**Problem Statement Report**

**Understanding the Disconnect Between Gen Z and Employers**

**Using the 5W1H Framework**

**1. Executive Summary**

Gen Z job seekers increasingly report feeling ignored, misunderstood, or frustrated during the job search and early employment phases. At the same time, employers are challenged with attracting, hiring, and retaining Gen Z talent. This report uses the 5W1H framework to analyze the issue, identifies key stakeholders, outlines root causes, and suggests steps to better align expectations between both parties.

**2. Problem Statement**

Gen Z feels ignored or misunderstood when pursuing jobs they want. Simultaneously, employers struggle to attract and retain Gen Z employees. There exists a critical disconnect between Gen Z’s job expectations and what companies currently offer.

**3. 5W1H Framework Analysis**

**Who**

* **Key Stakeholders**:
  + Gen Z job seekers (born 1997–2012)
  + Employers (HR, recruiters, managers)
  + Universities and placement cells
  + Job portals (LinkedIn, Indeed)
  + Career advisors

*Example:* A Gen Z peer expressed frustration after being ghosted post-interview, highlighting how common communication breakdowns feel disrespectful to younger candidates.

**What**

* **The Core Problem**:
  + Gen Z is not landing the jobs they desire.
  + Employers struggle to retain Gen Z employees.

*Example:* A friend joined a promising startup but quit within 3 months due to mismatch between the advertised flexibility and the actual rigid work culture.

**When**

* **When does this occur?**
  + During job search and interviews
  + In the first 6–12 months of employment

*Example:* During my internship, I saw many new hires resign quickly when hybrid policies changed suddenly without input from employees.

**Where**

* **Environments Involved**:
  + Job platforms (LinkedIn, Naukri, Indeed)
  + Social media (Reddit, X, TikTok)
  + Workspaces (remote, hybrid, in-office)

*Example:* Reddit discussions in *r/jobs* regularly include Gen Z users sharing how their current jobs feel unrewarding or outdated.

**Why**

* **Root Causes**:
  + Gen Z prioritizes purpose, flexibility, mental well-being, career growth.
  + Employers often rely on outdated assumptions or rigid work cultures.

*Example:* Despite offering good salaries, companies lose Gen Z talent because they lack mentorship or flexibility that younger workers expect.

**How**

* **Impact on Businesses and Individuals**:
  + High turnover, productivity loss, poor morale
  + Gen Z frustration, underemployment, disengagement

*Example:* A company I interned with had 3 Gen Z team members quit within a month due to lack of feedback and rigid scheduling, causing project delays.

**4. Stakeholder Identification Document**

| **Stakeholder** | **Role** | **Key Concerns** |
| --- | --- | --- |
| Gen Z Job Seekers | Employees, interns | Purpose, work-life balance, flexibility |
| Employers | Recruiters, managers | Retention, performance, engagement |
| Universities | Placement, training | Career support, employment rates |
| Job Platforms | Matchmaking services | Satisfaction, feature usability |

**5. Focused Research Questions**

1. What are Gen Z’s top job priorities?
2. Why do Gen Z employees leave within the first year?
3. What are employer complaints about Gen Z?
4. How does workplace culture impact Gen Z retention?
5. What digital platforms influence Gen Z job searches?

**6. Process Documentation**

| **Step** | **Action** |
| --- | --- |
| 1 | Break down problem into specific questions |
| 2 | Analyze articles, reports, social media posts |
| 3 | Interview Gen Z job seekers and hiring managers |
| 4 | Create comparison lists of Gen Z needs vs. employer gaps |
| 5 | Identify key mismatches (e.g., remote work, flexibility) |
| 6 | Suggest tailored recommendations for alignment |

**7. Recommendations**

* **Employers**:
  + Update hiring practices to emphasize transparency and growth
  + Offer hybrid/remote options where possible
  + Build mentorship and feedback systems
* **Gen Z**:
  + Communicate values clearly during applications/interviews
  + Develop soft skills and adaptability
  + Seek realistic role previews via networking or internships

**8. Conclusion**

This disconnect between Gen Z and employers isn’t just a generational gap—it’s a communication and expectation mismatch. By listening to each other’s needs and modernizing hiring/management practices, both groups can benefit from long-term professional relationships.