**5W1H framework: GenZ in the Workforce**

**Problem Statement:** "Gen Z individuals are struggling to secure roles that align with their passions and aspirations, leading to dissatisfaction. Concurrently, employers are facing difficulties in attracting, retaining, and managing Gen Z employees effectively."

**1. Why:**

For Gen Z:

* High expectations for purposeful and engaging work have become the norm.
* Flexibility in work schedules and locations is increasingly important, as they value work-life balance.
* A strong emphasis on company culture and ethical values drives Gen Z's employment choices, with many seeking organisations that align with their personal ideals.

For Employers:

* Companies often struggle with traditional hiring and management practices that no longer resonate with this generation’s evolving work preferences.
* The rapid shift in technology and work expectations has left many organisations unprepared to fully engage Gen Z in meaningful ways.

**2. Who:**

Gen Z Individuals:

* Born between the mid-1990s and early 2010s, this group is now entering the workforce in significant numbers.
* They bring fresh perspectives but also have distinct expectations about career fulfilment and work-life integration.

Employers:

* Companies in all sectors looking to attract, engage, and retain young talent while adapting to new work norms and changing generational expectations.

**3. What:**

Issues for Gen Z:

* Difficulty in finding roles that are aligned with their passions or meaningful to them.
* A growing sense that their professional goals are not fully understood or supported by the current job market.

Issues for Employers:

* Struggling to attract Gen Z talent and hold onto them, especially in industries that rely on more traditional work environments.
* Managing expectations around flexibility, purpose, and career growth for a generation that expects immediate value and impact from their roles.

**4. Where:**

* This issue spans across industries and countries, but the level of impact varies.
* Globally, different sectors and regions are feeling the pressure of integrating this generation into traditional work structures.
* Economic factors and industry norms shape the extent of the challenge.

**5. When:**

* This trend has been escalating for the past few years, particularly from 2017-2020, as Gen Z graduates began entering the workforce in significant numbers.
* The shift toward remote work during the pandemic in 2021 further influenced these challenges, bringing flexibility into sharper focus.
* More recently, 2022-2023 has seen a rise in job dissatisfaction among this generation, with many considering changing employers.

**6. How:**

For Gen Z:

* Building relevant skills through career readiness programs and educational pathways that align with market needs can help bridge the gap.
* Effective communication with employers about aspirations and values can help build a stronger understanding on both sides.

For Employers:

* Adapting hiring practices to prioritise growth opportunities and meaningful work can better appeal to Gen Z.
* Fostering a culture of feedback, flexibility, and ongoing professional development will help attract and retain young talent.

**Key Insights and Timeline:**

2017-2020: Gen Z's increasing entry into the workforce. Companies start grappling with how to adapt.

Data Point: Deloitte's 2018 survey found that 76% of Gen Z valued opportunities for growth when selecting an employer.

2021: Remote work trends amplified by the pandemic make flexibility a non-negotiable for many young workers.

Data Point: PwC reported that 40% of Gen Z respondents prefer a flexible work environment.

2022-2023: Gen Z dissatisfaction is rising, with job turnover rates reflecting their search for purpose and flexibility.

Data Point: LinkedIn data showed 50% of Gen Z were considering changing jobs within a year (2022).

2024 and Beyond: Companies that effectively respond to Gen Z’s evolving work expectations will have an advantage in retaining young employees.

Projection: Organisations that prioritise career growth, purpose, and flexibility will thrive.

**Conclusion**:

As we move forward, it’s crucial that Gen Z continues to seek skill development and communicate their career aspirations, while employers need to adapt their strategies to be more flexible, purpose-driven, and aligned with these evolving expectations. This mutual understanding will help bridge the gap between talent and opportunity.

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