

Problem Statement

- **What**

- **GenZ aspirations:-** Gen Z seeks to work for organizations that prioritize social responsibility and contribute to the greater good. They value work-life balance, flexible hours, and a combination of competitive salary, perks, and benefits. This generation wants to feel that their work aligns with their values and supports their overall well-being.

- **Who**

- **GenZ:-** Gen Z refers to individuals born between 1995 and 2012. This generation is characterized by their deep familiarity with technology and the digital world, which has significantly shaped their perspectives. Compared to previous generations, they hold different values and expectations, emphasizing diversity, social responsibility, and a desire for meaningful work.

- **When**

- **Timeline for the Career Aspiration of GenZ:-** Around 2017, we began to see a significant influx of Gen Z into the workforce, marking a shift in workplace dynamics as this generation brought unique perspectives, values, and expectations shaped by their upbringing in a digital world.

- **Why**

- **For GenZ:-** Gen Z's high expectations for meaningful work are driving significant changes in workplace dynamics. They prioritize a strong work-life balance and flexible working hours, seeking environments that align with their values.
- **For Employers:-** Understanding Gen Z's career aspirations is essential for employers aiming to adapt to the evolving dynamics of the workforce. By recognizing these aspirations, companies can promote social progress, enhance employee engagement, and create an inclusive work environment that meets the needs of this generation.

- **Where**

- 75 % of GenZ is interested in at least one STEM field.
- GenZ desires diverse and entrepreneurial opportunities with the safety of stable employment and remains loyal to a company if they offers this.

- **How**

How do Gen Z career preferences differ from those of other generations?

Gen Z's strong attachment to social media influences how they interact, communicate, and shape their professional identities, leading to unique preferences in how they wish to be perceived and engage in the workplace. This attachment also has significant implications for their expectations around company culture, work-life balance, and brand alignment.

- **Conclusion**

- The salary is important to GenZ, but other factors such as work-life balance, flexible hours, perks, and benefits matter too.
- GenZ wants to work for organizations that share their values and have a clear mission that goes beyond profit. They want to know that their work contributes to a greater good.