

Problem statement

What:

The challenge is addressing the career aspirations of Generation Z, a generation that prioritizes purpose-driven work, flexibility, and diversity. While salary is important, Gen Z places higher value on roles that align with their personal values, such as sustainability and social responsibility . Employers, however, often struggle to meet these expectations due to traditional workplace structures and outdated recruitment strategies.

Why:

Generation Z's experiences, including growing up during economic uncertainty and increasing social activism, have shaped their career preferences. They expect companies to be responsible global citizens, taking meaningful action on issues like climate change, mental health, and inclusivity. This misalignment between Gen Z's values and employers' practices can lead to dissatisfaction and high employee turnover .

Who:

The primary stakeholders are Generation Z (born between the mid-1990s and early 2010s) and employers. Gen Z job seekers seek work that aligns with their personal values, while employers—especially those in industries with rigid structures—face challenges in attracting and retaining this emerging talent pool .

Where:

The problem is prevalent across industries globally, but especially in sectors where traditional career paths and corporate cultures are deeply embedded. Companies in regions with strong technological and environmental movements may face more immediate pressures to adapt .

When:

The challenge has become prominent in the last five years, as Gen Z enters the workforce in increasing numbers. This is a critical time for employers to act and evolve their strategies to align with the values and expectations of this generation .

How:

Employers must revise their recruitment, retention, and management strategies by adopting flexible work models, fostering diversity and inclusion, and creating purpose-driven roles. Companies should integrate social and environmental responsibility into their corporate culture to appeal to Gen Z. Prescriptive and descriptive analytics will provide data-driven insights to help bridge the gap between Gen Z's career aspirations and employer expectations .