Stakeholder Analysis: Gen Z Career Aspirations:

Introduction

This project focuses on understanding Gen Z's career goals and helping employers adapt to meet those needs. The aim is to find solutions that align the aspirations of Gen Z with modern workplace practices, ensuring better job satisfaction for Gen Z.

Problem Statement Summary

Gen Z often struggles to find jobs that fit their values and career ambitions. Employers face difficulties attracting and keeping Gen Z talent due to mismatched expectations, particularly regarding flexibility, purpose-driven work, and fast growth opportunities. This project will provide insights and practical recommendations for both sides.

Key Stakeholders

1. Gen Z Job Seekers

- Interest: Career growth, work-life balance, meaningful work.

- Influence: Collective demand shapes workplace trends.

2. HR Managers/Recruiters

- Interest: Effective hiring strategies and retention of young talent.

- Influence: Direct control over recruitment policies.

3. Educational Institutions

- Interest: Aligning programs with job market needs.

- Influence: Moderate influence on job readiness through education.

4. Career Counselors

- Interest: Guiding Gen Z toward the right career paths.

- Influence: Helps Gen Z navigate career choices.

5. Employers

- Interest: Attracting and retaining Gen Z talent.

- Influence: High impact on creating appealing job opportunities.

Stakeholder Roles and Interests

1. Gen Z Job Seekers: They want jobs that align with their values and offer rapid growth. Their expectations influence how companies shape job roles and workplaces.

2. HR Managers/Recruiters: They need to understand Gen Z’s preferences to develop recruitment strategies that attract and retain young talent.

3. Educational Institutions: They need feedback to ensure their programs prepare students for real-world jobs. They balance academic learning with practical skills.

4. Career Counselors: They advise Gen Z based on workplace trends and help guide career choices. Up-to-date information is crucial for their effectiveness.

5. Employers They create opportunities and need to make workplaces attractive to Gen Z. Their challenge is balancing flexibility with performance expectations.

How Stakeholders Benefit

1. Gen Z Job Seekers: Better job opportunities that align with their career aspirations.

2. HR Managers/Recruiters: Improved hiring strategies tailored to Gen Z.

3. Educational Institutions: Insights to adjust curriculums and better prepare students.

4. Career Counselors: More relevant advice for students based on the latest trends.

5. Employers: Enhanced ability to attract and retain Gen Z talent.

Conclusion

This analysis identifies key stakeholders and highlights their roles in bridging the gap between Gen Z’s career aspirations and employers’ needs. By addressing these insights, companies can improve their recruitment processes, while Gen Z can find better job satisfaction.