

# Business Requirement Document

**Understanding the career aspirations of Gen Z**

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## 1. Purpose of Document

The purpose of this document is to provide an understanding of the career aspirations of Generation Z, the demographic cohort that follows Millennials. By examining the unique characteristics and values of Gen Z, this document aims to shed light on their career goals, aspirations, and preferences. Understanding the career aspirations of Gen Z is crucial for employers, educators, and policymakers who seek to attract and retain this new generation of workers. By gaining insights into what motivates and drives Gen Z, organizations can better design programs, policies, and initiatives that cater to their needs, enhance their work experiences, and promote their professional growth and development. Ultimately, this document aims to provide a comprehensive and insightful perspective on the career aspirations of Gen Z, which can inform and guide decision-making in various domains.

## 2. Who is affected?

The career aspirations of the Gen Z workforce have become a topic of great interest and concern. As the newest generation in the workforce, they have unique aspirations and priorities that can have a significant impact on various stakeholders. In this context, the question of who gets affected by their job is critical to understanding the broader implications of their career choices.

The following stakeholders can be affected by the career aspirations of Gen Z:

- 2.1. Parents: Gen Z workers who do a decent job and earn well can bring happiness and pride to their parents. However, if their parents do not support their career choices, it can lead to conflicts and affect their career trajectory.
- 2.2. Employers: If Gen Z workers perform their tasks efficiently, it can help their employers complete projects on time and satisfy clients. This, in turn, can lead to better opportunities for the workers, such as learning new skills, promotion, and career growth.
- 2.3. Economy: When Gen Z workers earn well, they can contribute to the economy by spending on goods and services. However, if they struggle to find suitable jobs or face challenges in their careers, it can have adverse effects on the economy.

The impact of Gen Z's career aspirations goes beyond personal growth and success. It affects various stakeholders, including parents, employers, and the economy. Hence, it is crucial to understand their career aspirations and provide the necessary support and opportunities to ensure their success and contribute to the growth of the workforce and the economy.

### 3. What is happening?

Today Gen z has some career aspirations they do not want very high-paying jobs rather that they want benefits such as paid time off, mental health, and activities that create a sense of community.

Sometimes parents do also not understand the point of view of gen z they do not want to do traditional jobs like engineering, banking, or government job apart from these jobs they like photography, animation, video editing, etc.

They are not opposed to a corporate job, but they're not likely to compromise for an organization that doesn't fit their values. Due to this many of them quit their job or prefer to be unemployed over being stuck in a job they don't like. And second, if they do not work efficiently so they get fired(layoffs)from the company.

There is one important point is that the salary is less than every other generation we saw in 2012 the average salary of an IT professional was 3.5 lakhs, and today also same conditions.

### 4. When this is happening

This is happing since the covid period because most of the workforce of gen z is eligible to do a job or at the age of 21.

### 5. Where is this happening?

This question pertains to individual experiences of career aspirations, which can vary greatly from person to person. In my case, my career aspirations shifted after I completed 10th grade. I had wanted to pursue engineering, but my school did not allow me to take Physics, Chemistry, and Mathematics (PCM) due to my marks. Instead, I decided to pursue a diploma in production engineering.

After completing my diploma, I enrolled in an engineering college and studied mechanical engineering. Unfortunately, the COVID-19 pandemic hit, and all industries were shut down, causing me to reconsider my career path. I then decided to switch to the IT field, where I learned front-end development and secured an internship. However, the company I interned with was not supportive, and I eventually had to resign. After taking a break, I then decided to pursue a career in data analysis.

Overall, this experience is common among many members of Gen Z. Often, individuals are not clear on what career path to take and may have to navigate multiple job changes or industry shifts. Additionally, many companies may not fully understand the needs and aspirations of Gen Z employees, which can lead to a lack of support and guidance from senior colleagues.

## 6. Why is that a Problem?

Why is this a problem as early I mention all the problems are related to each other if the gen z is not clear about what they wanted to do, parents have not understood their kids and the company and society are not supportive so there may be several problems.

- 6.1. Career dissatisfaction: Without a clear idea of what they want to do, Gen Z may end up in careers that don't interest them or align with their values, leading to dissatisfaction and a lack of motivation.
- 6.2. Financial instability: Gen Z may struggle to find well-paying jobs or may end up job hopping, leading to financial instability and stress.
- 6.3. Mental health issues: The pressure to find a career path and the uncertainty of the job market can cause stress, anxiety, and depression in Gen Z.
- 6.4. Lack of productivity: Without a clear career path or support from their employers, Gen Z may struggle to stay productive and engaged at work.
- 6.5. Skill gaps: Switching between careers or industries can leave Gen Z with skill gaps, making it harder for them to find new jobs or advance in their careers.

## 7. Objective:

The objective of understanding the career aspirations of Gen Z is to help employers adapt to the changing needs of this new generation of workers. By understanding the motivations and values of Gen Z, companies can develop strategies to attract and retain top talent, create a positive work environment, and ultimately improve their bottom line. Additionally, policymakers can use this information to inform workforce development policies and programs that better align with the needs and aspirations of this new generation of workers.