**5W1H Analysis: Gen Z in The Workforce**

**Problem Statement:** Gen Z struggles to align their passions with traditional career paths, while employers face challenges in retaining and managing this dynamic workforce.

1. **When**

* When has Gen Z grown?

- Gen Z grew during a period when knowledge work became more dominant than industrial capital, from the mid-1990s to the early 2000s. Technology that enables instant access and flexibility has shaped their worldview, making traditional work structures feel outdated.

1. **What**

* What are Gen Z expecting from Employers?

-Expecting Flexibility in work life that they experienced during their studies

* What does Gen Z think about location?

-Location is not important for Gen Z because all they need is a Wi-Fi or Internet connection to do work. so they prefer to work from anywhere.

According to data, only 20% of Gen Z candidates aged 21 to 24 in 2017 preferred location

* What issue Employers are facing?

-Compensation and better pay cheques are no longer a guaranteed method for retaining Gen Z

Because Gen Z is exploring other fields or generating side income. they are searching for a career to accommodate their lifestyle.

Also, Gen Z does not remain in one company for a longer period. They are less driven by the problem of stability. Only 43% of Gen Z see themselves as having a long career in their organization

* What does Gen Z expect?

-They expect rapid progression and reward for their efforts

* What is the top reason for leaving a job for a Gen Z?

-33% of the Gen Z workforce ranted manager quality as a top reason to leave their current job in 2017

* What challenges does Gen Z face in the workplace?

- Gen Z often struggles with adapting to rigid corporate structures and expectations, such as fixed work hours and hierarchical management styles, which are at odds with their preference for flexibility and instant feedback.

* What motivates Gen Z in their careers?

- Gen Z is motivated by opportunities for growth, development, and meaningful work. They value rapid progression and seek out roles that align with their personal interests and offer work-life integration.

1. **Why**

* Why is this all happening?

-Gen Z has grown up in a world of instant gratification and rapid technological advancements. This has shaped their expectations for immediate responses and quick career progression, making it difficult for them to engage with traditional, slower-paced career paths.

* Why do Gen Z employees have a high turnover rate?

- Gen Z employees often leave jobs due to a lack of engagement, insufficient development opportunities, and dissatisfaction with management quality. They prioritize personal growth and may quickly move on if they feel stagnant.

1. **Where**

* Where do Gen Z prefer to work?

- Gen Z prefers flexible work environments, such as remote work or co-working spaces, where they can blend work with personal activities. They are less tied to traditional office settings.

1. **How**

* How did this overall problem arise?

-The problem arose due to the abundance of development opportunities available to Gen Z, such as training programs and workshops. These opportunities foster a mindset of continuous growth, making it hard for them to commit to a single workplace for long.

* How can employers adapt to better manage Gen Z?

- Employers can adapt by offering flexible work arrangements, providing continuous learning opportunities, and fostering a work culture that values innovation and rapid progression. Understanding and supporting their need for work-life integration is also crucial.

**Conclusion**

The challenge of retaining and managing Gen Z employees lies in understanding their unique needs and expectations shaped by a digital and fast-paced upbringing. Employers must shift from traditional approaches to accommodate flexibility, continuous development, and a focus on work-life integration. By doing so, they can create an environment where Gen Z can thrive and contribute meaningfully, ultimately reducing turnover and enhancing engagement.