**5W1H Analysis :Genz in the workforce**

**1. WHAT:**

1. **What is the main issue?**  
   Gen Z struggles to pursue their desired career roles, and their aspirations often go unheard by employers.
2. **What are Gen Z’s career aspirations?**  
   The specific career goals, job preferences, and expectations of Gen Z when entering the workforce, such as flexibility, purpose-driven work, and growth opportunities.

**2. WHO:**

1. **Who is facing the problem?**  
   Recent Gen Z graduates and entry-level job seekers who struggle with their career aspirations going unheard.
2. **Who are the employers?**  
   Companies of various sizes, from startups to large corporations, facing challenges in attracting and retaining Gen Z talent.

**3. WHY:**

1. **Why is Gen Z struggling to pursue their desired roles?**  
   Due to a lack of communication between generations, misaligned expectations, and outdated organizational structures.
2. **Why are employers facing challenges in attracting and retaining Gen Z?**  
   Employers often struggle with adapting to Gen Z’s work expectations, including flexible hours and purpose-driven roles, leading to mismanagement and high turnover.
3. **Why is it important to address Gen Z’s career aspirations?**  
   Aligning with Gen Z’s career goals is crucial to retaining young talent and ensuring organizational growth in an increasingly competitive labor market.

**4. WHERE:**

1. **Where is Gen Z struggling the most in their career aspirations?**  
   Challenges may be more prevalent in specific industries such as technology, retail, or industries undergoing rapid transformation.
2. **Where are employers finding it difficult to attract and retain Gen Z?**  
   In sectors with high competition for young talent, such as tech and creative industries, or regions with limited job opportunities.

**5.WHEN:**

1. **When is Gen Z most likely to struggle with their career aspirations?**  
   During the transition from education to employment, job search, or early career stages.
2. **When do employers notice challenges in attracting or retaining Gen Z?**  
   These challenges tend to arise during recruitment and after the initial onboarding phase.
3. **When do Gen Z’s career aspirations change?**  
   Aspirations may shift after gaining some work experience or in response to economic shifts or new industry trends.

**6. HOW:**

1. **How are Gen Z’s career aspirations not being heard by employers?**  
   Due to poor communication and misalignment of organizational priorities and individual expectations.
2. **How can employers better attract Gen Z?**  
   By modernizing recruitment practices, utilizing social media, offering flexible work arrangements, and highlighting purpose-driven roles.
3. **How are employers currently managing Gen Z employees?**  
   Many companies use outdated management styles, leading to challenges in retention and job satisfaction.
4. **How can descriptive and prescriptive analytics help solve this problem?**  
   Descriptive analytics will identify existing trends, while prescriptive analytics will suggest actionable strategies to improve outcomes for both Gen Z and employers.

This structured 5W1H framework helps to document the problem of Gen Z's career aspirations and provides a foundation for using analytics to address the gap between Gen Z and employers.