**What is the project about?**

* Understanding the career aspirations of GenZ.
* The problem involves GenZ struggling to pursue desired roles with the aspirations often unheard by employers.
* Additionally, employers face challenges in attracting retaining and managing GenZ individuals.

**5W1H Analysis**

**Who is involved?**

* **GenZ individuals**: Young professionals or fresh graduates aiming to secure roles that align with their aspirations.
* **Employers**: Organizations and HR professionals who are evaluating GenZ's potential and suitability for various roles.

**Who**:

**Who within GenZ is most vocal about their career aspirations, and what are their specific expectations?**

GenZ individuals who are highly engaged on social media platforms or in professional networks often voice their aspirations. They typically expect roles that offer flexibility, purpose, and opportunities for growth and learning.

**Who within organizations is responsible for understanding and adapting to the needs of GenZ hires?**

HR professionals, talent acquisition teams, and hiring managers are primarily responsible. They must stay updated on generational trends and adapt their recruitment and retention strategies to align with GenZ expectations.

**What**:

**What specific skills and qualities do employers perceive as valuable in GenZ candidates?**

Employers value GenZ’s tech-savviness, adaptability, creativity, and ability to bring fresh perspectives. They also appreciate GenZ’s strong focus on diversity, inclusion, and social responsibility.

**What are the common misconceptions that employers have about GenZ's work ethic and values?**

A common misconception is that GenZ is less committed or loyal to employers due to their desire for flexibility and work-life balance. Employers may also mistakenly believe that GenZ values perks over meaningful work and career development.

**Where**:

**Where are the gaps in communication between GenZ and employers during the hiring process?**

Gaps often arise in areas like expectations for job roles, career progression, and company culture. GenZ may feel that employers do not clearly communicate growth opportunities or the impact they can have within the organization.

**Where are GenZ individuals most likely to thrive within an organization, and how does this align with employer expectations?**

GenZ is likely to thrive in roles that offer autonomy, opportunities for creative problem-solving, and a strong alignment with their personal values. Employers may need to adjust their expectations to provide more flexibility and purpose-driven work environments.

**When**:

**When do GenZ individuals feel most supported in their career development, and how does this timing affect their job satisfaction?**

GenZ feels most supported when they receive regular feedback, mentorship, and clear career development plans. Timely interventions, such as early career coaching, can significantly boost their job satisfaction and long-term retention.

**When should employers intervene or modify their recruitment strategies to better attract GenZ talent?**

Employers should regularly review and adjust their recruitment strategies, especially when they notice trends like high turnover rates among GenZ hires or when they struggle to fill roles that appeal to younger candidates.

**Why**:

**Why do GenZ candidates prioritize certain job attributes (like flexibility or purpose) over traditional metrics like salary or job security?**

GenZ grew up during times of economic uncertainty and rapid technological change, leading them to prioritize work-life balance, purpose, and job satisfaction over traditional markers like salary. They value meaningful work that aligns with their personal values and provides a sense of fulfillment.

**Why do employers struggle to retain GenZ employees, and how can understanding their aspirations change this?**

Employers struggle because they may not fully understand or meet GenZ’s expectations for growth, meaningful work, and flexibility. By better understanding these aspirations, employers can create more tailored roles, development programs, and work environments that appeal to GenZ, improving retention.

**How**:

**How can employers effectively communicate their value proposition to attract GenZ candidates?**

Employers can highlight aspects that resonate with GenZ, such as the company’s commitment to social impact, opportunities for innovation, and flexible work arrangements. Utilizing digital platforms and authentic storytelling can also strengthen their appeal.

**How can analytics be used to better understand the alignment (or misalignment) between GenZ’s career goals and the roles offered by employers?**

Analytics can track employee satisfaction, engagement levels, and turnover rates among GenZ. By analyzing these data points, employers can identify where gaps exist between what GenZ wants and what is currently offered, allowing them to make data-driven adjustments to their roles and recruitment strategies.