KultureHire

CAREER ASPIRATIONS OFGENZ

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INTRODUCTION

❖ Generation Z, born between 1997 and 2012, is the youngest group entering the workforce today.

❖ Known for their expertise in digital technology, Gen Z is highly connected and values social responsibility.

❖ This generation seeks meaningful work that aligns with their values and contributes to the greater good.

❖ Gen Z is expected to make up a significant portion of the global workforce in the near future, bringing fresh perspectives.

❖ As Gen Z continues to enter the workforce, their unique preferences will influence future workplace trends, company cultures, and employee expectations.

PROBLEM STATEMENT

❖ Organizations face challenges in aligning traditional career paths with the evolving preferences of Generation Z.

❖ Gen Z seeks purpose-driven careers, but many companies struggle to provide clear opportunities that meet these desires.

❖ There is a disconnect between what Gen Z values—flexibility, work-life balance, and social impact—and what many companies offer.

❖ Understanding Gen Z's career aspirations is essential for businesses to attract, engage, and retain this new generation of talent.
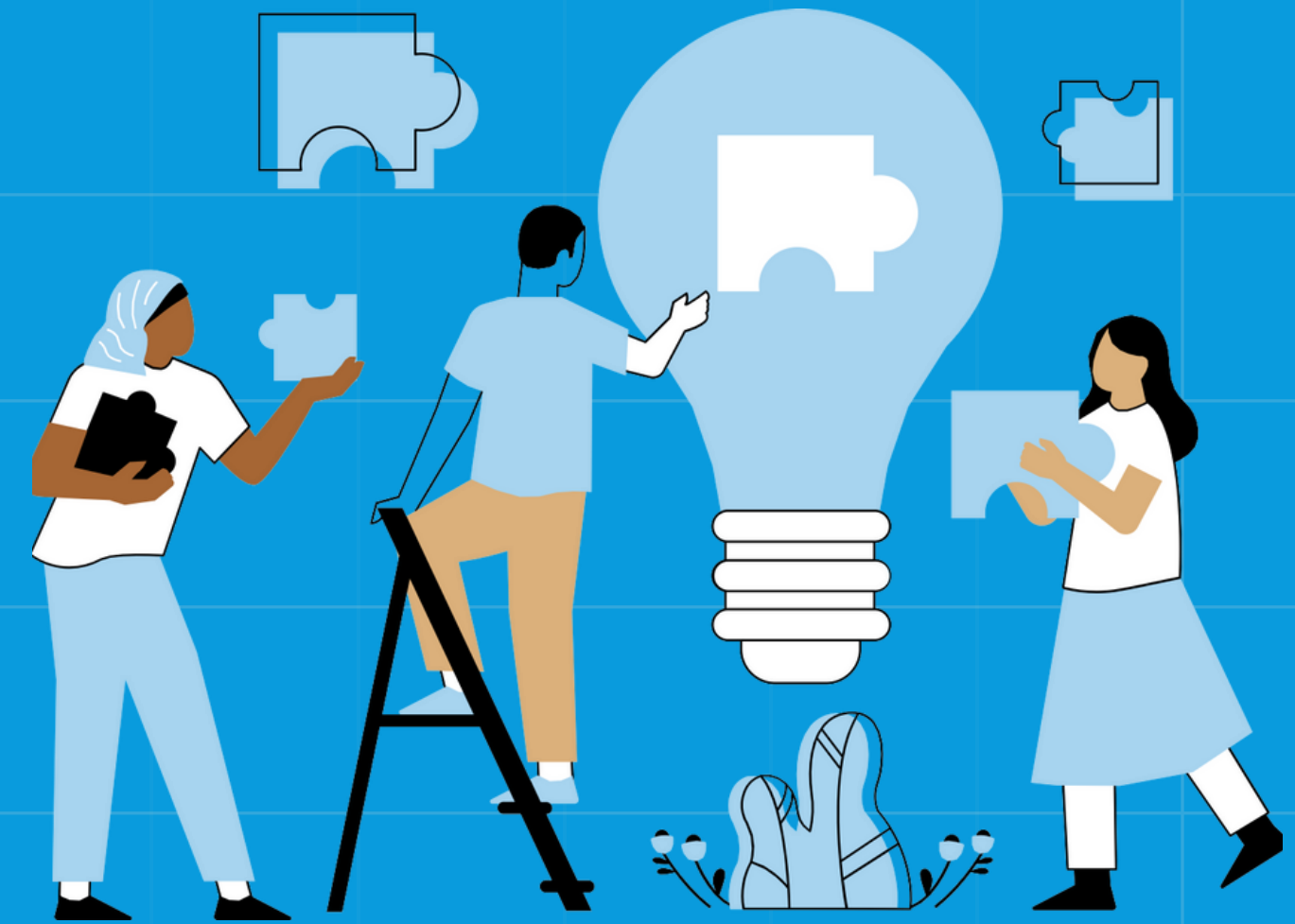
OBJECTIVES

❖ 🎯 The objective of this analysis is to understand the career aspirations and the long-term goals of Gen Z. Identify key trends and prefer and

preferences and provide actionable recommendations for employers.

❖ This analysis also deals with Gen Z's willingness to work under different conditions, such as abusive manager, work environment and daily work hours.

STEPS FOLLOWED

❖ **UNDERSTAND PROBLEM STATEMENT**

❖ **DATA COLLECTION**

❖ **DATA CLEANING AND STANDARDIZATION**

❖ **DATA ANALYSIS**

❖ **ANALYTICAL DASHBOARDS CREATION**

UNDERSTANDING THE PROBLEM STATEMENT

The career aspirations of Gen-Z are influenced by a factors, including societal changes, family dynamics, experiences, peer influences, and personal interests.

I've utilized the **5W1H framework** for a clear and structured problem statement.

5W1H FRAMEWORK

WHO?

Gen Z Individuals: Individuals born between 1996 and 2012, entering or newly established in the workforce. This group is technologically savvy, socially conscious, and highly adaptable but also values work-life balance and purpose-driven careers.

Employers: Companies across various industries looking to attract, retain, and manage young talent to remain competitive and innovative.

Influencers on Career Aspirations: Family, educators, peers, and societal influencers play significant roles in shaping the career aspirations of Gen-Z by providing guidance, support, and exposure to various career paths.

WHAT?

Factors Influencing Career Choices: Societal changes, such as technological advancements and shifting cultural norms, influence the career choices of Gen-Z by creating new opportunities, altering job market demands, and reshaping traditional career paths.

Career Aspirations: Gen Z seeks meaningful work, flexibility, opportunities for growth, and alignment with personal values. They are often interested in roles that allow for creativity, innovation, and social impact.

Challenges: Employers struggle to understand and meet these aspirations, leading to a gap between what Gen Z desires and what is offered. This can result in high turnover, disengagement, and difficulty in attracting Gen Z talent.

WHEN?

Career Timeline: The career aspirants of Gen Z are evident as they enter the workforce in their late teens to early 20s, often while still completing their education.

Current Issue: As Gen Z continues to enter the workforce, these challenges are becoming more pronounced. The situation is on-going, with the need for immediate and strategic action from employers to address these concerns.

WHERE?

Source of Career Aspiration: Gen-Z individuals typically derive their career aspirations from various sources, including family, education, peers, media, and personal experiences.

Global Workforce: The issue is widespread, affecting workplaces across different regions and industries. However, the intensity of the problem may vary depending on cultural and economic contexts.

Work Environment: Both in traditional office settings and remote work environments, where the dynamics of interaction and management differ. Gen Z tends to favour flexible work environments, including remote work options and collaborative spaces that encourage creativity and innovation.

HOW?

Influencing Factors: Societal changes, such as technological advancements and shifting cultural norms, influence the career choices of Gen-Z by creating new opportunities, altering job market demands, and reshaping traditional career paths. Personal values and interests guide the career decisions of Gen-Z by influencing their preferences for meaningful work, work-life balance, social impact, and alignment with personal passions.

Career Development: Gen Z looks for continuous learning opportunities, mentorship program pathways for career achievement. They utilize online platforms and professional networks to search for jobs.

Engagement Strategies: Employers need to develop strategies that include active listening, personalized career development plans, and the creation of work environments that offer flexibility, inclusivity, and opportunities for growth.

Cultural Shift: A cultural shift within organizations towards embracing diversity, equity, and inclusion, as well as valuing the input and aspirations of younger employees, is essential.

WHY?

Misalignment: There is a significant gap between the traditional corporate environment and the evolving expectations of Gen Z. Many employers still operate under out-dated models that do not align with the flexible, purpose-driven career paths that Gen Z desires.

Financial Factors: Financial instability has influenced their desire for job security and economic stability.

Communication Gap: Gen Z feels that their aspirations are often unheard or dismissed by employers, leading to frustration and a lack of engagement.

Changing Work Dynamics: The rapid shift towards digital transformation and remote work has further complicated the traditional employer-employee relationship, making it harder for employers to adapt.

DATA COLLECTION

I created and shared a survey using **Google Forms** to collect fresh data on Gen Z's career preferences, including job roles, salary expectations, promotions, and remote work.
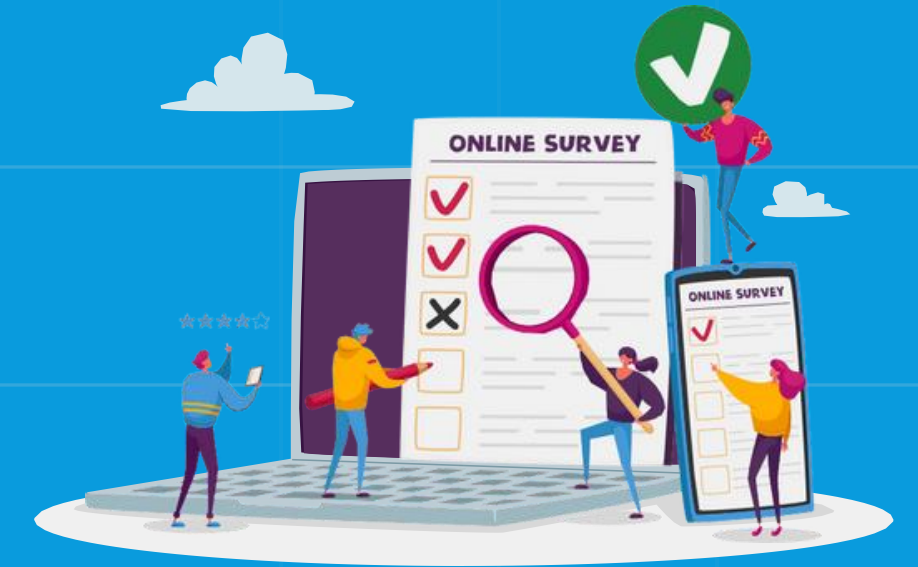
DATA CLEANING & STANDARDIZATION

It ensures accuracy and consistency for reliable insights. Using **Excel**, I cleaned the collected data by handling missing values, formatting, removing duplicates, utilizing Power Query, and addressing outliers to prepare it for in-depth analysis.

DATA ANALYSIS

After collecting the data, I developed critical business questions to extract meaningful insights. I analyzed the cleaned dataset using Excel's advanced functions, such as Pivot Tables and formulas, and applied various SQL queries to uncover trends. This analysis provides actionable insights for employers seeking to attract and retain top talent in today's workforce.

Through this analysis, I've explored:

❖ 🎓 Gen Z's interest in studying abroad and sponsorship opportunities
❖ 🌍 Preference for socially impactful companies
❖ 💡 Key factors that enhance work happiness and productivity
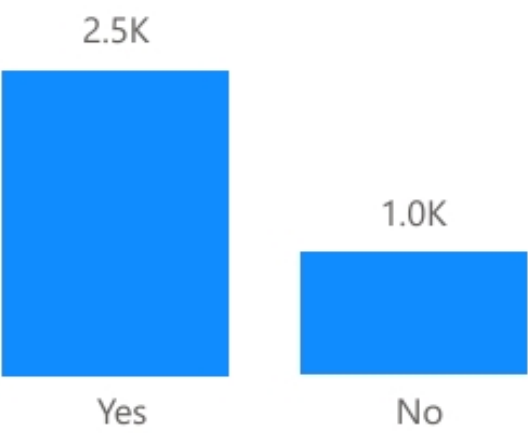❖ 💁 Common workplace frustrations and much more! ✨"
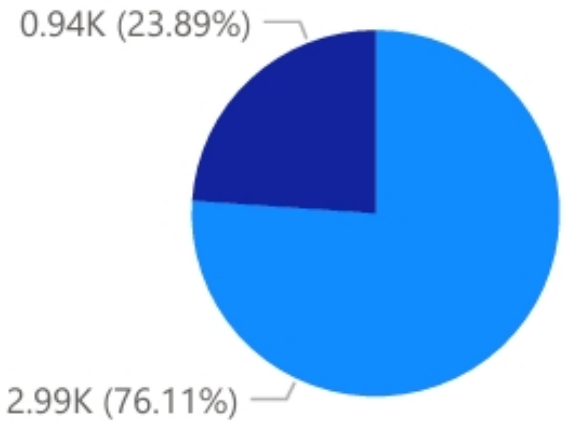
Mission Aspiration of Gen-Z

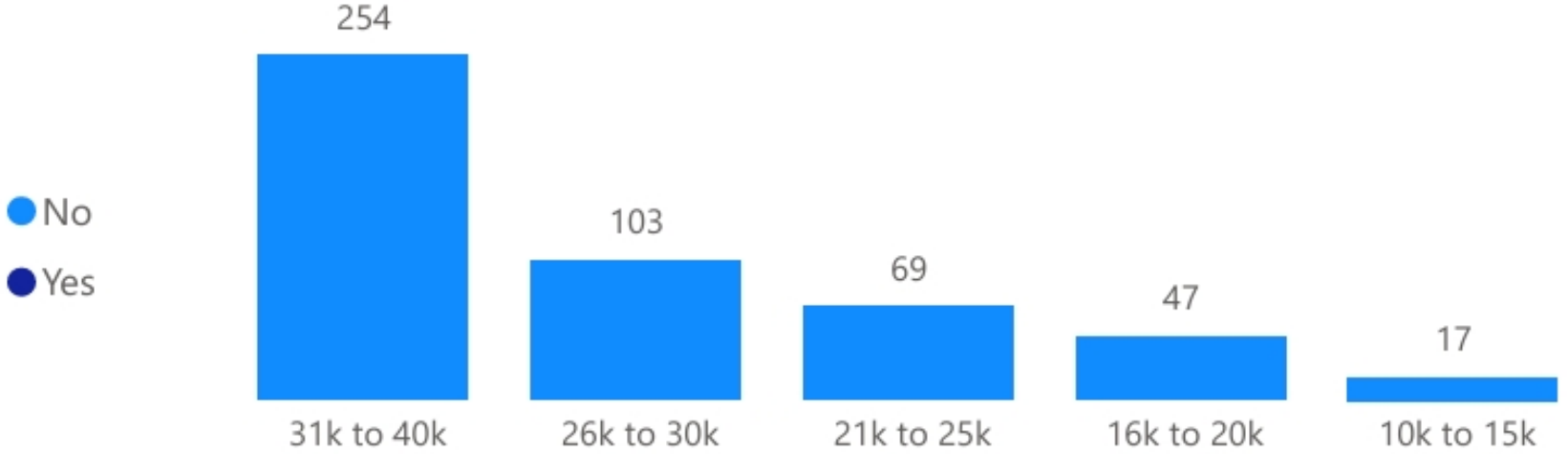## Willingness to work for a company that has Laid-Off Employees recently

- Yes: 2.5K
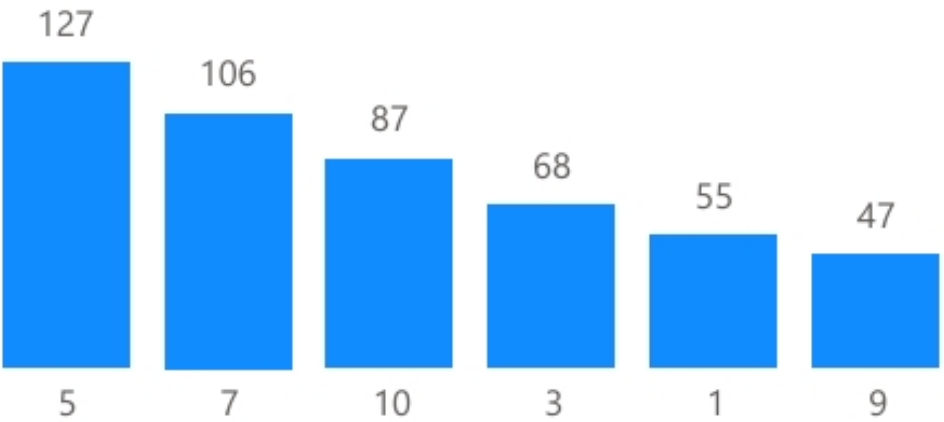- No: 1.0K

Willingness to work for a company whose mission is misaligned with their public action

- 0.94K (23.89%)
- 2.99K (76.11%)
- No
- Yes

Salary expectation when you are starting your career (monthly in hand)

- 31k to 40k: 254
- 26k to 30k: 103
- 21k to 25k: 69
- 16k to 20k: 47
- 10k to 15k: 17
- No
- Yes

Willingness to work for company that has NO REMOTE working policy

- 5: 127
- 7: 106
- 10: 87
- 3: 68
- 1: 55
- 9: 47

Willingness to work for a company whose mission is unclear

- 1.09K (27.73%)
- 2.84K (72.2...)
- No
- Yes
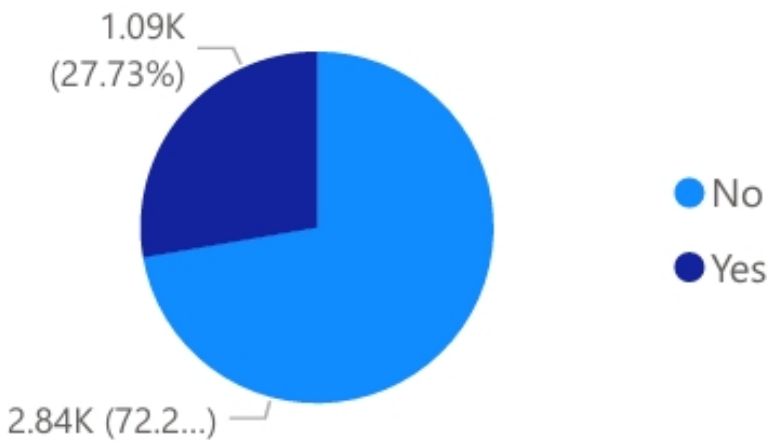
Willingness to work for one employer for 3 years or more

- Depends ...: 2.3K
- Yes: 1.4K
- No: 0.2K
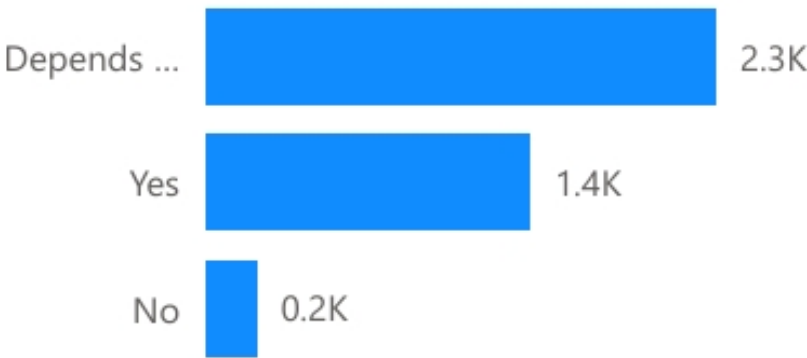
Count of What is your minimum expected monthly salary for the first 3 years? by What is your minimum expected monthl...

- >50k: 1194
- 41k to 50k: 779
- 31k to 40k: 693
- 26k to 30k: 518
- 21k to 25k: 376
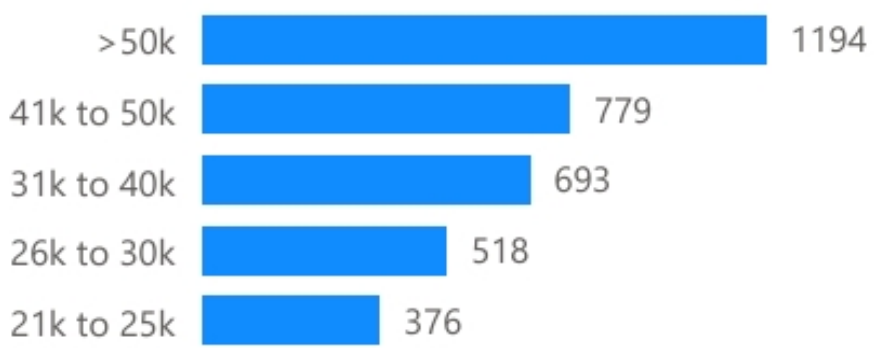
Willingness to work for a company whose mission is not bringing social impact
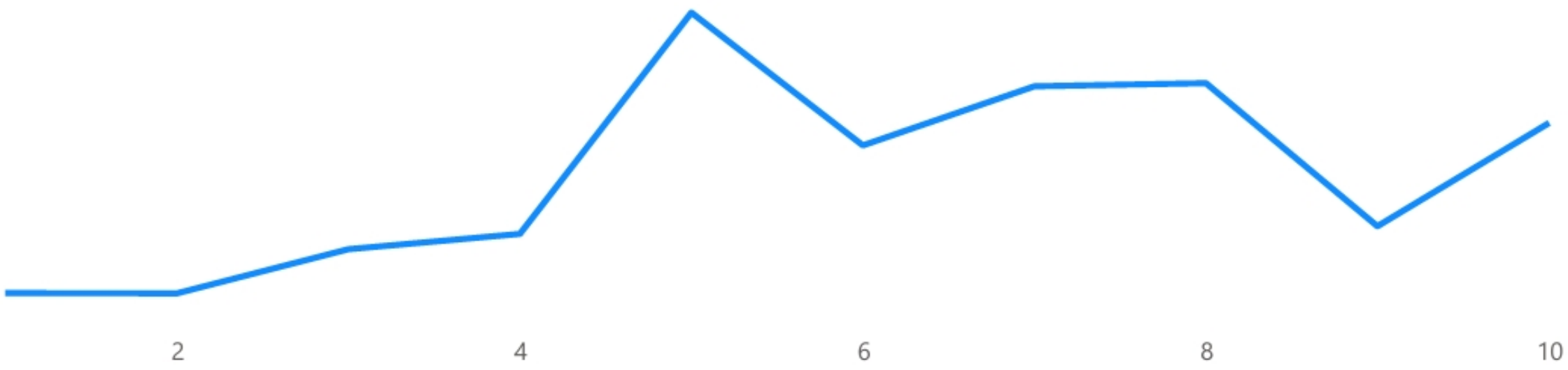
After 5 years of career from now. what is minimum expected monthly salary in Hand

- >151k
- 71k to 90k
- 91k to 110k
- 111k to 130k
- 50k to 70k
- 131k to 150k
- 30k to 50k
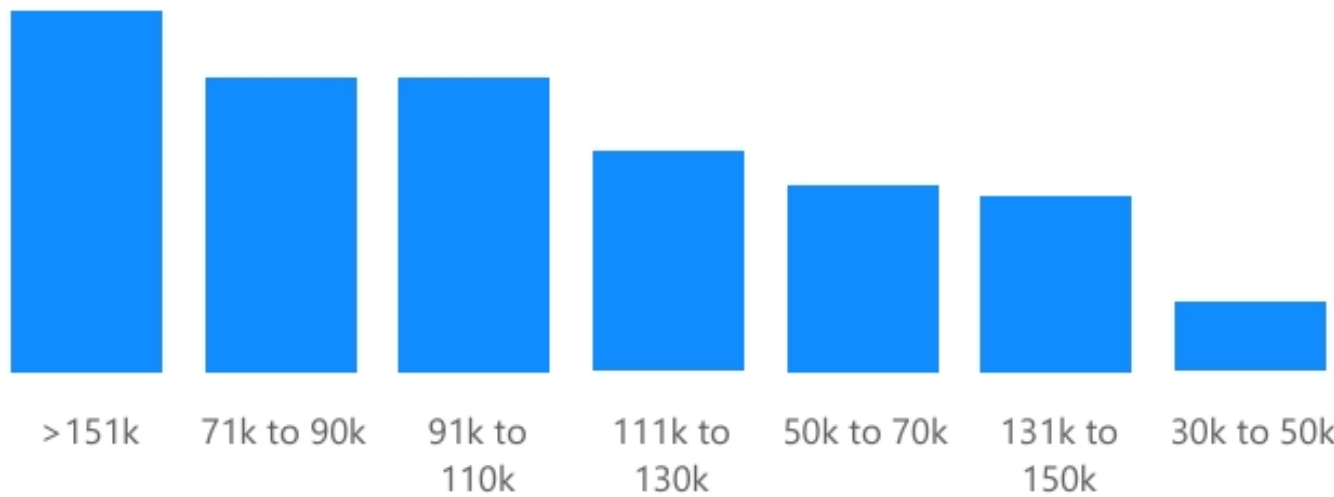
Manager Aspiration of Gen-Z

Preferred working environment

- Hybrid wor... — 1099
- Fully remot... — 1087
- Office-base... — 816
- Hybrid wor... — 579
- Fully remot... — 204
- Hybrid wor... — 93
- Hybrid wor... — 53

What type of Manager would you work

- Manager who sets expectat... — 25K
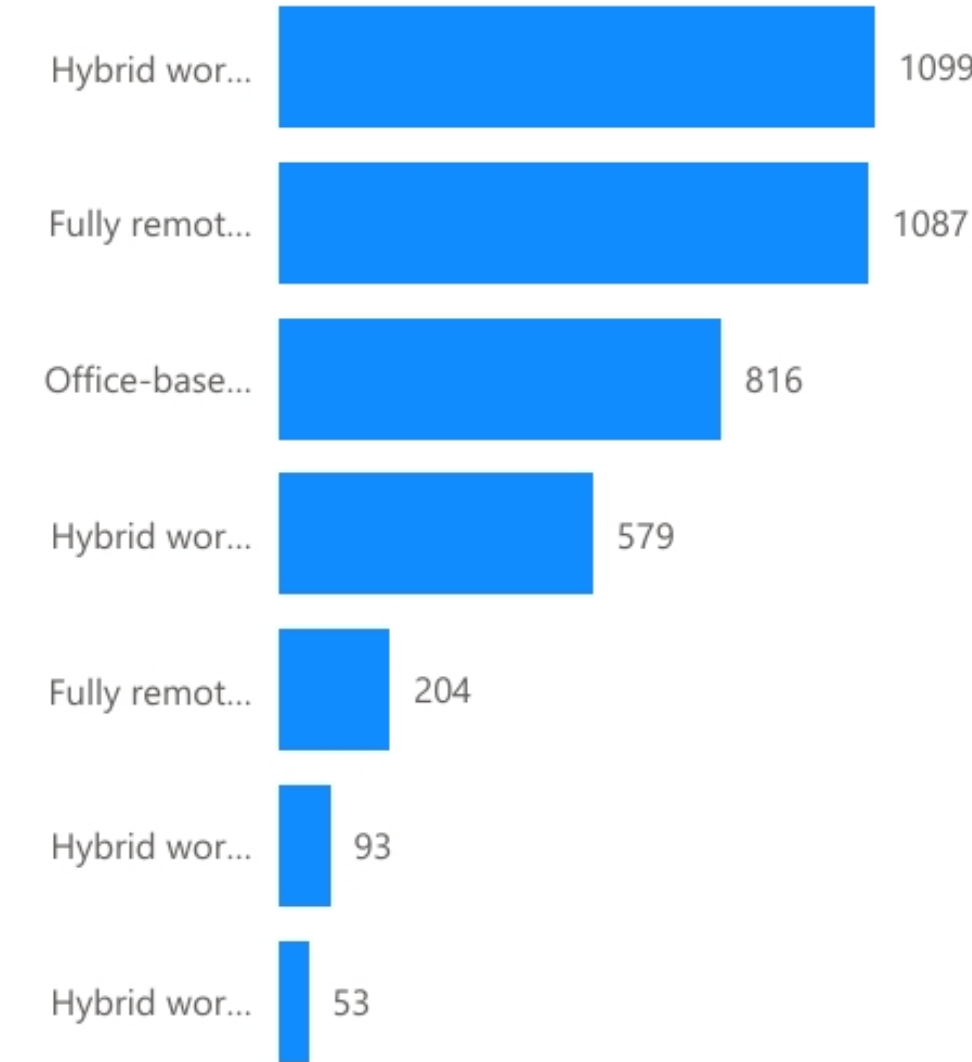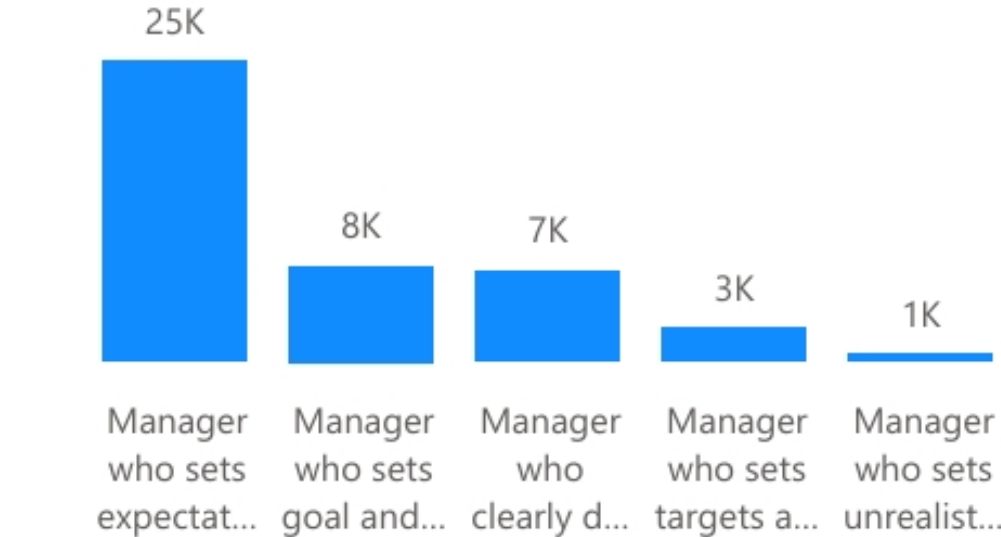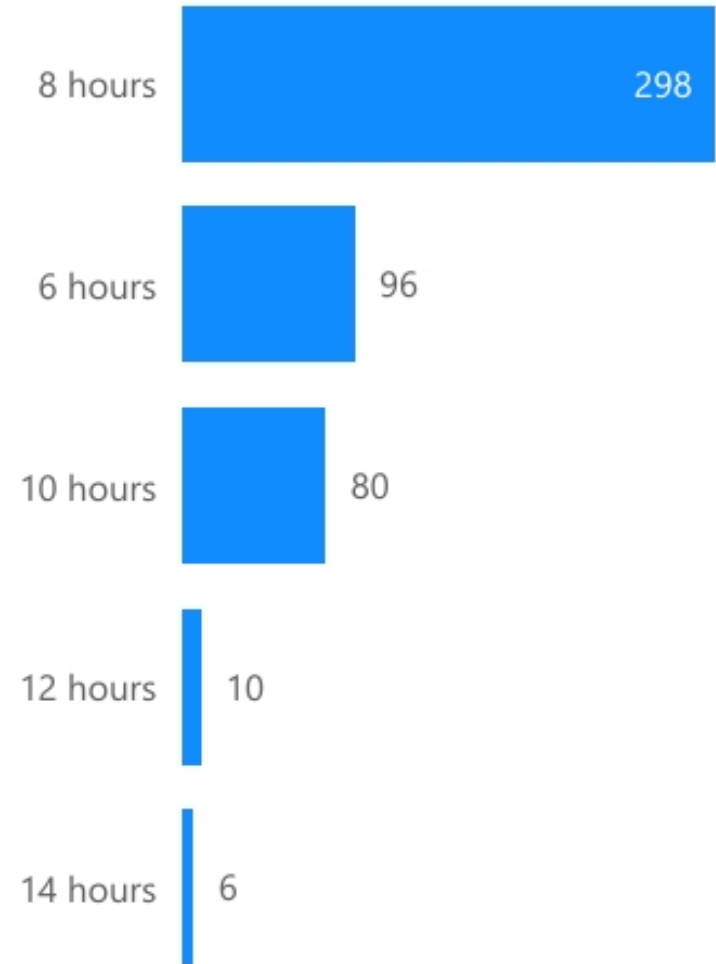- Manager who sets goal and... — 8K
- Manager who clearly d... — 7K
- Manager who sets targets a... — 3K
- Manager who sets unrealist... — 1K

Which of the below Employers would you work with

- Employer that challenges yo... — 2.1K
- Employer that rewards and s... — 1.8K
- Employer that pushes your li... — 0.1K

Would you work under a manager who use abusive words atworkplace

- No — 407
- Yes — 83

What would frustrateyou at work

- Unclear work witho... — 117
- Political Envir... — 107
- Unsu... Mana... — 91
- High stress... job — 75
- Lack of Trans... — 41
- Unclear work with a... — 40
- Often a need to learn ... — 19

Will work for one employer for 7 years or more

- This will b... — 2.2K
- No way — 0.9K
- Will work ... — 0.4K

Will work for one employer for 7 years or more

- This will b... — 2.2K
- No way — 0.9K
- Will work ... — 0.4K

How many hours would you be willing to work everyday

- 8 hours — 298
- 6 hours — 96
- 10 hours — 80
- 12 hours — 10
- 14 hours — 6

Would work for a company that has NO-REMOTE working policy
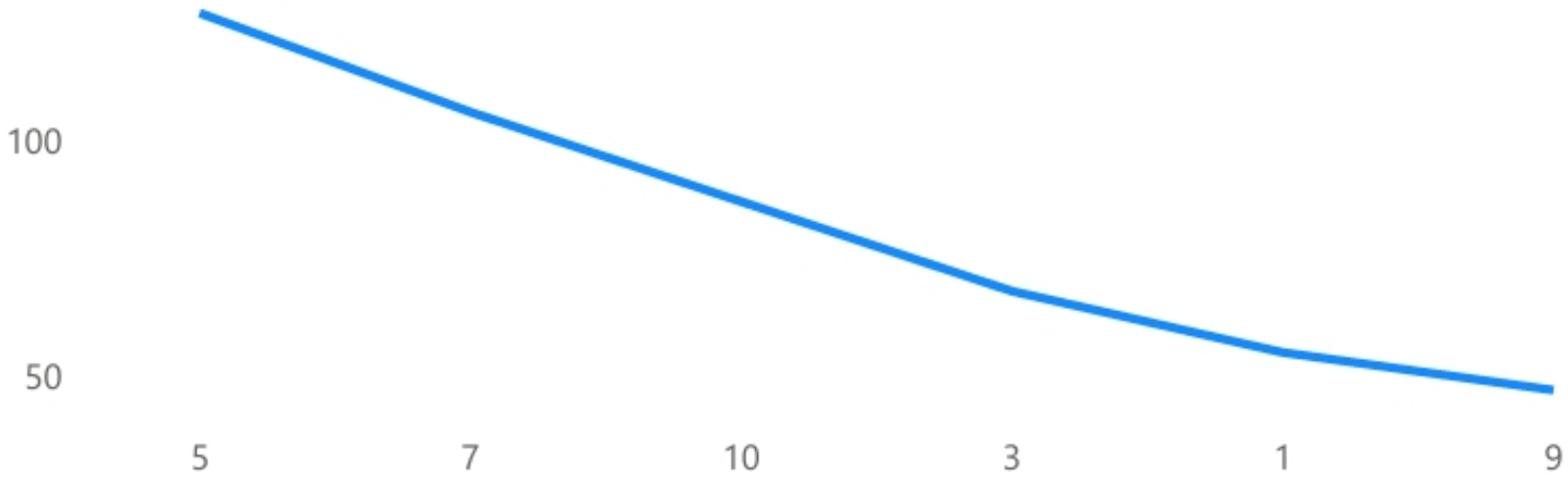
Learning Aspiration of Gen-Z

Which type of learning environment that you are most likely to work in

- Expert-led... — 2.7K
- Trial and E... — 0.9K
- Self-Pace... — 0.4K
- Learning ... — 0.0K

Higher Education outside india

- Yes — 1.8K (45.7...)
- No — 1.27K (32.38%)
- Need s... — 0.86K (21.88%)
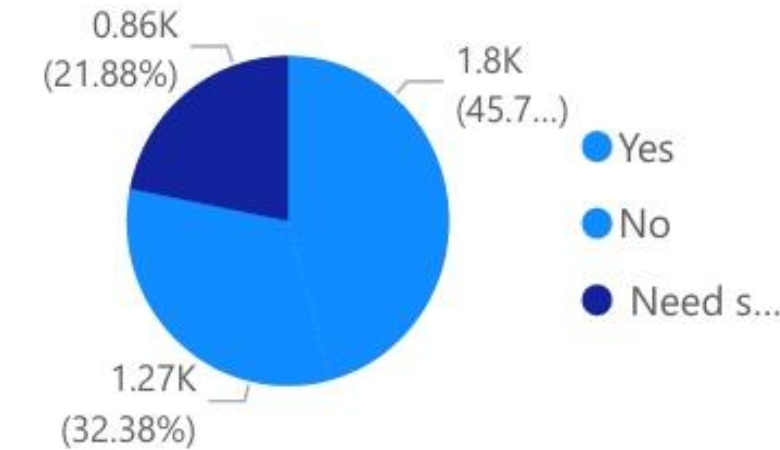
Which setup would you like to work

- Work wit... — 13K
- Work wit... — 11K
- Work alo... — 8K
- Work wit... — 5K
- Work wit... — 4K
- Work wit... — 2K

Influencing factors

- Parents — 1.4K
- World Leaders — 0.9K
- Career role m... — 0.7K
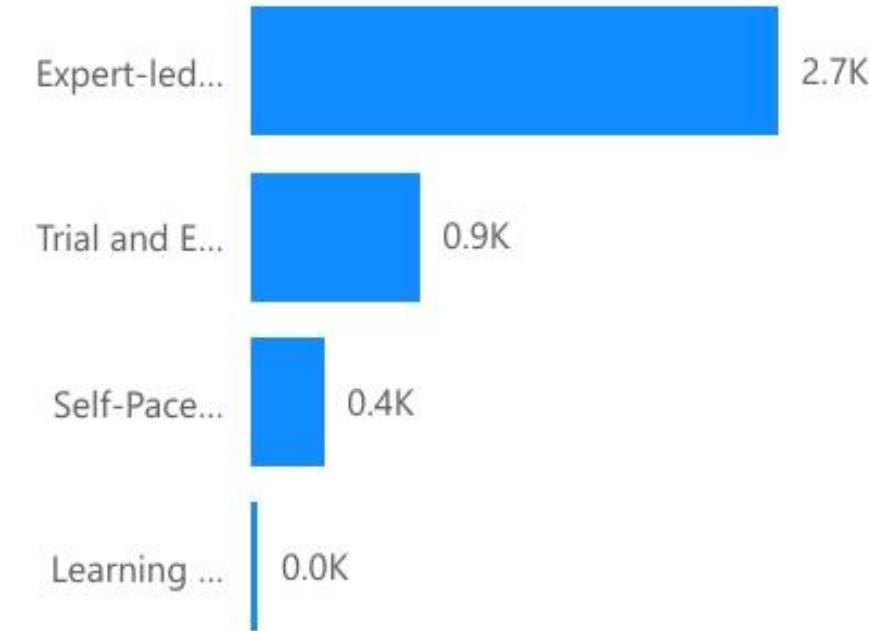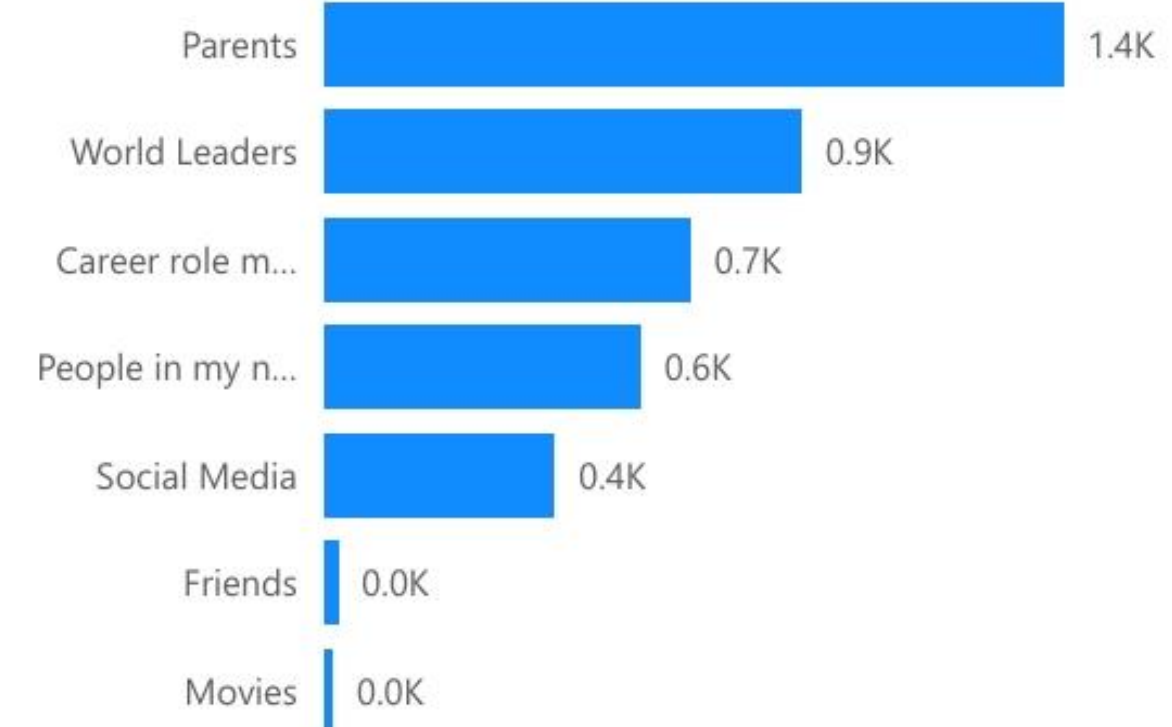- People in my n... — 0.6K
- Social Media — 0.4K
- Friends — 0.0K
- Movies — 0.0K
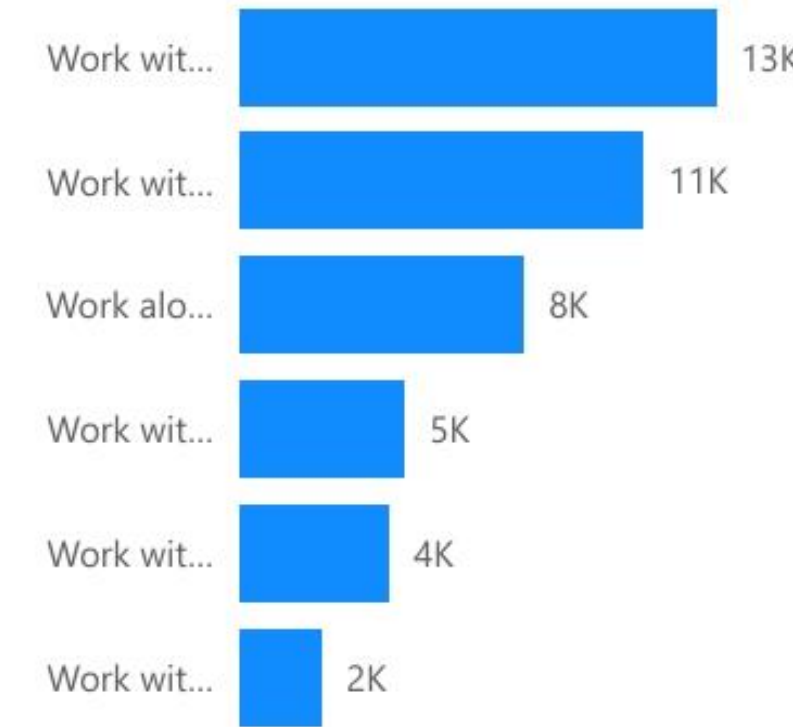
Which of the below careers looks close to your Aspirational job

- Design an... — 5.7K
- Business Operati... — 5.2K
- Build and develop a Te... — 4.6K
- Analyze data and gene... — 4.5K
- Manage and drive end... — 4.3K
- Entrepreneur or Start Up — 3.6K
- Freelance and work my... — 2.8K
- Design and Develop a... — 2.8K
- Teaching in any of the i... — 2.6K
- An Artificial Intelligenc... — 2.3K
- Become a content Crea... — 1.7K
- Manufacturing / Oil an... — 0.9K
- Want to sell things/Sa... — 0.9K
- Work in a BPO setup fo... — 0.7K
- Work for Government ... — 0.3K
- Cyber Security/ Protect... — 0.2K
- Teaching in any of the i... — 0.2K

How often do you need a full week off to maintain work-life balance

- Once in 2 mo... — 198
- Once in 3 mo... — 196
- Once in 6 mo... — 77
- Meaningful i... — 49
- Supportive M... — 33
- Meaningful i... — 26
- A great comp... — 25
- Non Political ... — 25
- Meaningful i... — 24
- A great comp... — 23
- Meaningful i... — 23
- Non Political ... — 23
- Once in 12 m... — 19
- A great comp... — 16
- Less working ... — 16
- A great comp... — 15
- A great comp... — 14
- Non Political ... — 12
- A great comp... — 11
- A great comp... — 10
- Less working ... — 10
- A great comp... — 10
- A great comp... — 9
- A great comp... — 9
- A great comp... — 9
- A great comp... — 7
- A great comp... — 7
- A great comp... — 7
- Less working ... — 7
- Less working ... — 7
- Meaningful i... — 6
- Meaningful i... — 5
- A great comp... — 5

CONCLUSION

This analysis underscores the importance of deeper understanding and proactive measures by employers to bridge the gap between Gen Z's career aspirations and the opportunities currently available in the workplace. Gen Z seeks meaningful work, a healthy work-life balance, and social impact. By recognizing and aligning with these values, stakeholders can foster a more inclusive, ethical, and sustainable work environment—benefiting individuals, organizations, and society as a whole.

Thank you!

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