**Problem Statement**: Understanding the Career Aspiration of Gen Z and their Employers using 5W1H Framework.

**Introduction:**

Gen Z refers to cohort of people born roughly between 1997 and 2012, which are currently responsible for major inventions and shaping their future. As a student (Gen Z Student), my interest in this topic increased with my day-to-day interaction with my Gen Z friends as well as by following posts and blogs of influential employers from different companies who are responsible for hiring Gen Z employee. This study aims to systematically explore these aspirations using 5W1H Format to provide insights for employers, educators, students and policy makers. By addressing this we can better align opportunities with Gen Z’s expectations and their employers.

**Personal Experience:**

As a graduation student, I have friend’s similar to my age with who I communicate and exchange my ideas on daily basis. I also follow influential employers of different companies and noticed that the Gen Z students want Remote Work, Job Security, Work Life Balance while the Employers want Someone with Problem Solving Skills, Team Player, Tech Savy. I was able to notice a gap between the expectations of Gen Z and Employer which motivated me to design a study to capture these insights which are as follows:

**Who is Involved?**

This issue primarily involves two key groups. First, the **Gen Z graduates** who are entering the job market with fresh degrees and modern expectations. They are looking for meaningful, flexible, and well-paying job opportunities that align with their values. On the other side, **employers and HR teams** from various companies are trying to attract, hire, and retain this new generation of workers. Additionally, **college placement cells and career counsellors** play a supporting role in guiding students and connecting them with employers.

**What is the Issue?**

The core problem is that **Gen Z job seekers are not getting the jobs they truly want**, and employers are struggling to understand and retain them. Gen Z often feels ignored during recruitment processes, while companies believe Gen Z lacks the right mindset or skills. There is a **clear mismatch in expectations**, where Gen Z prioritizes flexibility, purpose, and personal growth, while companies may still focus on traditional job structures, office-based work, and long-term loyalty.

**When is the happening?**

This situation is most evident **right after graduation**, when Gen Z actively enters the workforce and begins job hunting. It has become more noticeable **in recent years, especially after the COVID-19 pandemic**, which changed workplace norms and increased demand for remote work and flexibility. These problems often continue into the **early stages of their careers**, especially when Gen Z employees switch jobs frequently or leave within a short time.

**Why is this happening?**

There are several reasons behind this growing gap. **Gen Z places high importance on flexibility, purpose-driven roles, and work-life balance**, which many companies don’t offer by default. At the same time, **employers feel that Gen Z lacks patience, strong communication, or the willingness to grow slowly** within a company. Often, **neither side fully understands the other’s priorities**, leading to poor hiring choices, low job satisfaction, and high turnover.

**Where is it happening?**

This problem is being observed **across multiple industries and job sectors**, particularly in modern fields like tech, marketing, design, and startups. It is also visible **on digital platforms**, such as job portals, LinkedIn, and social media, where Gen Z openly shares their job experiences and frustrations. Even in physical workplaces, especially those still following older, rigid systems, the disconnect between employer expectations and Gen Z values is clearly felt.

**How can the Problem be Solved?**

To bridge this gap, **employers need to modernize their work policies** by offering flexibility, mentorship, and clear career growth opportunities. They should also communicate better during hiring and show interest in the values Gen Z cares about. On the other hand, **Gen Z needs to work on building soft skills, setting realistic job expectations, and proving their reliability** in the workplace. **Open communication and mutual understanding** are key for creating a work environment where both Gen Z and employers can succeed together.