**What is the task**

**To Understand and Document the Problem Statement using given framework.**

Gen Z feels ignored when chasing jobs they want, and employers can’t figure out how to hire or keep them. The goal is to understand what Gen Z expects from work and help employers meet those needs, so both sides get what they want.

**“UNDERSTANDING THE CAREER ASPIRATIONS OF GEN-Z OF INDIA”**

**Problem Statement**Gen Z professionals face challenges in securing and sustaining jobs that align with their values and expectations. Meanwhile, employers are unable to recruit or retain Gen Z talent effectively, resulting in increased turnover, low engagement, and productivity issues**.**

**5W1H Analysis**

| **Question** | **Answer** |
| --- | --- |
| **What** | Gen Z is struggling to land ideal jobs, and employers can't retain them. |
| **Why** | Misalignment between Gen Z's values (flexibility, purpose) and traditional work structures. |
| **Who** | Gen Z job seekers, hiring managers, HR teams, and organizational leaders. |
| **When** | During job applications, early employment, and retention cycles. |
| **Where** | Across industries—tech, service, corporate—especially in hybrid/remote workplaces. |
| **How** | Due to lack of mutual understanding, outdated hiring practices, and mismatched expectations. |

**Stakeholder Identification Document**

| **Stakeholder** | **Role** | **Interest/Concern** |
| --- | --- | --- |
| Gen Z Job Seekers | Candidates | Want fulfilling, flexible, well-paying jobs |
| HR Managers | Hiring & Retention | Want loyal, skilled, culturally-fit employees |
| Team Leaders | Performance | Need consistent contributors |
| Recruiters | Screening | Seek ideal candidates for roles |
| Employers | Strategy | Want lower turnover, better culture |

**Process Flow – Recruitment & Retention**

* Recruitment Process: Job posting → Resume screening → Interviews → Selection
* Onboarding Process: Welcome session → Role training → Team integration
* Retention Process: Performance review → Career development → Exit interview

# **Problem-Solving Plan**

1. Research Gen Z expectations via surveys/social media.
2. Analyze current hiring and onboarding strategies.
3. Bridge Gap:  
    - Employers adjust roles for flexibility.  
    - Gen Z upskills in communication and professionalism.
4. Pilot Initiatives: Test new engagement models in HR.
5. Evaluate through feedback and retention analytics.

# **Conclusion**

There is a clear gap between what Gen Z seeks in the workplace and how organizations are structured to recruit and retain them. A systematic approach using the 5W1H framework and stakeholder-driven strategies can bridge this gap, leading to improved job satisfaction and retention.