

Understanding of the career aspirations of Gen Z.

➤ Who

Who is Gen Z?

Gen z means generation Z who born between the 1997 to 2012 this generation called GenZ. This generation is currently entering to the works in office. The gen z people is influenced by social media platforms like Tik Tok, Instagram, Facebook this way gen z people are globally connected.

➤ What

The Gen z people are dreamed to work with their skills and they seen the work roles that allow to positive impact on their future carrer. And also work with digital and tech carrers like Data Science, Digital marketing, AI and other high paying sectors

What are the expectations from emplyees?

They gives value to the flexible work carrers such as remote or hybrid work options and flexible work hours and give the time to personal life and Gen z looking for which company give professional developments, and mentoring and skill building opportunities.

➤ Where

Gen Z is more open to working remotely or in a hybrid model, allowing them to live in locations of their choice and They prefer to work peacefull environments with a strong digital infrastructure.

➤ Why

Gen Z prioritizes mental health and a balanced lifestyle more than previous generations, so they careers that allow for time to pursue personal interests. They want their work respect their personal values, such as social responsibility, climate change, or human rights

➤ How?

Gen Z values education but They are highly interested in out of college education routes like online certifications and online courses and online internships and They use platforms like LinkedIn, YouTube, and Instagram not only for networking and also for future career implementation and personal improvements. And previous generations didn't like change the jobs but Gen z they are more likely to change jobs continuously but less concern for staying with one company long-term.