**5W1H Analysts: Gen Z in a workforce**

**Problem Statement:**

Gen Z individuals are struggling to secure roles that align with there passions and aspirations leading to dissatisfac concurrently, employers are facing difficulties in attracting retaining and managing Gen Z employees effectively.

**Who:-**

- Generation Z (born between 1995 and 2012), making up 24.3% of the US population.

**What:-**

- Gen Z is entering the workforce and struggling to secure roles that align with their passions and aspirations, leading to dissatisfaction.

- Employers are facing difficulties in attracting, retaining, and managing Gen Z employees effectively.

**When:-**

- As of 2020, Gen Z is on track to be the most diverse generation in US history.

- Current period (2024) as they are increasingly entering the workforce.

**Where:-**

- In the United States, across various industries and workplaces.

**Why:-**

- The mismatch between Gen Z's career aspirations and the roles available leads to dissatisfaction.

- Employers need to adapt to the unique needs and expectations of Gen Z to attract and retain them.

**How:-**

- By understanding the differences that set Gen Z apart, employers can implement strategies to bridge gaps and align roles with Gen Z’s passions.

- Employers can enhance their recruitment and retention strategies by:

- Offering flexible work arrangements.

- Providing clear paths for career growth and development.

- Creating an inclusive and diverse work environment.

- Leveraging Gen Z's technological proficiency.