

# Project Completion Report : Career Aspirations of GenZ

## 1. INTRODUCTION:

GenZ, defined as the individuals born between 1997 and 2012 are shaping workforce of the future. This project aims to explore and analyze the career preferences , goals, values and expectations of Genz, to help educators, employers, organisations and policymakers better understand emerging trends and align their strategies to cater to this group effectively. This report present a comprehensive overview of the project , its objectives, methodologies, findings and key insights.

## 2. PROJECT OBJECTIVES:

- To understand the career aspirations, goals, and motivations of GenZ.
- To assess the factors influencing GenZ's career decisions, including personal interests, economic factors, and technological advancements.
- To analyze GenZ's preferred industries, work environments, and career development expectations.
- To provide actionable recommendations for businesses and educational institutions to support GenZ's career development.
- To identify the skills and qualifications GenZ considers most valuable for future careers.

## 3. PROJECT OVERVIEW and METHODOLOGIES:

(Methodologies Used:-)

### ➤ *Survey and Questionnaires-*

- A survey was conducted with many respondents from various regions and backgrounds.
- The survey focused on gathering data about career preferences, industry interests, work-life balance expectations, and desired income levels.

## 4. KEY FINDINGS:

### *a) Influencing Factor:-*

- Most of the GenZ respondents across 33.9% are influenced by their Parents, followed by World Leaders , Successful Influencers ,Social media and Friends.

**b) Company type:-**

- Most GenZ respondents about 76.1% are not willing to work with misaligned company.
- Most GenZ respondents about 72.2% are not willing to work for a missionless company.

**c) Preference for Work Life Balance:-**

- GenZ respondents prioritize work life balance over salary.
- About 82.3% respondents are not willing to work at unhealthy workplace or with abusive manager.
- Most of the respondents about 42.1% want break after every 3 months to stay happy and balance personal-professional life.

**d) Desire for Purpose Driven Work:-**

- Most respondents about 22.2% prioritize work that involves their passion and also purpose driven.

**e) Entrepreneurial Spirit:-**

- A significant proportion of GenZ has an entrepreneurial mindset, with many considering starting their own businesses or side hustles as a career path.

**f) Flexible Work Arrangements:-**

- Most respondents about 36.2% prefer Remote working environment.
- Most respondents about 63.2% prefer to work 8 hours on daily basis for flexibility.

**5. STAKEHOLDER ANALYSIS:-**

- *GenZ Individuals (Primary Participants):* These are the central focus of the study, providing the data regarding their career preferences and aspirations.
- *Employers:* Businesses and organizations need insights into GenZ's expectations to refine their recruitment strategies, workplace culture, and employee engagement programs.
- *Educational Institutions:* Schools and universities must adapt their curriculums to equip GenZ with the necessary skills for future careers.

- *Policy Makers:* Government bodies and labor agencies can utilize findings to shape employment policies, including those related to remote work and workforce development.
- *Career Counselors & HR Professionals:* These stakeholders are vital in advising GenZ on career paths and assisting in bridging the gap between educational achievements and career opportunities.

#### 6. PROJECT OUTCOMES:-

- *Increased Awareness:* Employers and educators gained a deeper understanding of GenZ's career expectations and can adjust their strategies accordingly.
- *Actionable Insights for Curriculum Design:* Educational institutions now have evidence-based data to inform the design of programs that better align with GenZ's preferences.
- *Policy Recommendations:* Policymakers can use the findings to shape employment laws and frameworks that meet the needs of both GenZ and the economy at large.

#### 7. Challenges Faced:-

- *Diverse Demographics:* GenZ is a diverse group, making it challenging to capture uniform aspirations across different social, economic, and cultural backgrounds.
- *Data Reliability:* Ensuring the accuracy and reliability of survey data was difficult due to the varying levels of understanding and engagement among participants.
- *Rapid Technological Changes:* The fast-paced evolution of technology means that the career preferences of GenZ could shift quickly, making it hard to predict long-term trends with certainty.

#### 8. Lessons Learned:-

- *Value of Mixed Methodologies:* A combination of qualitative and quantitative research provided richer insights, offering both statistical trends and in-depth personal perspectives.
- *Flexibility in Design:* Flexibility in research design, particularly in terms of adapting to the needs of different stakeholder groups, was key to the project's success.
- *Need for Ongoing Research:* GenZ is still maturing as a workforce, and ongoing studies will be necessary to keep up with evolving trends and preferences.

#### 9. Recommendations for Future Projects:-

- *Regular Follow-up Studies:* To monitor shifts in GenZ's career aspirations and adapt strategies accordingly.

- *Focus on Skill Development*: Future projects should explore how educational institutions can better support skill development for GenZ, particularly in technology and soft skills.
- *Broaden Global Perspectives*: It would be beneficial to expand research globally, as GenZ's career aspirations may differ across cultures and regions.
- *Engage GenZ in Active Dialogue*: Include more interactive engagement with GenZ, such as workshops or hackathons, to get real-time feedback and insights.

10. Five “WOW” Insights:-

- **Desire for Purposeful work :- 22.2%** GenZ prioritize work that involves their passion and also purpose driven.
- **Preference for socially impactful work :- 44.8%** GenZ are willing to work for a socially impactful company.
- **Prioritizing Healthy work environment:- 82.3%** GenZ are not willing to work at unhealthy workplace.
- **Preference for customizable work environment:- 36.2%** of GenZ respondents expressed a desire for customizable workspaces and remote job opportunities, underscoring their desire for flexibility.
- **Value resilience and adaptability in organizations:-** GenZ understand that layoffs are sometimes a necessary part of business evolution. About **72.6%** of GenZ respondents are open to work for a company with Layoffs.

1.