Analysis of GEN Z In the Workforce

Using 5W1H framework

Problem statements

WHO:

* Gen Z Individuals:

Individuals which are born roughly between 1997 and 2012 are referred as GEN Z. They are known for being digital natives, having grown up with the internet, social media, and advanced technology. This generation is characterized by their adaptability, social awareness, and desire for meaningful work.

* Gen Z stands out because they prioritize authenticity and transparency. They seek work-life balance and value experiences. Their proficiency with digital tools and comfort makes them adaptable and innovative in the workplace.

WHAT:

* Career Aspirations: Gen Z aspires to roles that offer growth opportunities and align with their personal values. They're drawn to careers that provide work-life balance and a sense of purpose. Many are entrepreneurial, seeking to make a significant impact through innovation and social responsibility.
* Key Aspirations: Gen Z aspires to make a meaningful impact through their careers. They seek continuous learning and professional growth, valuing opportunities for advancement. Personal fulfilment and contributing to societal change are also major drivers for this generation.

WHEN:

* Career Path: A Gen Z career timeline often starts with internships or gig work to gain diverse experiences. Many switch roles or industries early on, seeking rapid skill development and alignment with their values.
* Progression of career: Gen Z's career progression is often dynamic and non-linear. They seek rapid skill development and are open to switching industries to gain new experiences. Leadership roles and impactful positions become key as they advance.

WHERE:

* Work Environments: Gen Z aspires collaborative and flexible work environments. They value workplaces that values open communication, creativity, and inclusivity. They're drawn to organizations that support remote work and offer opportunities for personal and professional growth.
* They are more drawn to industries that align with their values and offer dynamic work environments. Tech, renewable energy, and health and wellness are top choices. They're also interested in creative fields like digital media, marketing, and entertainment.

WHY:

* Technological integration: Gen Z expects seamless technological integration in the workplace. They're used to advanced tech and favour environments with up-to-date tools and software. This generation embraces automation, AI, and collaboration platforms to boost efficiency and creativity.
* Gen Z is deeply value-driven in their career choices. They prioritize working for companies that align with their ethical beliefs, such as sustainability and social justice. This generation expects their employers to be transparent and committed to positive societal impacts.
* Economic Factors: Economic factors heavily influence Gen Z's career decisions. They value job security but also seek competitive salaries and benefits that reflect their skills and contributions.
* Desire to impact: Gen Z has a strong desire to make a positive impact through their work. They seek careers that allow them to contribute to social and environmental causes. This generation values roles that offer meaningful work.

HOW:

* Gen Z wants clear paths for career growth. They value mentorship, regular feedback, and development opportunities. They prefer employers who invest in their professional futures
* Job Search: Gen Z job searches are mostly online, valuing company culture and purpose. Platforms like LinkedIn are key. Networking is essential.
* Work Preferences: Gen Z prefers flexible work environments with remote options. They value a collaborative culture and opportunities with professional growth. Work-life balance is very important for them and they work towards it.
* Expectations for employers: Gen Z expects employers to provide flexible work options and prioritize mental health and work-life balance. They value ethical practices, diversity, and inclusivity in the workplace.

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