**ADDRESSING THE PROBLEM STATEMENT IN-HAND USING THE 5Ws-1H FRAMEWORK**

1. **What?**
2. ***What is the situation being faced currently by the Gen Z individuals?***

**Ans: Generational Z or Gen Z individuals are unable to land desired roles that offer stability or entrepreneurial opportunities.**

1. ***What kind of employers are the Gen Z individuals looking for?***

**Ans: The Gen Z individuals are looking for employers that are ethical and are socially impactful.**

1. ***What are the issues being faced by employers as a result?***

**Ans: Employers are finding it hard to attract, retain and manage Gen Z individuals.**

1. **Who?**
2. ***Who are the major stakeholders involved in this situation?***

**Ans: The major stakeholders that are involved include:**

* ***Gen-Z individuals*, that are very diverse, tech-savvy and socially conscious.**
* ***Employers (i.e.: organisations)* that are seeking to adapt to attract and retain this generation.**
* ***Educational Institutions* that are preparing the generation(s) for joining the workforce.**

1. **Why?**
2. ***Why are the employers struggling to retain Gen Z individuals?***

**Ans: The employers are struggling to retain Gen Z individuals as the traditional job roles are not matching with the preferences of the generation.**

1. ***Why are Gen Z individuals refusing to take up traditional job roles?***

**Ans: Gen Z individuals are refusing to take up traditional job roles due to a unique blend of experiences encountered, notably economic recessions, technological immersion and social movements.**

1. ***Why is it important for employers to address Gen Z aspirations?***

**Ans: It is important for employers to address Gen Z aspirations since it helps align with organisational adaptability and resilience.**

1. **Where?**
2. ***Where does this current situation apply?***

**Ans: The situation is predominantly focusing on the U.S.; however, the insights are applicable for individuals globally.**

1. ***Which sectors have been heavily impacted by this change?***

**Ans: The sectors that have been significantly impacted by this change include technology, healthcare and education.**

1. ***Where do the Gen Z individuals prefer to work with the employers?***

**Ans: The Gen Z individuals prefer to work with employers in a remote/work-from-home setting or in a hybrid model, meaning 50% of the time at offices and remaining 50% of the time at the comfort of their homes.**

1. **When?**
2. ***When are the Gen Z individuals entering the workforce?***

**Ans: The Gen Z individuals are entering the workforce during a transition towards automation and diverse work models amid workforce shortages due to retirements of Baby Boomer individuals.**

1. **How?**
2. ***How can the employers address this situation and resolve it?***

**Ans: The employers can address this situation and retain the Gen Z individuals easier by promoting ethics, sustainability and social impact in operations.**

1. ***How can employers enhance belonging into Gen Z individuals?***

**Ans: Employers can build a sense of belonging into Gen Z individuals by personalising their career paths and experiences while also adapting to hybrid and remote work environments.**

1. ***How can employers personalise career paths of Gen Z individuals?***

**Ans: Employers can personalise career paths of Gen Z individuals by providing platforms for continuous learning and development.**

* **Key Data Insights**

1. **Gen Z Demographics**:

* 24.3% of the U.S. population; most diverse generation in history.
* By 2020, contributing significantly to workforce diversity and economic impact.

1. **Survey Insights**:

* 77% prioritize ethical alignment with employers.
* 51% favour careers in tech; significant gender gap persists (34% of females vs. 73% of males in tech interest).

1. **Education and Learning**:

* Gen Z values traditional education but emphasizes skill diversification through online platforms.

1. **Workforce Trends**:

* U.S. labour force participation declined from 67% in 2000 to 63% in 2018.
* **Conclusion**

Gen Z's entry into the workforce presents a transformative opportunity for organizations. This generation values personalization, diversity, ethics, and flexibility. Employers must rethink talent acquisition and development strategies, emphasizing ethical practices and diverse work formats. Success lies in tailoring roles to match skills, fostering inclusivity, and preparing for a more dynamic future of work. Adapting to Gen Z's aspirations not only ensures talent retention but also enhances overall organizational effectiveness.