5W1H Document: Understanding the Career Aspirations of Gen Z

**What**

1. Primary Career Aspirations:

- Gen Z wants careers that are meaningful and impactful.

- They prioritize work-life balance and flexibility.

- They seek opportunities for growth and development.

2. Factors Influencing Career Choices:

- Their personal interests and passions.

- The company culture.

- Opportunities for advancement.

- The potential to balance work and personal life.

- The ability to make a positive social impact.

**Why**

1. Work-Life Balance Prioritization:

- They have seen previous generations face burnout and stress.

- They desire better mental and physical well-being.

2. Importance of Flexibility:

- It helps them manage personal and professional responsibilities better.

- It promotes a healthier work-life balance.

- They prefer options for remote or hybrid work setups.

**Who**

1. Key Influencers:

- Family members.

- Mentors.

- Peers.

- Educators.

- Social media personalities.

2. Impactful Workplace Figures:

- Managers and mentors who provide regular feedback.

- Those who support professional growth.

- Individuals fostering a positive and inclusive work environment.

**Where**

1. Preferred Work Locations:

- Flexible work arrangements, like remote or hybrid setups.

2. Job Opportunity Search Platforms:

- Online job boards.

- Company websites.

- Social media platforms like LinkedIn.

- Networking events and connections.

**When**

1. Career Milestone Expectations:

- They expect to achieve career milestones relatively quickly, often within a few years of starting their careers.

2. Job Change and Promotion Timing:

- Typically, they seek job changes or promotions every 1-3 years.

- Driven by the desire for new challenges and better opportunities.

**How**

1. Job Search Methods:

- They search for jobs through online job boards, company websites, and social media.

- They also use professional networking platforms like LinkedIn and attend career fairs and networking events.

2. Adapting Recruiting Strategies:

- Employers need to emphasize company culture.

- Offering flexible work arrangements is important.

- Providing clear paths for career advancement.

- Showcasing a commitment to diversity and inclusion is key.