

Problem Statement: Career aspirations of GenZ

Who

1) Who are the primary influencers of GenZ's career aspirations?

- Parents, Educators, Peers, and Online Influencers
- Timeline: Influence begins in early teenage years and continues through college years.

2) Who are the key employers attracting GenZ talent?

- Companies in the Tech, Creative, and Social Impact Sectors
- Timeline: Active recruitment during late high school, college, and early career stages.

What

1) What skills are most desired by GenZ in their careers?

- Digital Skills, Creativity, and Problem-Solving Abilities
- Timeline: Skill development starts in high school, deepens during college, and is refined in early career stages.

2) What barriers do GenZ face in entering the workforce?

- Lack of Experience, Limited Networking Opportunities, and Economic Conditions
- Timeline: Barriers come across during the transition from college to the first few years of employment.

3) What are GenZ's life goals?

- Personal growth, Career and Education, World tour like that.

When

1) When do GenZ typically start their first job?

- During or Immediately After College, Around Ages 21-24
- Timeline: Ages 21-24, with variations based on education level and industry.

2) When do GenZ career aspirations typically change?

- Frequently During Early Career Stages, around 2-5 Years into Their Professional Life
- Timeline: Ages 23-28, with career goals growing based on experiences and opportunities.

3) When do GenZ's career aspirations develop and change?

- Development Stages: Aspirations form during high school and evolve through college and early careers.
- Challenges Timeline:
 - During education: Lack of career guidance that matches market demands.
 - Early career: Difficulty finding roles that match aspirations.
- Timeline: Aspirations develop from ages 14-18 and continue to evolve through early career stages.

Where

1) Where do GenZ prefer to work (remote, in-office, hybrid)?

- Preferred Work Environments for GenZ (Remote, In-Office, Hybrid)
- Many Prefer Hybrid Work Environments, Combining Remote and In-Office Work
- Timeline: Preferences solidify during early career stages, with many GenZers starting to express preferences in college.

2) Where are the highest concentrations of GenZ professionals found?

- In Tech Hubs and Major Cities Like San Francisco, Germany, New York, and London
- Timeline: Concentrations become evident as GenZ enters the workforce post-college.

Why

1) Why does GenZ value work-life balance so highly?

- Due to Exposure to the Negative Impacts of Work Stress on Previous Generations and a Desire for Personal Well-Being
- Timeline: Values develop during late high school and set through college and early career stages.

2) Why do some employers fail to retain GenZ employees?

- Due to Lack of Career Growth Opportunities, Unfriendly Company Culture, and Inflexible Work Policies
- Timeline: Retaining challenges are most prominent within the first 2-5 years of employment.

How

1) How can employers improve their strategies to attract GenZ talent?

- By Offering Competitive Salaries, Flexible Work Options, and Clear Paths for Career Advancement
- Timeline: Implementation should begin during recruitment phases in late high school and college and continue through onboarding.

2) How is technology influencing GenZ's career choices?

- Technology Provides Access to Information, Enables Remote Work, and Opens New Career Fields Like Programming and Cybersecurity
- Timeline: Influence starts in early teenage years and continues to shape career choices through college and into the workforce.

Conclusion

Understanding the career aspirations of GenZ is crucial for both the younger generation and employers. GenZ values work-life balance, meaningful work, and opportunities for growth. However, they face challenges such as lack of experience and limited networking opportunities. Employers, on the other hand, struggle to attract and retain GenZ talent due to old-fashioned recruitment strategies and inflexible work rules.