**STAKEHOLDER ANALYSIS DOCUMENT**

**Introduction:**

In today's rapidly evolving job market, Generation Z (GenZ), born roughly between 1997 and 2012, faces unique challenges in pursuing their career aspirations. With distinct values, needs, and expectations, this cohort is significantly impacting the workforce landscape. It aims to explore the ongoing challenges that GenZ encounters in their career journeys and the difficulties that employers face in engaging this demographic.

**Summary of Problem Statement:**

GenZ individuals often struggle to communicate their ambitions and preferences effectively to employers, resulting in a disconnect between their aspirations and the roles offered. Simultaneously, employers find it challenging to attract and retain GenZ talent. Misalignment in expectations regarding workplace culture, benefits, and career development creates barriers for both parties.

**List of Identified Stakeholders:**

1. **Gen Z Individuals**:
   1. Fresh graduates and early-career professionals.
   2. Those seeking alignment between their aspirations and job opportunities.
2. **Employers/HR Managers**:
   1. Companies looking to recruit and manage Gen Z talent.
   2. HR professionals designing policies for retention and development.
3. **Educational Institutions**:
   1. Universities and colleges preparing students for the workforce.
   2. Career counselors assisting students in career planning.
4. **Government/Policy Makers**:
   1. Institutions developing policies to ensure employment opportunities for young workers.
5. **Market Analysts/Industry Experts:**

a.Professionals researching trends in Gen Z preferences and workforce demands.

**Detailed Assessment of Roles and Interests:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Stakeholder** | **Role** | **Interest** | **Impact/Benefit** |
| **Gen Z Individuals** | Primary beneficiaries; provide data on preferences. | Want career opportunities that align with their goals. | Gain clarity and better opportunities in their career. |
| **Employers/HR Managers** | Recruit and retain talent; policy-making. | Want insights to attract and manage Gen Z effectively. | Improve retention, engagement, and talent strategies. |
| **Educational Institutions** | Provide education and career guidance. | Want to align curricula with workforce demands. | Enhance student success and placement rates. |
| **Government/Policy Makers** | Regulate employment and workforce strategies. | Want to reduce unemployment and support economic growth. | Develop policies that address youth unemployment. |
| **Market Analysts** | Study and report trends. | Seek insights into workforce and economic trends. | Provide actionable data for strategic decision-making. |

**How Stakeholders Will Benefit:**

**GenZ Job Seekers:** By articulating their aspirations, they can find roles that better align with their values, leading to greater job satisfaction and engagement.

**Employers:** By adopting strategies that cater to GenZ's needs, organizations can attract and retain young talent, enhancing overall productivity and innovation.

**HR Professionals:** Learning how to connect with GenZ will enable HR teams to develop targeted recruitment and retention strategies, facilitating better workforce management.

**Career Advisors:** Gaining insights into GenZ's aspirations will allow career advisors to provide tailored guidance, helping young individuals navigate their job searches more effectively.

**Educational Institutions:** Understanding workforce expectations allows schools and universities to align their curricula with industry needs, better preparing students for successful careers.