**Problem Statement:**

Gen Z, born between 1997 and 2012, is redefining workplace expectations with a focus on purpose, flexibility, diversity, and growth. This shift has exposed a disconnect: Gen Z often feels their career goals are overlooked, while employers struggle with attracting, retaining, and managing this talent. Addressing these challenges requires aligning workplace practices with Gen Z’s values.

**1. What:**

* **The Problem**: Gen Z faces barriers to securing roles aligned with their aspirations. Employers, in turn, find it challenging to attract and retain this talent, facing high turnover as a result.

**2. Who:**

* **Gen Z**: Prefers purpose, flexibility, and growth, often leaving roles that don’t meet these values.
* **Employers**: Across industries, struggle with retaining Gen Z due to misalignment in expectations.

**3. When:**

* **Hiring**: Difficulties arise if job roles and company values don’t align with Gen Z’s expectations.
* **Retention**: Post-hiring, high turnover occurs if Gen Z’s career growth, balance, and satisfaction needs aren’t met.

**4. Where:**

* **Industries and Traditional Workplaces**: Organizations with hierarchical structures or limited flexibility experience more significant challenges in retaining Gen Z.

**5. Why:**

* **Mismatch in Expectations**: Gen Z values purpose, autonomy, and inclusivity, which often conflict with traditional work structures.
* **Communication Gaps**: Lack of transparent feedback and growth discussions can lead Gen Z to feel undervalued and disengaged.

**6. How:**

* **Research and Dialogue**: Regular feedback sessions and surveys to understand Gen Z’s goals.
* **Career Development and Flexibility**: Growth-oriented programs and flexible work models to align with Gen Z’s desires.
* **Updated Recruitment Practices**: Align job roles and values with Gen Z’s preferences for impact, inclusivity, and growth.

**Data Points and Timeline:**

* **2017-2020**: Gen Z enters the workforce valuing purpose over pay (74% in 2018), with 62% of employers struggling to attract this generation (2019).
* **2020-2022**: During COVID-19, 70% prioritize flexibility (2020), 67% seek continuous learning (2021), and 43% plan to leave roles if growth needs go unmet (2022).
* **2023-Present**: Companies emphasize career pathways, mentorship, and inclusive cultures to improve retention.

**Conclusion:**

Aligning organizational practices with Gen Z’s values—through flexible work, growth opportunities, and transparent feedback—can enhance retention and engagement. By addressing Gen Z’s career aspirations, companies can foster a motivated workforce and build long-term success in an evolving job market.