## **Stakeholder Identification & Factors Influencing Gen Z’s Career Decisions**

### **Understanding Gen Z’s Career Mindset**

Gen Z (born between 1997–2012) is entering the workforce with varying priorities compared to earlier generations. Research indicates:

🔹76% of Gen Z appreciate job security but also appreciate flexibility (LinkedIn, 2023).

🔹54% of Gen Z would take a pay cut for a values-based role (Deloitte, 2023).

🔹70% of Gen Z need mental health support at work (McKinsey, 2022).

This shift requires key stakeholders—schools, families, employers, and policymakers—to adapt their approaches to meet Gen Z's evolving career aspirations.

## **Key Stakeholders & Their Influence on Gen Z Careers**

### **1. Employers & HR Professionals**

**How They Influence Gen Z:**

* Mould corporate culture, career development prospects, and recruitment.
* Design the job roles to accommodate work-life balance, flexible work environment, and career development.
* Provide mental health care, skill acquisition, and clear career progression plans.

**Research Insight:**

* **88% of Gen Z prefer companies with strong diversity & inclusion policies** (Glassdoor, 2022).
* **83% value mentorship and career coaching from managers** (Forbes, 2023).

**How Employers Benefit Gen Z:** 🔹**Mentorship & Career Coaching:** Helps Gen Z transition smoothly into the workforce.  
 🔹**Skills-Based Hiring:** Reduces entry barriers by focusing on ability rather than experience.  
 🔹**Flexible Work Policies:** Supports mental well-being and productivity.

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### **2. Educational Institutions & Career Counselors**

**How They Influence Gen Z:**

* Provide curriculum updates to maintain pace with industry demand (AI, data science, UX/UI).
* Offer career advice on non-traditional careers (entrepreneurship, freelancing).
* Offer internships, networking, and industrial experience.

**Research Insight:**

* **Only 39% of Gen Z feel their education prepared them for the workforce** (Harvard Business Review, 2023).
* **85% of Gen Z value experiential learning (internships, real-world projects) over theoretical education** (Deloitte, 2023).

**How Educational Institutions Benefit Gen Z:** 🔹**Industry-Relevant Skills:** Ensures graduates are job-ready.  
 🔹**Exposure to Alternative Careers:** Assist Gen Z to explore contemporary work trends.  
 🔹**Networking & Alumni Support:** Provides mentorship and career growth opportunities.

### **3. Government & Policy Makers**

**How They Influence Gen Z:**

* Develop youth employment policies, fair wages, and remote work regulations.
* Provide student loan assistance and skill development grants.
* Encourage public-private partnerships to create more job opportunities.

**Research Insight:**

* 45% of Gen Z worry about job market instability due to economic downturns (Pew Research, 2023).
* Countries investing in upskilling programs see a 20% increase in Gen Z employment rates (World Economic Forum, 2023).

**How Government Benefits Gen Z:** 🔹**Fair Job Policies:** Protects workers’ rights and ensures job security.  
 🔹**Skill Development Funding(e.g Scholarships):** Helps Gen Z access continuous learning.  
 🔹**Increased Job Opportunities:** Supports employment stability and economic participation.

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### **4. Parents & Guardians**

**How They Influence Gen Z:**

* Encourage or discourage career choices based on traditional expectations.
* Provide financial and emotional support during early career stages.
* Influence attitudes toward **entrepreneurship, freelancing, and unconventional careers**.

**Research Insight:**

* **65% of Gen Z feel pressured by family expectations** in choosing their career (LinkedIn, 2023).
* **80% of Gen Z wish their parents were more open to modern career options** (McKinsey, 2023).

**How Parents Benefit Gen Z:** 🔹**Support Non-Traditional Careers:** Encourages innovation and risk-taking.  
 🔹**Financial Literacy Education:** Prepares Gen Z for financial independence.  
 🔹**Emotional Support:** Reduces career-related anxiety and stress.

### **5. Industry Leaders & Mentors**

**How They Influence Gen Z:**

* Provide **guidance on workplace expectations** and career growth.
* Facilitate **networking, job referrals, and professional exposure**.
* Promote **reverse mentorship**, where Gen Z teaches leaders about emerging trends.

**Research Insight:**

* **74% of Gen Z believe mentorship programs increase job satisfaction** (Deloitte, 2023).
* **Companies with mentorship programs retain 49% more Gen Z employees** (Forbes, 2023).

**How Industry Leaders Benefit Gen Z:** 🔹**Career Mentorship:** Provides clarity on career paths.  
 🔹**Inclusive Networking:** Helps young professionals find growth opportunities.  
 🔹**Reverse Mentorship:** Allows Gen Z to share tech-driven innovations.

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### **6. Technology & Gig Economy Platforms**

**How They Influence Gen Z:**

* Provide **alternative career paths** through freelancing and contract work.
* Enable **remote and hybrid job opportunities**.
* Promote **AI-driven job matching** based on skills and interests.

**Research Insight:**

* **40% of Gen Z are considering gig work over traditional 9-to-5 jobs** (McKinsey, 2023).
* **Freelancers earn 50% more per hour than full-time employees in similar roles** (Upwork, 2023).

**How Tech Platforms Benefit Gen Z:** 🔹**Flexible Work Opportunities:** Supports remote, freelance, and hybrid work.  
 🔹**Skills-Based Job Matching:** Reduces bias and increases accessibility.  
 🔹**Freelance Independence:** Empowers Gen Z to create their own career paths.

### **7. Media & Social Influencers**

**How They Influence Gen Z:**

* Shape career perceptions through **social media, online courses, and career content**.
* Promote **mental health awareness, work-life balance, and ethical workplaces**.
* Offer **personal branding and upskilling tips**.

**Research Insight:**

* **55% of Gen Z follow career influencers for job advice** (LinkedIn, 2023).
* **76% use YouTube, LinkedIn, or TikTok for professional learning** (Pew Research, 2023).

**How Media Benefits Gen Z:** 🔹**Career Transparency:** Shows real career paths and challenges.  
 🔹**Mental Health Advocacy:** Encourages healthy work habits.  
 🔹**Upskilling & Branding Tips:** Helps Gen Z grow professionally.

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## **Conclusion: Building a Future-Proof Workforce**

Gen Z is reshaping the workplace, with intentional careers, work-life balance, and mental well-being at the forefront. By aligning stakeholders' behaviors with Gen Z's expectations, we can bridge the expectation gap between employers and young professionals.

Final Takeaways for Stakeholders:

🔹Mentorship, flexible work arrangements, and competency-based recruitment must be offered by employers.

🔹Professional options and experiential learning should be given priority in schools.

🔹The governments have to offer job security policies and upskilling programs.

🔹Parents should encourage emerging career trends and financial literacy.

🔹Technology platforms need to grow remote labor and gig labor.

🔹The media must campaign and educate Gen Z about its work preferences.

Through setting up a collaborative environment, we can foster the success of Gen Z in the workplace that supports innovation, diversity, and adaptability.