

# 5W1H Analysis: Understanding the Career Aspirations of Gen Z

## Problem Statement:

There is an increasing disconnection between the career aspirations of Gen Z and the opportunities offered by traditional employers. This lack of alignment leads to various difficulties in attracting, retaining and engaging young talent

### 1. Who:

**Gen Z:** Individuals born between mid-1990s and early 2010s

**Employers:** Companies and organizations across a wide variety of industries

### 2. What:

**Gen Z:** They prioritize meaningful work, work-life balance and personal growth

**Employers:** They often struggle to articulate their value proposition and demonstrate career advancement opportunities

There is clearly a mismatch between Gen Z's desire for flexible work managements and traditional workplace structures

### 3. When:

**2017 -2020:** Initial entry of Gen Z into the workforce, characterized by a focus on finding meaningful work and a desire for work-life balance

**2021- 2022:** Increased emphasis on remote work and flexible work arrangements happened due to COVID-19 pandemic

**2023-2024:** The growing expectations of Gen Z for career advancement and opportunities to make a positive impact

### 4. Where:

**Global:** The impact is global as there is a disconnect between Gen Z's career aspirations and employer expectations is a global phenomenon, although it may vary in intensity across different regions and industries

## 5. **Why:**

### **Gen Z:**

- Increased access to information and awareness of global issues.
- Desire for purpose driven work and social impact.
- Emphasis on work-life balance and personal well-being

### **Employers:**

- Outdated talent acquisition and development strategies.
- Lack of understanding of Gen Z's values and priorities.
- Resistance to change and adoption of new work models

## 6. **How:**

### **For Gen Z:**

- Developing a strong personal brand and articulate career goals clearly.
- Seek out internships and experiential learning opportunities.
- Build a network of mentors and industry professionals

### **For Employers:**

- Conduct thorough research on Gen Z's values and expectations
- Create a culture of open communication and feedback
- Offer flexible work arrangements and development opportunities
- Emphasise the company's mission and social impact

## **Data Points and Timeline:**

- **2018:** A Deloitte survey found that around 76% of Gen Z consider opportunities for growth and development as the most important factor in choosing an employer
- **2021:** A PwC report found that 40% of Gen Z respondents prefer to work in a flexible or remote working environment
- **2022:** LinkedIn's Workforce Confidence Index highlighted that 50% of Gen Z employees were considering changing jobs within the next year

## **Conclusion:**

Understanding and addressing the career aspirations of Gen Z is crucial for employers to attract and retain top talent. By fostering open communication, prioritizing employee development and embracing flexibility, organizations can bridge the gap between Gen Z's expectations and traditional workplace practices