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# Introduction

Gen Z’s career aspirations are influenced by both intrinsic (personal interests, passions) and extrinsic (salary, benefits) factors. They consider a wide range of elements when envisioning their professional paths. Gen Z values a versatile job that aligns with their schedules. The novelty of telecommuting, especially after the pandemic, allows them to balance work, passion, and social life.Gen Z thrives in tech-savvy environments. They appreciate flexibility in work arrangements and adaptability to changing technologies.Organizations must tailor training programs to meet Gen Z’s diverse needs

# Summary of Problem Statement

Gen Z faces significant challenges in aligning their career aspirations with the realities of the modern workplace. The rapid pace of change in industries and job roles makes long-term planning difficult, while the increasing emphasis on work-life balance clashes with traditional work structures. Moreover, finding meaningful employment that aligns with personal values is a priority for this generation. Skill gaps, financial instability, and a lack of mentorship further complicate their career journeys. Simultaneously, organizations struggle to attract and retain Gen Z talent, adapt to new work styles, bridge skill gaps, and foster a workplace culture that resonates with this demographic. This mismatch between expectations and realities underscores the need for innovative solutions to address the evolving needs of both Gen Z and employers.

# Stakeholder Identified



### Educational Institutions:

Schools and universities play a vital role in shaping Gen Z’s perceptions of career opportunities. They can provide relevant education, career counseling, and exposure to various fields.

### Parents and Guardians:

Gen Z often seeks guidance from their parents and guardians when making career decisions. Their support and advice significantly influence career aspirations.

### Businesses and Industry Leaders:

Companies profoundly impact Gen Z’s career choices. They can create attractive work environments, offer growth opportunities, and align with Gen Z’s values.

#### Employer Brand (EB**):**

Gen Z is highly influenced by employer branding. Companies need to establish a strong employer brand that aligns with Gen Z’s values, purpose, and societal impact.

# Detailed Assessments of Roles and Interests



#### Gen Z

**Roles: Students, early career professionals, job seekers**

**Interests:**

**Work-life balance:** Prioritize flexible work arrangements, remote options, and time for personal pursuits.

**Meaningful work:** Seek jobs that align with personal values and contribute to social impact.

**Continuous learning:** Value opportunities for skill development and career growth.

**Financial stability:** Aim to achieve financial independence and security.

**Technology:** Highly proficient in technology and digital platforms, seeking tech-integrated workplaces.

#### Employers/Organizations

**Roles: Corporations, SMEs, startups, educational institutions**

**Interests:**

**Talent acquisition**: Attracting and retaining top Gen Z talent to meet organizational needs.

**Productivity**: Enhancing employee engagement and productivity through innovative work practices.

**Innovation:** Fostering a culture of innovation and adaptability to stay competitive.

**Employer branding:** Building a strong employer brand to attract Gen Z candidates.

**Cost-efficiency:** Optimizing workforce costs while maintaining talent quality.

**Social responsibility:** Aligning organizational values with Gen Z's desire for social impact.

#### Educational Institutions

**Roles: Universities, colleges, vocational schools**

**Interests:**

**Curriculum relevance:** Aligning academic programs with industry demands and Gen Z career aspirations.

**Skill development:** Equipping students with practical skills for the workforce.

**Career guidance:** Providing comprehensive career counseling and mentorship.

#### Government

**Roles: Policymakers, regulators, labor departments**

**Interests:**

**Youth employment:** Creating job opportunities and addressing youth unemployment rates.

**Skill development:** Investing in vocational training and skill development programs.

**Work-life balance:** Implementing policies that support work-life balance for all workers.

**Education:** Improving access to quality education and higher education.

# How Stakeholders Will Benefit?



### Gen Z

* **Enhanced career satisfaction:** Jobs that align with their values and offer opportunities for growth and development lead to higher job satisfaction.
* **Improved work-life balance:** Flexible work arrangements and supportive work environments contribute to overall well-being.
* **Increased financial stability:** Opportunities for skill development and career advancement can lead to higher earnings.

### Employers/Organizations

* **Increased talent attraction and retention:** Understanding and addressing Gen Z's needs helps attract and retain top talent.
* **Enhanced innovation and productivity:** A motivated and engaged workforce drives innovation and improves overall performance.
* **Stronger employer brand:** A reputation for being a great place to work for Gen Z attracts top talent and builds a positive brand image.
* **Improved bottom line:** A high-performing, satisfied workforce contributes to increased profitability.

### Educational Institutions

* **Increased student engagement and success:** Relevant curriculum and career guidance improve student outcomes.
* **Stronger industry partnerships:** Collaborations with employers lead to better job placement rates and career support.
* **Enhanced reputation:** A reputation for producing work-ready graduates attracts more students.

### Government

* **Reduced youth unemployment:** Policies that support skill development and job creation lead to lower unemployment rates.
* **Increased economic growth:** A skilled and engaged workforce drives economic growth and development.
* **Improved social well-being:** A satisfied and productive workforce contributes to overall societal well-being.