

Data Analysis

Analytical Dashboards Creation



# UNDERSTANDING THE PROBLEM STATEMENT

The career aspirations of Gen-Z are influenced by a multitude of factors, including societal changes, family dynamics, educational experiences, peer influences, and personal interests.

I've utilized the **5W1H** framework for a clear and structured problem statement.



# 5W1H FRAMEWORK

## WHO?

**Gen Z Individuals:** Individuals born between 1996 and 2012, entering or newly established in the workforce. This group is technologically savvy, socially conscious, and highly adaptable but also values work-life balance and purpose-driven careers.

**Employers:** Companies across various industries looking to attract, retain, and manage young talent to remain competitive and innovative.

**Influencers on Career Aspirations:** Family, educators, peers, and societal influencers play significant roles in shaping the career aspirations of Gen-Z by providing guidance, support, and exposure to various career paths.

## WHEN?

**Career Timeline:** The career aspirants of Gen Z are evident as they enter the workforce in their late teens to early 20s, often while still completing their education.

**Current Issue:** As Gen Z continues to enter the workforce, these challenges are becoming more pronounced. The situation is on-going, with the need for immediate and strategic action from employers to address these concerns.

## WHAT?

**Factors Influencing Career Choices:** Societal changes, such as technological advancements and shifting cultural norms, influence the career choices of Gen-Z by creating new opportunities, altering job market demands, and reshaping traditional career paths.

**Career Aspirations:** Gen Z seeks meaningful work, flexibility, opportunities for growth, and alignment with personal values. They are often interested in roles that allow for creativity, innovation, and social impact.

**Challenges:** Employers struggle to understand and meet these aspirations, leading to a gap between what Gen Z desires and what is offered. This can result in high turnover, disengagement, and difficulty in attracting Gen Z talent.

# WHERE?

**Source of Career Aspiration:** Gen-Z individuals typically derive their career aspirations from various sources, including family, education, peers, media, and personal experiences.

**Global Workforce:** The issue is widespread, affecting workplaces across different regions and industries. However, the intensity of the problem may vary depending on cultural and economic contexts.

**Work Environment:** Both in traditional office settings and remote work environments, where the dynamics of interaction and management differ. Gen Z tends to favour flexible work environments, including remote work options and collaborative spaces that encourage creativity and innovation.

# WHY?

**Misalignment:** There is a significant gap between the traditional corporate environment and the evolving expectations of Gen Z. Many employers still operate under out-dated models that do not align with the flexible, purpose-driven career paths that Gen Z desires.

**Financial Factors:** Financial instability has influenced their desire for job security and economic stability.

**Communication Gap:** Gen Z feels that their aspirations are often unheard or dismissed by employers, leading to frustration and a lack of engagement.

**Changing Work Dynamics:** The rapid shift towards digital transformation and remote work has further complicated the traditional employer-employee relationship, making it harder for employers to adapt.

# HOW?

**Influencing Factors:** Societal changes, such as technological advancements and shifting cultural norms, influence the career choices of Gen-Z by creating new opportunities, altering job market demands, and reshaping traditional career paths. Personal values and interests guide the career decisions of Gen-Z by influencing their preferences for meaningful work, work-life balance, social impact, and alignment with personal passions.

**Career Development:** Gen Z looks for continuous learning opportunities, mentorship program pathways for career achievement. They utilize online platforms and professional networks to search for jobs.

**Engagement Strategies:** Employers need to develop strategies that include active listening, personalized career development plans, and the creation of work environments that offer flexibility, inclusivity, and opportunities for growth.

**Cultural Shift:** A cultural shift within organizations towards embracing diversity, equity, and inclusion, as well as valuing the input and aspirations of younger employees, is essential.

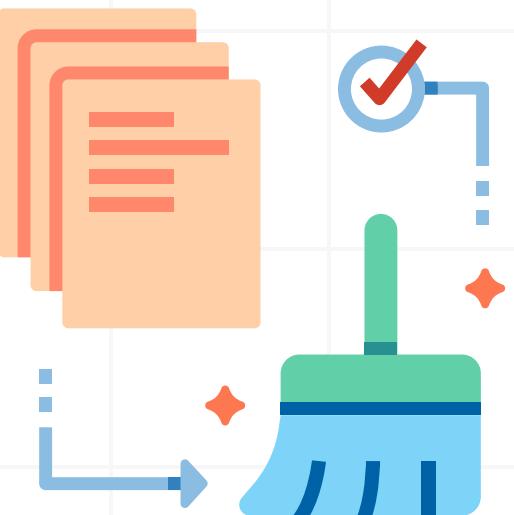
# DATA COLLECTION

I designed and distributed a survey using tools like Google Forms to gather fresh data on Gen Z's career preferences, such as role, salary, promotion, and remote work.



# DATA CLEANING & STANDARDIZATION

It ensures accuracy and consistency for reliable insights. Using Excel, I cleaned the collected data by handling missing values, formatting, duplicates, power query and outliers to prepare it for detailed analysis.



# DATA ANALYSIS

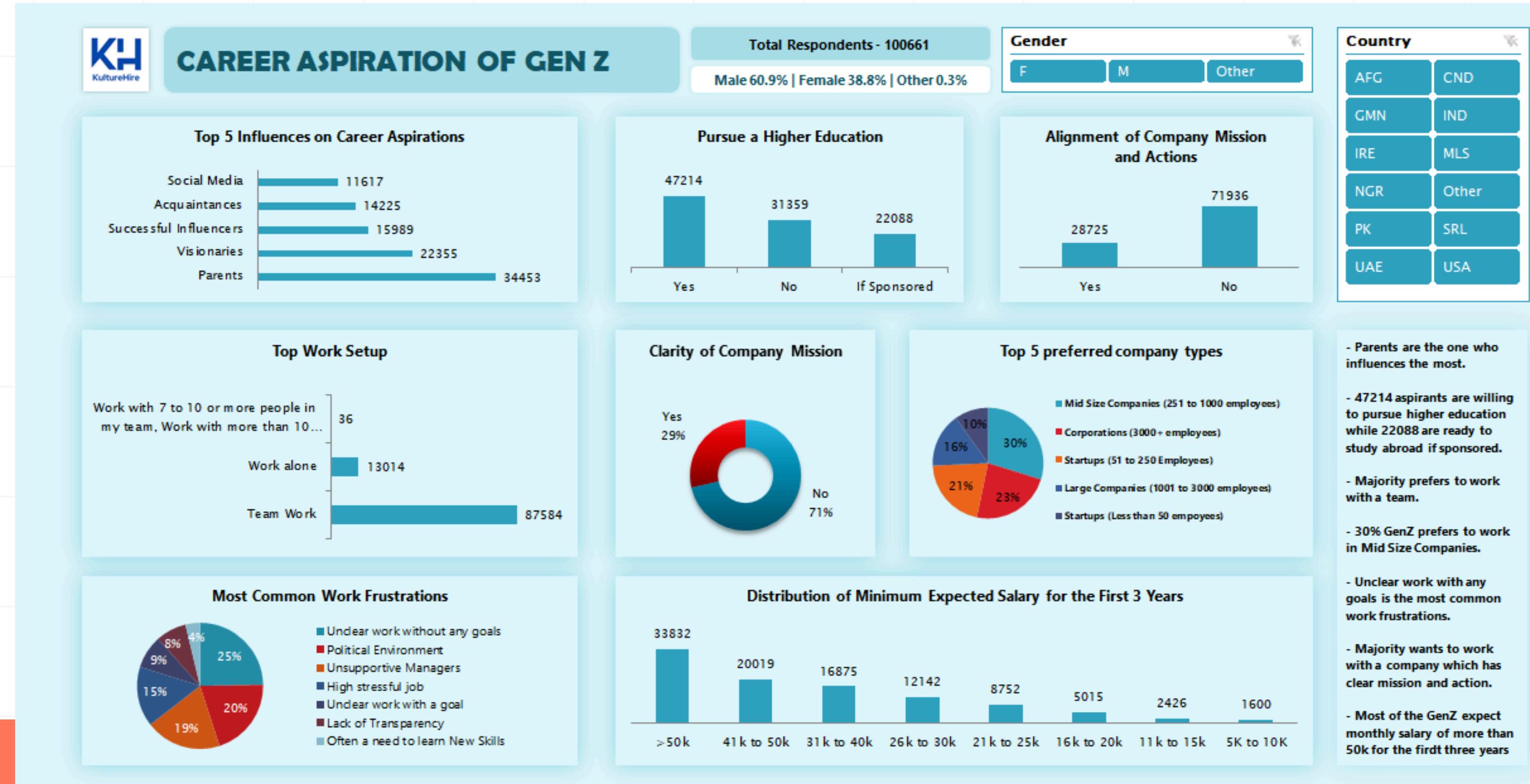
After collecting data, critical business questions are developed to gain insights from it. I analyzed the cleaned dataset using Excel's advanced functions like Pivot tables, formulas and applied several SQL queries to uncover trends and provide actionable insights for employers looking to attract and retain top talent in today's workforce.

Through this analysis, I've addressed:

- Gen Z's interest in education abroad and sponsorship 🎓
- Preference for socially impactful companies 🌎
- Key factors boosting work happiness and productivity 💡
- Common work frustrations 🤦‍♂️ and much more! ✨



# ANALYTICAL DASHBOARDS



# LEARNING ASPIRATIONS DASHBOARD

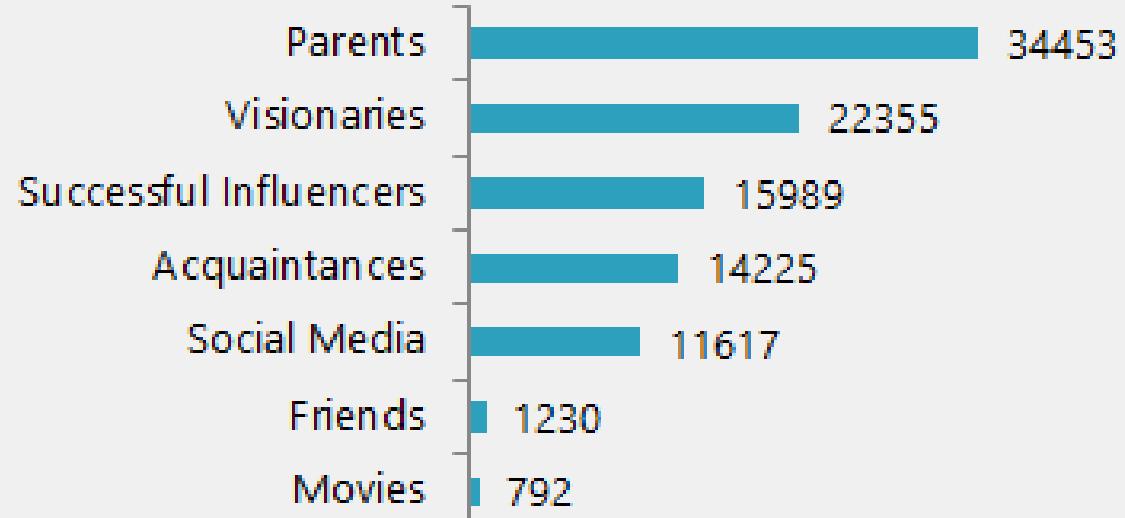
100661  
Total Respondents

60.9%  
Male

38.8%  
Female

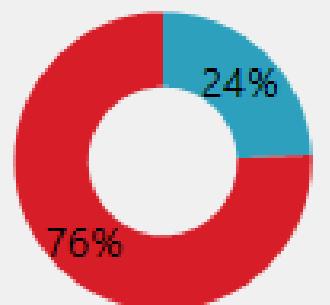
0.3%  
Others

## Influential Factors

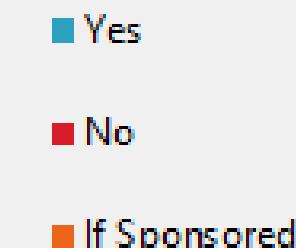


## Alignment of Company Mission & Action

■ Yes ■ No



## Education in Abroad & Sponsorship



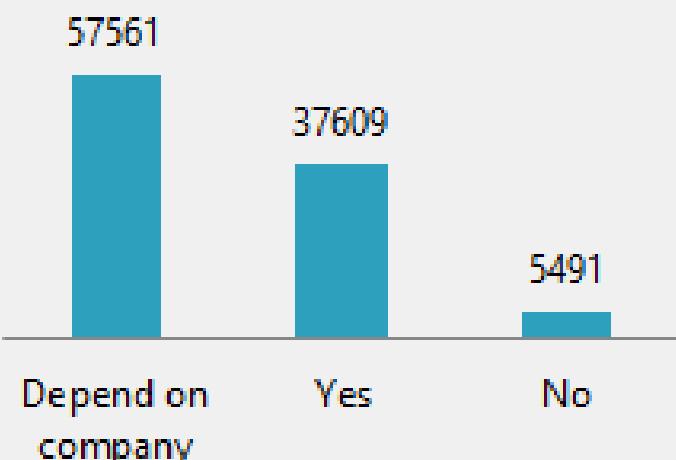
## Gender

F M Other

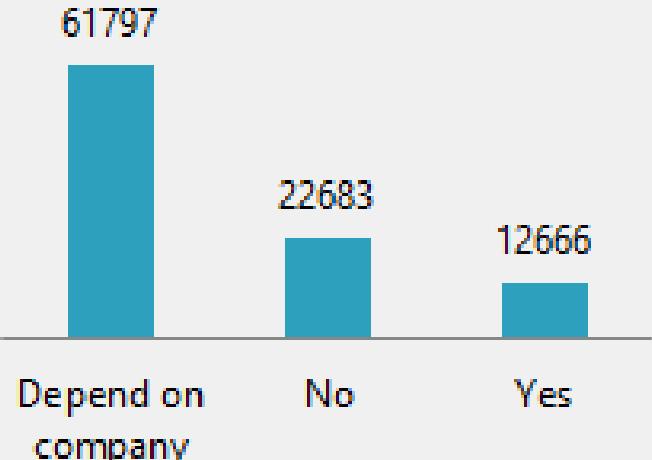
## INSIGHTS

- **Parents** are making more influence on the Gen Z career aspirations.
- **47%** respondents are ready to go for higher education abroad. Meanwhile **22%** are willing to study abroad **if sponsored**.
- Majority of Gen Z prefers **Expert Learning Programs** as their learning environment.
- Most of the respondents' willing to work >3 years and > 7 or more years depend on the **company culture**.
- **76%** are not interested in working with a misaligned company.

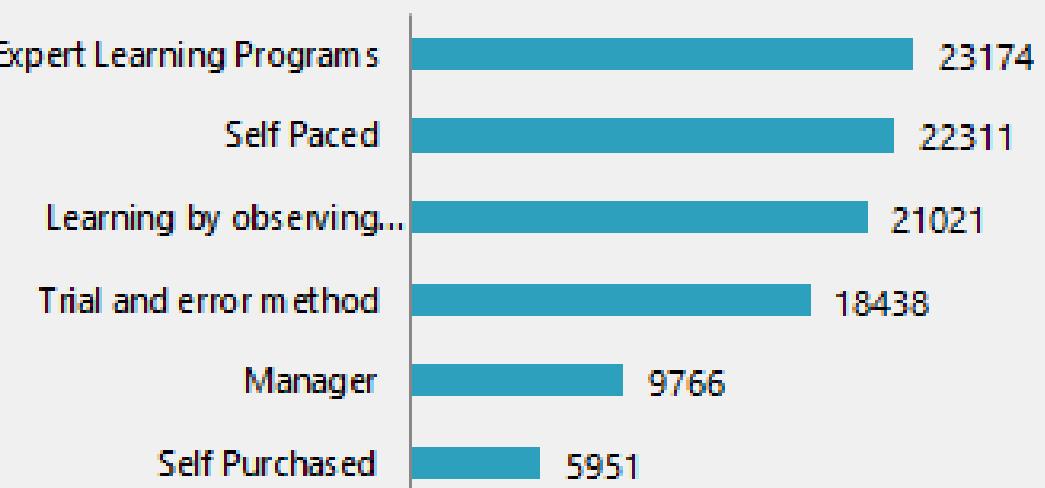
## Willing to Work (3 Years)



## Willing to Work (7 or More Years)



## Preferred Learning Environment



# MANAGER ASPIRATIONS DASHBOARD

100661  
Total Respondents

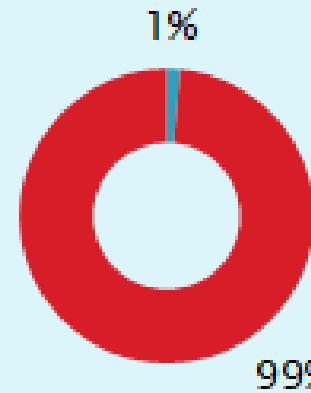
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Female

0.3%  
Others

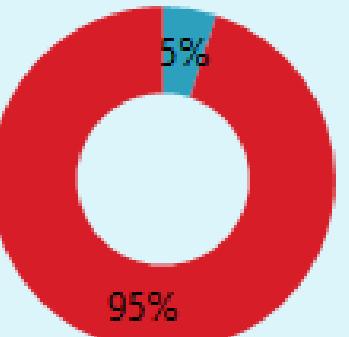
## Working under Abusive Manager

■ Yes ■ No

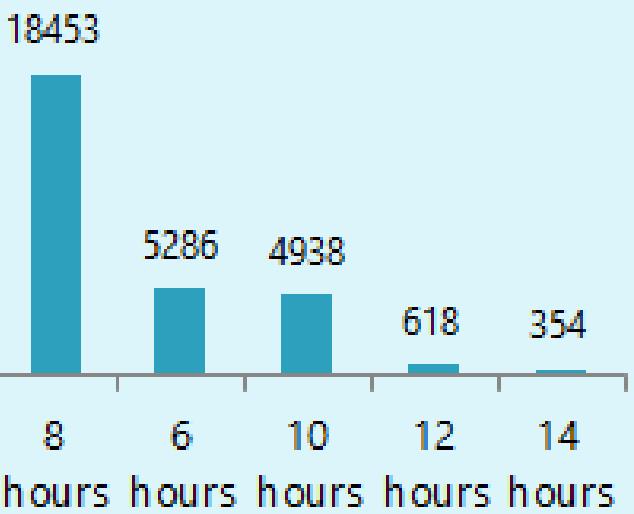


## Remote Working

■ Yes ■ No

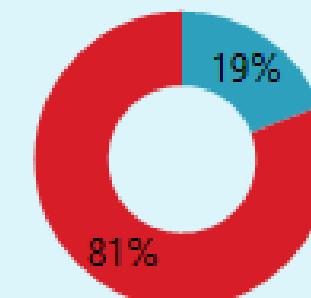


## Daily Working Hours



## Work at Unhealthy Workspace

■ Yes ■ No



## Gender

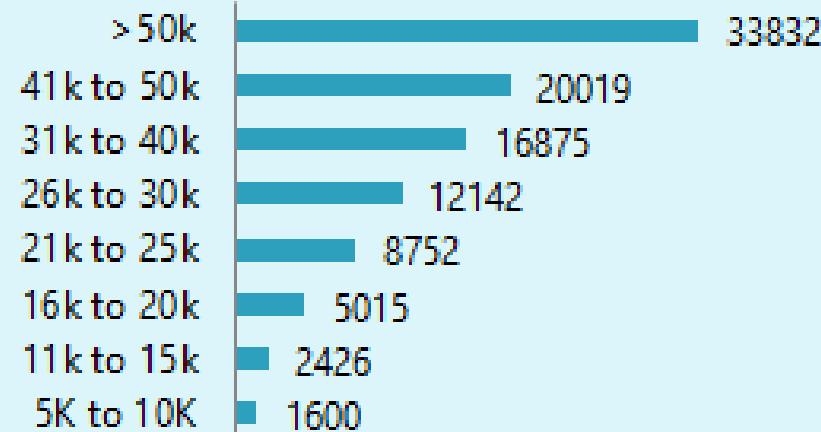
F M Other



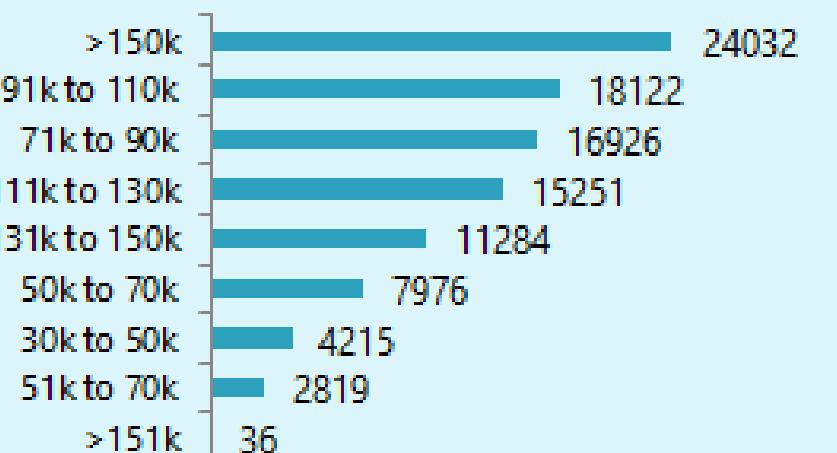
## INSIGHTS

- About **99%** of the Gen Z prefer not to work under Abusive Manager.
- **5%** respondents are willing to work in **Remote** working environment.
- Majority prefers to work **8 hours** daily.
- About **81%** respondents don't want to work at an **Unhealthy Workspace**.
- Most of them expects: **more than \$50k** salary for the first 3 years, **more than \$150k** after 5 years, and **\$31k to \$40k** as a fresher.

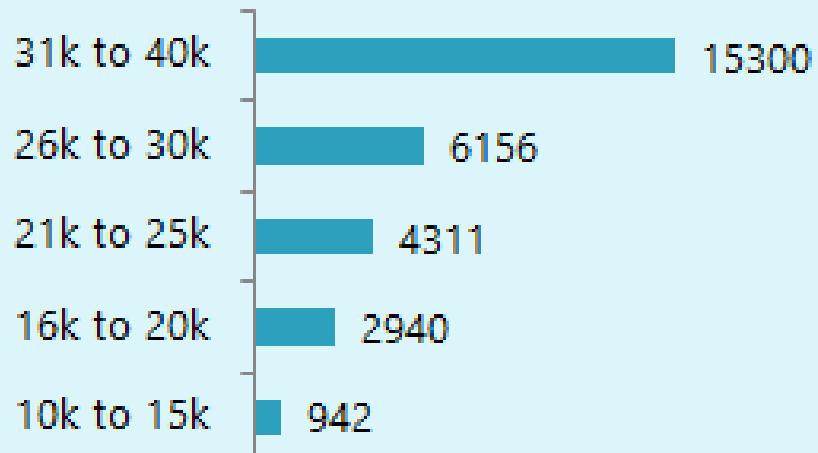
## Minimum Expected Salary (First 3 Years)



## Minimum Expected Salary (After 5 Years)



## Minimum Expected Salary (Freshers)



# MISSION ASPIRATIONS DASHBOARD

100661  
Total Respondents

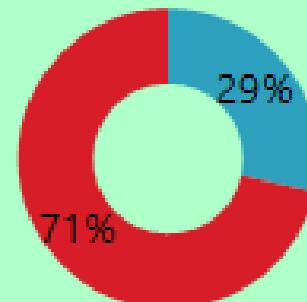
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Female

0.3%  
Others

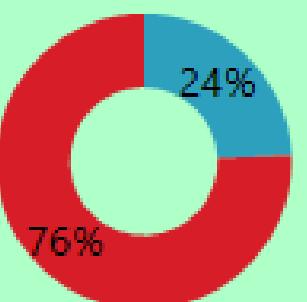
## Clarity of Company Mission

■ Yes ■ No



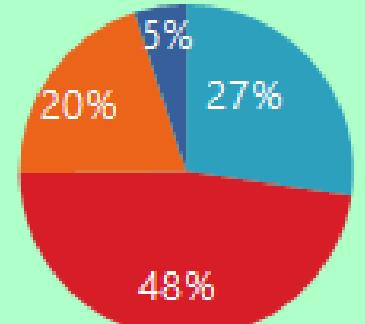
## Alignment of Company Mission & Action

■ Yes ■ No



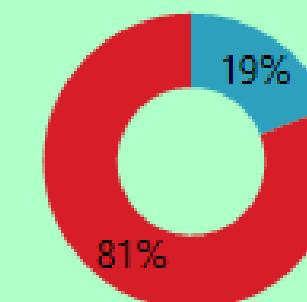
## Preferred Working Environment

■ flex office  
■ Hybrid  
■ On-site  
■ Remote



## Work at Unhealthy Workspace

■ Yes ■ No



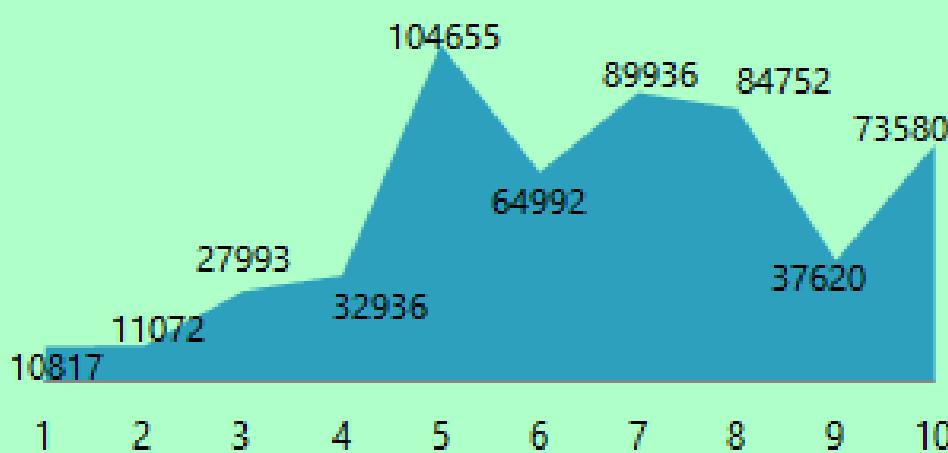
## Gender

F M Other

## INSIGHTS

- About **71%** respondents don't want to work at a missionless company.
- **76%** prefer not to work at a misaligned company.
- Majority are willing to work in **Hybrid** working environment.
- About **81%** prefer not to work at an Unhealthy workspace.
- Most of the Gen Z prefer to work with a socially impactful company.
- **Unclear work without any goals** is most common work frustration.
- Work that involves passion make employee happy and productive the most.

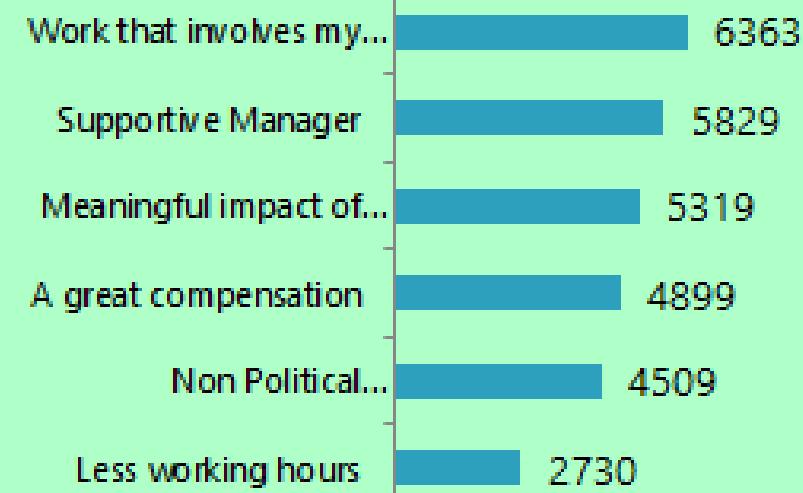
## Preference for Socially Impactless Company



## Common Work Frustrations



## Happier and Productive at Work



# CONCLUSION

This analysis highlights the need for a deeper understanding and proactive measures by employers to bridge the gap between Gen Z's career aspirations and what is currently offered in the workplace. Gen-Z's career aspirations are characterized by a desire for meaningful work, work-life balance and social impact. By understanding and embracing Gen Z's values, stakeholders can create more inclusive, ethical, and sustainable work environment that benefits the individuals, organizations and society as a whole.



# Thank you!

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