Name: Dwi Fitria Astari

**PROJECT COMPLETION REPORT**

1. **Project Overview and Methodologies**
2. Project Objective:

To identify and analyze the key challenges faced by Gen Z individuals and employers in the nowadays workforce, and to propose strategic solutions to mitigate these challenges and foster a harmonious and productive work environment.

1. Project Scope:

This project will delve into the following areas:

1. Gen Z Workforce Dynamics:

* Understanding the unique characteristics, values, and expectations of Gen Z.
* Analyzing the skills and knowledge gaps between Gen Z and employer requirements.

1. Employer Perspectives:

* Identifying the challenges faced by employers in recruiting, retaining, and managing Gen Z talent.
* Exploring the impact of technological advancements on employer-employee relationships.

1. Identifying Key Challenges:

* Analyzing the specific challenges faced by both Gen Z and employers, such as skill mismatches, generational differences, and work-life balance issues.

1. Proposing Strategic Solutions:

* Developing actionable strategies to address the identified challenges, including training and development programs, flexible work arrangements, and effective communication channels.

1. Initial Problem Statement:

* The increasing presence of Gen Z in the workforce is leading to a growing mismatch between employee expectations and employer requirements. This mismatch results in higher recruitment and retention costs, decreased employee engagement, and reduced organizational productivity.

1. Key Business Impact:

* Increased Recruitment and Retention Costs: The high turnover rate among Gen Z employees leads to significant financial burdens for organizations, including costs associated with recruitment, onboarding, and training new hires.
* Decreased Employee Engagement and Productivity: A lack of understanding and alignment between Gen Z and employer expectations can lead to decreased employee morale, lower job satisfaction, and reduced productivity.
* Damaged Employer Brand Reputation: Negative experiences of Gen Z employees can tarnish an organization's reputation, making it more difficult to attract top talent in the future.

By addressing these challenges proactively, organizations can improve employee satisfaction, reduce turnover, and enhance overall business performance.

1. Tools and Methodologies used.
2. Method of Data Collection:

The chosen method for this project is a survey. This method is well-suited for collecting information on attitudes, opinions, and preferences, which aligns perfectly with the objective of understanding Gen Z career aspirations.

Survey Design:

1. Platform: Google Forms
2. Question Structure: The survey includes 25 questions that cover various aspects of Gen Z career aspirations, aligning with the problem statement. Here's how the questions can be categorized:

* Demographics: Gender, location
* Career Goals: Factors influencing career aspirations, desired salary, educational goals
* Work Preferences: Working style (remote, in-office), company culture, manager style
* Company Values: Importance of company mission, social impact, and ethical behavior
* Data Cleaning and Standardization:
  + Once responses are collected through the publicly shared survey link, the data will undergo the following processes:
  + Data Cleaning:
* Identifying and removing incomplete or irrelevant data entries.
* Standardizing responses to multiple-choice questions
* Checking for missing data and potentially imputing missing values if necessary.
  + Data Standardization:
* Coding categorical variables (e.g., mission\_clarity\_importance) with numerical values for easier analysis.
* Standardizing units for salary responses (e.g., converting all currencies to a single unit).
* Analysis Techniques:
  + The cleaned and standardized data will be analyzed using various techniques to gain insights into Gen Z career aspirations. Here are some potential methods:
* Descriptive Statistics: Summarize data to understand general trends in salary expectations, preferred work environments, etc.
* Cross-tabulations: Explore relationships between variables
* Open-Ended Responses: Analyze open-ended questions about job frustrations and happiness motivators through sentiment analysis to identify themes and patterns.

By using these techniques, the project aims to uncover valuable insights into current Gen Z career aspirations, providing a foundation for developing targeted strategies to bridge the gap between Gen Z expectations and employer needs.

1. **Key Findings and Stakeholder Analysis**
   1. Key Findings
   2. Mission-Driven Companies: Gen Z prioritizes working for companies with clear, meaningful missions and aligned actions.
   3. Hybrid Work Environments: Flexible work arrangements, such as hybrid models, are highly favored.
   4. Ethical Workplaces: Gen Z is strongly opposed to abusive work environments and seeks ethical leaders.
   5. Higher Education and Global Opportunities: A significant portion of Gen Z aspires to pursue higher education abroad.
   6. Influencer Impact: Notable figures and influencers play a significant role in shaping career aspirations.
   7. Salary Expectations: Gen Z has specific salary expectations, with females generally having higher expectations than males.
   8. Stakeholder Analysis and Considerations:
2. Employers:

* Recruitment: Understanding Gen Z's values and preferences to attract top talent.
* Retention: Creating a positive work environment that aligns with Gen Z's expectations to reduce turnover.
* Training and Development: Investing in training programs to equip Gen Z with the necessary skills and knowledge.

1. Gen Z:

* Career Planning: Making informed decisions about education, career paths, and work-life balance.
* Skill Development: Continuously acquiring new skills to stay competitive in the job market.
* Networking: Building strong professional networks to gain insights and opportunities.

1. Educational Institutions:

* Curriculum Design: Aligning curriculum with industry needs and Gen Z's aspirations.
* Career Counseling: Providing guidance to students on career paths and job search strategies.

1. **Project Outcomes and Challenges**
2. Deliverables:
3. Comprehensive Survey: A detailed survey was designed and administered to collect data on Gen Z's career aspirations, preferences, and expectations.
4. Data Analysis Report: A comprehensive analysis of the survey data, including descriptive statistics and cross-tabulations.
5. Stakeholder Analysis Report: An in-depth analysis of the key stakeholders involved in the Gen Z workforce, including their roles, needs, and potential impacts.
6. Recommendations Report: A set of actionable recommendations for employers, educational institutions, and Gen Z individuals to address the identified challenges and opportunities.
7. Goals Achieved:
8. Understanding Gen Z's Aspirations: The project successfully identified the key factors influencing Gen Z's career choices, including the importance of company mission, work-life balance, and ethical leadership.
9. Identifying Stakeholder Needs: The project mapped out the specific needs and challenges faced by employers, Gen Z, and educational institutions.
10. Providing Actionable Recommendations: The project delivered practical recommendations to help stakeholders address the identified challenges and capitalize on emerging opportunities.
11. Overall Project Impact

The findings of this project have the potential to significantly impact the following:

1. Employer Strategies: By understanding Gen Z's values and preferences, employers can tailor their recruitment, retention, and training strategies to attract and retain top talent and collaborate with educational institutions on what they expect from freshers.
2. Educational Institutions: By aligning their curriculum and career counseling services with the evolving needs of Gen Z, educational institutions can better prepare students for the future workforce and collaborate with employers to communicate what they expect from freshers.
3. Gen Z's Career Development: By providing insights into career paths, skill development, and networking opportunities, the project can empower Gen Z to make informed decisions and achieve their career goals.
4. Obstacles Faced and Solutions

During the course of the project, several obstacles were encountered and addressed:

* 1. Obstacle 1: Limited Response Rate

Solution: Implemented strategies to increase survey response rates, including:

* Sharing the survey on multiple social media platforms.
* Offering incentives to participants.
* Collaborating with influencers to promote the survey.
  1. Obstacle 2: Data Quality and Consistency

Solution: Implemented rigorous data cleaning and validation procedures, including:

* Identifying and removing outliers and inconsistencies.
* Standardizing data formats and coding schemes.
* Conducting quality checks to ensure data accuracy.

By effectively addressing these challenges, the project was able to deliver valuable insights and recommendations within the specified timeframe.

1. **Lesson Learns and Recommendation**
2. What Worked Well
3. Comprehensive Survey Design: The survey effectively captured a wide range of information on Gen Z's career aspirations, preferences, and expectations.
4. Rigorous Data Analysis: The data analysis process was thorough and yielded valuable insights into the key factors influencing Gen Z's career decisions.
5. Stakeholder Analysis: The identification and analysis of key stakeholders helped to ensure that the project's findings and recommendations were relevant and actionable.
6. Clear and Concise Reporting: The final report was well-structured, easy to understand, and provided actionable insights.
7. Recommendations
8. Data Collection Methods:

* Expand Data Sources: Consider incorporating additional data sources, such as interviews and social media analysis, to gain deeper insights into Gen Z's perspectives.

1. Data Analysis Techniques:

* Advanced Statistical Methods: Utilize more sophisticated statistical techniques, such as multivariate analysis and machine learning, to uncover complex relationships within the data.

1. Stakeholder Engagement:

* Active Collaboration: Foster stronger collaboration with stakeholders throughout the project, including regular communication and feedback sessions.
* Co-Creation Workshops: Organize workshops to involve stakeholders in the development of research questions, data collection methods, and analysis techniques.

1. Dissemination and Impact:

* Targeted Dissemination: Develop targeted dissemination strategies to reach specific audiences, such as employers, educational institutions, and policymakers.
* Knowledge Transfer: Organize webinars, workshops, and conferences to share the findings and recommendations with a broader audience.
* Policy Advocacy: Advocate for policy changes that support the needs and aspirations of Gen Z, such as flexible work arrangements, mental health support, and equitable career opportunities.

By addressing these recommendations, future projects can deliver even more impactful and actionable insights.

1. **Five “Wow” Insights**
   1. Mission-Driven Mindset: Gen Z is not just looking for a paycheck; they prioritize working for companies with a clear, meaningful mission and a positive social impact. This generation is driven by purpose and values.
   2. The Power of Influence: Notable figures and influencers play a significant role in shaping Gen Z's career aspirations. This highlights the importance of authentic and inspiring leadership in attracting and retaining young talent.
   3. Flexible Work Environments: Gen Z strongly favors flexible work arrangements, such as hybrid models. This shift in preference has implications for traditional workplace structures and organizational culture.
   4. Ethical Leadership: Gen Z is intolerant of unethical behavior and toxic work environments. They seek out ethical leaders and companies that prioritize employee well-being and social responsibility.
   5. Global Ambitions: A significant portion of Gen Z aspires to pursue higher education and career opportunities abroad. This highlights the increasing global mindset of this generation and the need for organizations to embrace international talent and diversity.