**“Understanding the career aspirations of Gen- Z"**

Talking about generation-Z- the people who were born between the year 1990 to 2012. Some of these will going to enter corporate world, or some of them are in the work but aspire to have something in life regardless of career factor. Having prioritized meaningful work, flexibility, perks and benefits and salary they choose to work in the field of tech-industry, social media, education, and non-profit sectors.

**Some of these career aspirations of Gen-Z**

* Technology- Gen-Z is tech-savvy, completely dependent on IT. Many folks have a dream to work in technologies-related fields such as software engineering, data analytics etc. Gen-Z employees make the technology work for them.
* Flexibility and work-life balance- Gen-Z values flexibility and work-life balance. They need flexibility in terms of working hours, working environment, flexibility in working style, flexibility to engage in more than one job. Sometimes Gen-Z people are also called multitaskers regarding their work-life. Some of them are interested in starting their own business. In our own business we don’t need to work under the manager’s instructions and don’t have to work in each shift time. Gen-Z sometimes drives family business only. The long-drawn history on India proves that we have a strong tradition of following family trades. Even today it is a widely accepted trend.They are more likely to balance their personal as well as professional life. Because of that they prefer to work mostly from home structure.
* Personal Development- Gen-Z is interested in continuous learning and personal development. They are more likely to seek careers that offer opportunities for growth and development. Gen-Z is actively engaged in self-development & is looking out for opportunities to advance their growth & development.
* Inclusive work environment-Gen-Z values workplaces that priorities diversity,equity,fostering innovation & collaboration.

**Who is affected?**

**Gen-Z individual themselves –** Gen-Z works for the company; it will have positive impact on the world. If the career aspirations of Gen-Z self not understood, they may feel misunderstood, undervalued and unsupported in their career journey.

**Employers –** Employers who fail to understand Gen-Z's career aspirations may struggle to attract and retain top talent from this generation.

**Stakeholders-** Stakeholders if they do not understand the career aspirations of Gen-Z, they may lose their talent. Gen-Z employees can do efficient work in a very smart way, they have the capacity to solve business problems in a very efficient manner.

**Society –** Gen-Z represents the future workforce has the potential to shape the future of work. Society may miss out on innovation and progress that Gen-z can contribute to.

**Economy-** Gen-Z is a large and influential generation, and their career choices can have a significant impact on the economy. If their career aspirations are not understood, the economy may miss out on the potential benefits of their talent and innovation.

**What is happening?**

**Decreased Productivity-** Gen-Z is a highly skilled and educated generation.When their career aspirations are not understood, they may not get the opportunities to use their skills at fullest potential which leads to low engagement in their work, and they do not feel valued by their employer, hence their productivity can suffer.

**Misalignment in job hiring**- Mismatch between job requirements and candidate’s expectations, resulting in low employee engagement, terminations and resignations.

**Difficulty attracting top talent**-Gen-Z is the first generation to grow up with access to technology and social media, making them highly informed to potential employers. If employer’s do not understand Gen-Z's career aspirations, they may struggle to attract top talent from this generation.

**When is this happening?**

It can vary depending upon the situation of everyone in Gen-Z. But yes! After covid wave it has more impact. Gen-Z aspirations looking for opportunities which will give them productivity so that their professional life will grow as well as they wish to maintain their personal lives, spending time with family and friends, less stress. So, they prefer to do remote structured work.

**Where is this happening?**

The answer to this could be different from person to person. It may happen in our workplace. Gen-Z has imported with full of talent and skills and they are looking for a place where they get more enhancement to their skill set. Suppose due to some circumstances, peers at workplace or any seniors at workplace could not identify scope of Gen-Z for future development they may lose talent.

**Why Is this happening?**

Now why? this is happening. It can happen due to lack of skills which are needed to fit into a given role.They are demanding more from workplaces like bigger pay cheques,more time-off, flexibility to work remotely, unsatisfied at workplace. This can be reasons, so Gen-Z leave the company

**Conclusion:**

Gen-Z are about to have a major effect on world, yet they are the most mysterious generation yet. Gen-Z will have the ability to demand greater personalization in how they move along their career journey. For an organization to attract and retain the best and brightest of the generation it will require a different mindset.