**Problem Statement :** Gen Z feels ignored when chasing jobs they want, and employers struggle to hire or retain them.

### 5W1H FRAMEWORK: GEN Z AND THE JOB MARKET

### WHO

* Who are Gen Z?
  + Individuals born between 1997 and 2012 (ages 13–28 as of 2025).
  + Represent ~30% of the global population and entering the workforce in large numbers.
* Who are the employers hiring Gen Z?
  + Primarily tech companies, startups, creative industries, retail, and service sectors.
  + Companies like Google, Amazon, Deloitte, and Unilever are known to run specific Gen Z engagement and internship programs.
* Who are not interested in hiring Gen Z?
  + Traditional industries (e.g., manufacturing, insurance, law) show hesitance due to perceived lack of work ethic or long-term commitment.
  + Small businesses lacking resources to adapt to Gen Z preferences or provide flexible work environments.

### WHAT

1. What are the main issues Gen Z face when finding a job?
   * Lack of work experience, soft skills, or practical exposure.
   * Over-dependence on online applications vs. networking.
   * Lack of clarity in career goals.
2. What are the reasons for not getting hired?
   * Employers cite issues such as:
     + Unrealistic expectations (salary, remote work, work-life balance).
     + Poor interview preparation or communication.
     + Lack of industry-specific skills.
3. What struggles do Gen Z face while getting a job?
   * Navigating digital-first hiring (e.g., ATS, video interviews).
   * Pressure of student loans and underpaid internships.
   * Mental health concerns and job rejection burnout.
4. What are the best jobs Gen Z enjoys?
   * Roles in:
     + Tech (e.g., software development, UI/UX design)
     + Digital marketing, content creation
     + Sustainability, social impact jobs
     + Freelancing and creator economy
   * Flexible roles with remote/hybrid options and meaningful work are most appealing.

### WHY

1. Why is Gen Z struggling to get a job?
   * Mismatch between academic training and job market demands.
   * Post-COVID economy led to reduced entry-level roles.
   * Over-saturation in certain degrees (e.g., communications, psychology) without complementary skills.
2. Why are employers finding it hard to manage Gen Z?
   * Gen Z demands feedback, transparency, purpose-driven culture, and flexibility.
   * High attrition and job-hopping tendencies.
   * Preference for mental health and work-life balance over traditional career ladders.
3. Why does Gen Z feel companies aren’t hiring them?
   * Perceived bias toward experience over potential.
   * Hiring processes are often lengthy, vague, and impersonal.
   * Lack of inclusive practices and Gen Z-oriented outreach.

### WHERE

1. Where did it start?
   * The struggle became pronounced post-2020 due to:
     + COVID-19 pandemic disrupting education and internships.
     + Shift to remote hiring processes.
     + Economic slowdown causing fewer entry-level roles.
2. Where can Gen Z be placed the most?
   * Tech hubs like San Francisco, Austin, Berlin, and Bangalore.
   * Remote-first companies and startups.
   * Industries like e-commerce, digital services, green energy, and AI-based platforms.

### WHEN

* When will Gen Z be hired without struggle?
  + Likely when:
    - Education-industry alignment improves.
    - Employers adopt skills-first hiring and inclusive recruitment.
    - By 2027–2030, Gen Z will dominate the workforce (projected 30–35% by 2030).
* When will employers hire Gen Z without hesitation?
  + As more Gen Z:
    - Build workplace skills.
    - Gain experience through internships/freelance/bootcamps.
    - Adjust expectations and show adaptability.

### HOW

* How are leading companies successfully hiring Gen Z?
  + Creating youth-focused internship and graduate programs.
  + Emphasizing diversity, flexibility, and purpose in culture.
  + Using platforms like LinkedIn, Handshake, TikTok Careers.
  + Implementing skills-based hiring and fast-track interview processes.
* How can job ads and interviews be adapted for Gen Z?
  + Use clear, jargon-free language.
  + Emphasize values, growth opportunities, remote flexibility.
  + Conduct transparent, shorter hiring timelines.
  + Incorporate video-based storytelling and social media recruitment.

### DATA POINTS & TIMELINES

| Metric / Event | Value / Date |
| --- | --- |
| Gen Z age range | 1997–2012 |
| Gen Z % of workforce (projected by 2030) | ~35% |
| Peak Gen Z job entry years | 2020–2030 |
| Top Gen Z priorities in jobs (LinkedIn 2024) | Flexibility (74%), Mental Health (65%) |
| Common reasons for rejection (Forbes 2023) | Poor communication (47%), No experience (34%) |
| % of companies facing Gen Z retention issues | ~58% (Deloitte Millennial Survey, 2024) |