**Problem Statement:** GenZ are finding it hard to get into the roles that they love. Their aspirations are not heard out well. Also on the other side, employers are finding it hard to attract, retain and manage GenZ people.

**What**

1. **Nature of the problem**: GenZ individuals are struggling to secure employment in their desired roles, while employers are facing challenges in attracting, retaining, and managing GenZ employees.
2. **Needs to achieve**: Finding solutions to enable GenZ individuals to obtain their preferred jobs and fostering long-term retention among GenZ employees for employers.
3. **Goals**:
   * Facilitate GenZ in securing jobs aligned with their aspirations.
   * Enhance attraction and retention rates for employers among GenZ employees.
   * Develop a mutually beneficial work environment that meets the needs of both GenZ individuals and employers.

**Who**

1. **Affected parties**: GenZ workforce seeking employment opportunities and employers facing difficulties in attracting and retaining GenZ talent.
2. **Responsible party**: Employers are primarily responsible for addressing the challenges faced by GenZ individuals in the workforce.
3. **Key stakeholders**: GenZ workforce, employers, HR departments, industry experts, and policymakers need to collaborate to devise effective solutions.

**Why**

1. **Cause**: The discrepancy arises due to employers' failure to adapt to the evolving preferences and needs of the GenZ workforce. GenZ prioritizes benefits such as work-life balance, mental health support, and a sense of purpose over traditional factors like pay and brand reputation.
2. **Importance**: GenZ represents the future workforce and comprises a significant portion of the global population. Addressing their employment needs is crucial for the sustainability and growth of businesses and the economy.

**Where**

1. **Incident location**: Issues arise within the work environment where GenZ individuals seek employment.
2. **Project implementation**: Solutions need to be implemented within the workplace settings where GenZ employees are engaged.

**When**

1. **Onset of the problem**: Challenges surfaced during the 2019 pandemic when the first wave of GenZ individuals entered the workforce.
2. **Completion timeframe**: Solutions should be developed and implemented within one to two years to accommodate the current and upcoming waves of GenZ individuals entering the workforce.

**How**

1. **Issue emergence**: Employers' adherence to outdated work patterns not tailored to meet the preferences and needs of the GenZ demographic.
2. **Achieving goals**: By adapting and customizing the work environment to align with the preferences and needs of GenZ individuals, while also ensuring cost-effectiveness for employers through prudent resource allocation and investment in employee well-being initiatives.

Additional points to consider for achieving goals include:

* + Flexible work arrangements.
  + Providing opportunities for skill development and career advancement.
  + Incorporating technology and digital tools for enhanced productivity and collaboration.
  + Establishing mentorship programs to support GenZ employees in their professional growth.
  + Creating a vibrant company culture that fosters inclusivity, creativity, and innovation.