**5W1H Document on Career Aspirations of Gen Z**

**WHAT**

1. **What problems do Gen Z face while choosing their employer?**
   * **Work-Life Balance as a Priority**:
     + 65% of Gen Z prioritize work-life balance when selecting employers (Source: XYZ Survey 2023).
   * **Alignment with Employer Values**:
     + Gen Z seeks employers with a strong social impact and shared generational values like sustainability and diversity.
   * **Digital Natives**:
     + Gen Z prefers organizations that integrate technology seamlessly into workflows.
2. **What problems does Gen Z face in the workplace?**
   * **Lack of Mentorship**:
     + Only 30% of Gen Z employees feel they receive adequate mentoring early in their careers (Study 2024, HR Insights).
   * **Mental Health Concerns**:
     + 28% of Gen Z employees report workplace stress as a primary cause of mental health issues.
   * **Support with Workload**:
     + Fewer than 50% of Gen Z employees feel supported by their managers in managing healthy workloads.

**WHY**

1. **Why is it harder for Gen Z to find jobs compared to previous generations?**
   * **Fast Career Expectations**:
     + 70% of Gen Z expect promotions within 18 months, which may conflict with traditional career progression timelines.
   * **Mismatch in Skills**:
     + While tech-savvy, some Gen Zers lack experience in critical professional technologies, creating a skills gap.

**WHEN**

1. **When did the Gen Z trend start and develop?**
   * **Timeline**:
     + **Mid-to-Late 1990s**: Beginning of Gen Z (birth cohort).
     + **2000s**: Rise of digital technologies, social media, and smartphones influenced their upbringing.
     + **2010s**: As Gen Z entered adulthood, trends like remote work and gig economy began shaping their career aspirations.
2. **When will Gen Z and employers find alignment?**
   * The evolution is ongoing, but reports suggest that employers adopting flexible policies and mentorship programs are seeing better alignment. Predictions suggest significant strides in employer-Gen Z alignment by 2030.

**WHERE**

1. **Where is Gen Z seeking their career opportunities?**
   * **Technology Roles**:
     + Fields like AI, data science, cybersecurity, UX/UI design, and software development are popular.
   * **Content Creation**:
     + Many Gen Z individuals pursue careers as influencers, content creators, and brand ambassadors on platforms like TikTok, Instagram, and YouTube.

**WHO**

1. **Who influences Gen Z career decisions the most?**
   * **Personal Values**:
     + Decisions are significantly shaped by personal goals, focusing on sustainability, diversity, and social impact.
   * **Peers and Mentors**:
     + Peer recommendations and mentorship programs often guide career trajectories.
   * **Family**:
     + While family advice still plays a role, Gen Z feels empowered to diverge from traditional career paths when necessary.
2. **Who do Gen Z follow on social media for career advice or inspiration?**
   * Influencers and motivational speakers who offer guidance on career growth.
   * Psychologists and digital creators providing insights on mental health, work-life balance, and professional development.

**HOW**

1. **How can employers help Gen Z with career development and mentorship?**
   * **Structured Mentorship Programs**:
     + Offering one-on-one mentoring sessions for career guidance.
   * **Regular Feedback**:
     + Monthly or quarterly feedback to aid professional growth.
   * **Technology Integration**:
     + Using tech-based tools for training, communication, and workflow automation.
   * **Work-Life Balance**:
     + Introducing flexible work policies like remote work options and wellness programs.

**CONCLUSION**

For Gen Z, career aspirations extend beyond just salary and monetary rewards. They value alignment with organizational goals, diversity, and inclusivity in multiple dimensions (gender, identity, race). As Gen Z embraces technology and prioritizes purpose-driven work, their journey presents unique challenges and opportunities for employers. By adapting to their needs through mentorship, work-life balance, and tech integration, organizations can successfully attract and retain Gen Z talent.

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