**Understanding the Career Aspirations of GenZ**

**Problem Statement:**

Understanding the career aspirations of Gen Z with a focus on what they seek in careers and how employers can align their strategies to attract and retain them.

1. **Who**
2. **Who are Gen Z?**

Gen Z is a global generation born between mid 1990s and early 2010s. Gen Z has grown up

with the internet and social media.

1. **Who are your biggest career influencers (beyond family)?**

Gen Z often looks to social media influencers, entrepreneurs, and YouTubers as role models.

They are drawn to individuals who have built successful careers on their own terms, often

outside of traditional corporate structures.

**Example:** I followed a YouTuber who transitioned from a corporate job to freelancing. Their

journey inspired me to pursue a flexible career in content creation.

1. **Who do you admire in your desired field and why?**

They admire individuals who are passionate about their work, make a positive social

impact, and are known for their authenticity and integrity.

1. **Who has most impacted your current career goals?**

Teachers, mentors, and coaches who have provided guidance and support, and helped

them discover their passions and talents.

1. **What**
2. **What are your top 3 dream jobs and why?**

Gen Z often prioritizes careers that align with their values, such as social impact,

creativity, and innovation. They are drawn to fields like technology, healthcare, social

work, and entrepreneurship.

**Example:** I always wanted to be a UX designer because I enjoy creating user-friendly

experiences. Seeing a friend successfully switch careers into UX despite a non-

tech background encouraged me.

1. **What are your biggest career fears or anxieties?**

Job security, student loan debt, the rising cost of living, and the fear of not finding

fulfilling work are common anxieties. They are also concerned about the rapid pace of

technological change and the potential for job displacement.

1. **What are your non-negotiables in a future job (e.g., remote work, flexible hours, social impact)?**

Work-life balance, flexibility, and the opportunity to make a positive impact on the

world are highly valued.

1. **What skills are you most passionate about developing?**

They are eager to develop digital skills, critical thinking, problem-solving, and

communication skills.

1. **What kind of work environment would you thrive in?**

Gen Z values collaborative, inclusive, and supportive work environments. They prefer

workplaces that prioritize employee well-being and offer opportunities for growth and

development.

1. **What are your biggest motivations for pursuing your chosen career path(s)?**

A desire to make a difference in the world, achieve financial stability, and pursue their

passions.

1. **What are your short-term and long-term career goals?**

Short-term goals might include completing a degree, gaining relevant work experience

through internships or part-time jobs, and developing essential skills. Long-term goals may

include starting their own businesses, achieving leadership positions, or making significant

contributions to their chosen fields.

1. **What are your biggest concerns about the future of work?**

Automation, artificial intelligence, and the gig economy are major concerns. They

worry about the potential for job displacement and the challenges of navigating a rapidly

changing job market.

1. **When**
2. **When did your current career aspirations begin to form?**

Career aspirations often begin to form in high school or even earlier, influenced by

school experiences, hobbies, and exposure to different career paths.

1. **When do you envision achieving your first major career milestone?**

Gen Z is often eager to achieve success early in their careers. They may set ambitious

goals for themselves, such as starting their own businesses or achieving leadership positions

within a few years of graduation.

**Example:** I set a goal to get a leadership role within five years. A mentor advised me to take

on extra projects early, which helped me secure a promotion ahead of time.

1. **When do you anticipate needing to re-evaluate your career path?**

They understand that career paths are not always linear and that they may need to

adapt and re-evaluate their goals as their interests and circumstances change. They are

open to exploring new opportunities and embracing change.

1. **Where**
2. **Where do you see yourself working in 5 years? 10 years?**

Gen Z is more likely to prioritize work-life balance and flexibility, which may lead them to

consider remote work or entrepreneurial ventures. They are also interested in working for

companies that are making a positive social impact.

1. **Where do you go for career advice and inspiration?**

They rely heavily on online resources, social media, and networking platforms for career

information and inspiration. They also value the input of mentors, teachers, and career

counselors.

**Example:** I frequently listen to career podcasts and attend networking events. Attending an

industry webinar once led me to connect with a mentor who helped shape my career

direction.

1. **Where do you see the biggest opportunities for career growth in the future?**

They see significant opportunities in fields such as technology, healthcare, renewable

energy, and social justice. They are also interested in exploring emerging fields such as artificial

intelligence, virtual reality, and biotechnology.

1. **Why**
2. **Why is it important to you to have a fulfilling career?**

Gen Z values purpose and meaning in their work. They want to find jobs that are not only

financially rewarding but also personally and socially fulfilling.

1. **Why are you drawn to this particular field/industry?**

They are drawn to fields that align with their values, interests, and skills. They are also

influenced by the potential for personal and professional growth, as well as the opportunity to

make a positive impact on the world.

1. **Why are you willing to make sacrifices to achieve your career goals?**

They are willing to put in the hard work and make sacrifices to achieve their goals,

especially if they believe that their work will contribute to a better future.

1. **Why is work-life balance important to you?**

Gen Z values their personal lives and well-being. They want to have time for hobbies,

relationships, and personal growth outside of work.

**Example:** I once worked in a job with no work-life balance, leading to burnout. Since then, I’ve

prioritized roles that offer flexibility and mental well-being benefits.

1. **How**
2. **How do you plan to acquire the skills needed for your desired career?**

They are eager to learn new skills through online courses, workshops, internships, and on-

the-job training. They are also open to pursuing further education, such as college degrees or

professional certifications.

1. **How will you stay updated on industry trends and job opportunities?**

They rely heavily on social media, online platforms, and industry publications to stay

informed about career trends and job opportunities. They also network with professionals in

their field of interest.

**Example:** I take online courses regularly and subscribe to industry newsletters. This habit

helped me land a new job by staying ahead of emerging trends in my field.

1. **How will you measure your career success?**

Gen Z is more likely to define success in terms of personal fulfillment, social impact, and

work-life balance, rather than solely focusing on financial metrics.

1. **How do you plan to maintain a healthy work-life balance?**

They prioritize setting boundaries between work and personal life, utilizing flexible work

arrangements, and practicing self-care.

1. **How will you adapt to the changing demands of the job market?**

They are eager to learn new skills, embrace new technologies, and adapt to the changing

demands of the job market. They are also open to exploring new career paths and embracing

lifelong learning.