

Understanding the carrier aspirations of Gen Z.

Who is affected?

The career aspirations of Gen Z can have an impact on various stakeholders, including employers who must adapt to attract and retain younger talent, educators who must prepare students for the changing job market, and society at large as the aspirations of this generation shape the future of work and the economy.

What is happening?

Gen Z's career aspirations are shifting towards jobs that align with their values, provide flexibility and offer a work-life balance. They also value opportunities for personal and professional development, and prioritize diversity and inclusion in the workplace. Many are exploring non-traditional career paths such as entrepreneurship and gig work, and technology continues to play a significant role in their job searches and career decisions.

When is this happening?

The career aspirations of Gen Z have been evolving over the past few years and are continuing to develop as more of them enter the workforce and shape the future of work. Factors such as the COVID-19 pandemic, social and environmental issues, and technological advancements have influenced their career goals and aspirations. As such, employers and educators must adapt to these changes to attract and retain young talent.

Where is this happening?

The career aspirations of Gen Z are a global phenomenon, and are happening in various regions around the world. However, the specific job markets, industries, and cultural contexts may differ from country to country. In general, as more Gen Z individuals enter the workforce, their aspirations are shaping the job market and economy of many countries, leading to changes in workplace culture, job requirements, and expectations.

Why is that a problem?

The career aspirations of Gen Z are not necessarily a problem, but as stated above, they present challenges and opportunities for employers and educators. Failure to understand and adapt to these aspirations may result in a talent gap, as companies struggle to attract and retain young workers. Additionally, educators must prepare students for the changing job market and equip them with the skills and knowledge needed to succeed in their chosen career paths.

Objective

The career aspirations of Gen Z are varied, but some common objectives include finding work that aligns with their values and allows them to make a positive impact on society, achieving a work-life balance that prioritizes personal well-being, and pursuing career paths that offer opportunities for personal and professional growth. They also value diversity and inclusivity in the workplace, and are interested in non-traditional career paths such as entrepreneurship and gig work.