**Career Aspirations of Generation – Z**

## **Introduction**

The working generations refer to the various cohorts of people who are actively participating in the workforce at different periods in the history and different industrial revolutions. These generations are defined based on the different clusters of the year range in which these individuals were born and drive the technological experiences during their formative years and brings their unique prospective, values and work culture to the workplace. Below these are the main working generations –

**● The Traditionalists (Veterans):** Born before the mid 1940s.

● **Baby Boomers:** Born between the min 1940s and mid 1960s.

● **Generation X:** Born between the mid 1960s and early 1980s.

● **Millennials (Generation Y):** Born between the early 1980s and 1990s.

● **Generation Z:** Born between the 1990s and early 2010s or 2014s (well there is a strong debate amongst the people whether it is 2010 or 2014).

● **Generation Alpha:** Born after 2014s.

Here in this paper, we going to discuss and understand about the Carrier Aspirations of Generation-Z who are going to be the 25-27% of the total workforce of our country by 2030, their contributions will be huge in the prospect of our countries and world economic growth.  In general Gen-Z are more focused towards fast growth (carrier & financial), work-life balance, flexibility and environmental responsibility.

Well, there are some new situations where Gen-Z are not understood properly as a result of which employers and employees are facing difficulties.

Considering the basic understanding of carrier aspiration of Gen-Z, let discuss “WHO” are mostly affected by this new age problem or hurdle.

## **who are affected by not understanding the career aspiration of generation-z**

Several stakeholders mostly company’s and society are impacted by the lack of understanding of Carrier Aspirations of Gen-Z. Let us discuss each one and how it affects them individually-

* **Employers or Companies:** Organizations those are fail to comprehend the career aspirations of Gen-Z may struggle to retain and engage young talents. Gen-Z can help to solve modern days problems with their different approaches in faster manner which can be proved to be a better fuel to grow conventional as well as modern business solutions. Department heads and Managers are also need to understand how to interact with this enthusiast new generation so that they can make the most use of Gen-Z’s problem solving capabilities. Where HR’s are responsible for hiring the right candidate according to the job specific responsibilities and day by day technological advancements. In this case instead of continuing with existing employees hiring Gen-Z will make their work more easier because in current scenario Gen-Z’s are more skilled focused instead of a conventional High School or College Degree.
* **Educational Institutions:** Educational institutions like Universities, Educational Establishments and schools may find it challenging to design relevant and effective academic programs and carrier services without understanding of Gen-Z’s aspirations. This could potentially lead to decreased enrolment rates and higher dissatisfaction rates among students.
* **Society and the Economy:** As we predict that by the next decade a very large portion of our workforce going to be driven by Gen-Z hence their career aspirations can have broader implications for society and the economy. By understanding their desire for meaningful work and social contributions can influence new type of industries and businesses that can potentially reshape the economic landscape of any country.

## **What is happening?**

After discussing which stakeholders gets affected when the carrier aspirations of Gen-Z is not understood properly, now the question is what is happening and what could happen if the problem is not addressed properly.

* **A Layoff or Resignation Wave:** Yes, you heard correctly, generally the way of leaving and seeing the things is completely different for Gen-Z folks. They seek work that aligns with their passions, values and professional fulfilments. They prioritize work-life balance and desire jobs that can provide opportunities for growth, skill development and learning also seeking transparent and inclusive work environments. When this criteria’s are not met most of the Gen-Z folks choose to walk out or they face mental unhappiness thus resultant loss of productivity, quality hence loss of revenue and profit which end with layoffs and resignations.
* **Lack of Skills more of Degrees:** Well, we all know that technology was thriving and taking a new high every day since last two decades where we moved from tiny display and T9 keypad phones to VR-Glasses but sadly our education curriculum was not changed that much (I am talking about India) and it still focused of degrees instead of carrier skills. And companies are stuck with degree holders where they are facing lack of skills due to this lack in customer satisfaction, because employees are not equipped with the necessary skills and they need to run few extra miles to fill that gap which is increasing cost and burden. Where thanks to cheap internet, growing and affordable technology and new edge edtech start-ups Gen-Z was equipped with needful objective oriented carrier skills and educations and if you understood their aspirations and they are aligned with your company vision, they could be a great fit and that can solve many challenges.

## **when is this happening?**

The exact timeline of when these carrier aspirations and views emerged for Generation-Z is not known properly but it can be assumed that these tendencies have been shaping up over the past few years, especially after the Covid-19 the biggest disaster of 21st century. This has completely changed the mindset of Gen-Z and make them more focused on their work-life balance and their way of living.

Where during and after the lockdown big tech companies also understood that there are many areas where by implementing fulltime work from home or few days in a week work from home can not only save them a quantizable piece of pie also improves moral of the employees and Employees also understood that they can save few hours of extra time and effort which previously use to fuel their office commute that they can share with their family and friends which eventually make their live more prosperous.

## **where is this happening?**

It is very hard to specify any particular geography that can tell you here it is happening. But we can narrow it down a little bit, like It’s mostly happening on big tech cities where we can see significant IT booms and increasing livelihoods.

The massive shockwave of Covid-19 pandemic also disrupted many conventional businesses which created a domino effect of less jobs, increasing inflation and many more which didn’t spare modern technology companies also, hence we witnessed mass layoffs in the last year globally, this phenomena also arrived to India as well but the magnitude was less.

This situations can be overcome if companies believed in Gen-Z and make them understood their mission and vision and also take care of their needs, because Gen-Z doesn’t only holding a degree they also possess their dream hence carrier specific skillsets which can be great advantage for these companies.

## **why is that a problem?**

The lack of understanding of Gen-Z’s carrier aspirations can lead to several challenges:

* **Talent Retention and Recruitment:** Companies which are fail to align their offerings with Gen-Z’s desires may struggle to retain young talents, which can lead to pen-down and aging leading to increased recruitment costs and potential skill gaps within the department and organization.
* **Employee Engagement and Productivity:** Misalignment between career expectations and workplace realities can result in decreased motivation and productivity which can affect overall performance of the organization.
* **Missed Opportunities:** Organizations that do not adapt to Gen-Z’s career aspirations may miss out on leveraging their unique perspectives, talents, skills and vision. This could affect the most important fuel innovation which will affect potential growth and future opportunities.

## **Conclusion**

Gen-Z’s career aspirations are characterized by a desire for meaningful work, work-life balance and social impact. We can’t afford to fail to understand and address these aspirations either it can cause consequences for employers, educational institutions, society and most The Economy. Organizations and specially Generation-Y need to adapt their practices and values to better engage and empower Gen-Z in the workforce because by next decade this generation is going to drive our workforce and future. Embracing their preferences and expectations of this generation will not only help them to attract and retain their top talent but also foster a more inclusive, innovative and purpose-driven work culture for the future.