

Stakeholder Analysis Report: Career Aspirations of Gen Z

Introduction:

The career aspirations of Gen Z are increasingly at odds with traditional employer offerings, resulting in difficulties in attracting, retaining, and engaging young talent. This report identifies key stakeholders who are directly impacted by this gap and analyses their roles, interests, and influence on resolving the issue

Summary of Problem Statement:

The disconnect between Gen Z's career aspirations- focused on meaningful work, work-life balance and personal growth- and traditional employers' expectations is a growing concern. Employers must evolve to accommodate this new generation's values if they wish to maintain a competitive edge in talent acquisition and retention

List of Identified Stakeholders:

1) Gen Z Individuals:

As the primary focus of this report, their career aspirations, expectations, and values drive the analysis. Their insights are essential in understanding preferences for work-life balance, personal growth and meaningful work.

2) Human Resource (HR) Managers:

HR professionals are responsible for recruitment, retention, and engagement strategies. They need to be aware of the evolving expectations of Gen Z to adapt hiring processes, create flexible work models, and align company culture with Gen Z's values

3) Employers and Business Leaders:

Company leaders shape organizational structures and values. They have a significant influence on fostering work environments that are appealing to Gen Z. Their ability to modernize traditional workplace practices, offer career advancement, and create purpose-driven missions is essential

4) Educational Institutions

Universities, colleges and career centres are instrumental in preparing Gen Z for the workforce. They provide career counselling, internships, and job opportunities, helping to shape Gen Z's career expectations

5) Career Counsellors and Mentors

These are Individuals who guide Gen Z on their career paths. They help articulate career goals, encourage networking and offer experiential learning opportunities

6) Technology and Digital Platforms

Platforms like LinkedIn, Glassdoor and other job search portals are critical in connecting Gen Z with employers. They facilitate communication, highlight career opportunities, and shape the perception of workplace and environments

Detailed Assessments of Roles and Interests:

1) Gen Z Individuals

- Role: They are the central focus group
- Interests: Meaningful work, work-life balance, personal growth, career advancement, and social impact
- Influence: Strong; their expectations directly shape recruitment strategies and workplace environments

2) HR Managers

- Role: Design recruitment and retention strategies
- Interests: Attracting and retaining Gen Z talent by understanding their needs and expectations
- Influence: High; they have the power to implement challenges in hiring, employee engagement and work flexibility

3) Employers and Business Leaders

- Role: Ensuring organizational alignment with employee expectations
- Interests: increasing productivity, fostering a positive workplace culture, and reducing turnover by engaging Gen Z
- Influence: High; they decide on implementing flexible work policies, offering development opportunities, and aligning company missions with social impact

4) Educational Institutions

- Role: Prepare Gen Z for the workforce
- Interests: Ensuring students are employable and equipped with the right skills for modern career paths
- Influence: Moderate; they influence the career readiness of Gen Z through training and guidance

5) Career Counsellors and Mentors

- **Role:** Provide career guidance and help shape aspirations
- **Interests:** Helping Gen Z identify career align with their values
- **Influence:** Moderate; they influence Gen Z's career decisions through advice and mentorship

6) Technology and Digital Platforms

- **Role:** Facilitate job searches and provide employer insights
- **Interests:** Bridging the gap between job seekers and employers, highlighting companies that offer flexible work arrangements
- **Influence:** High; they influence Gen Z's job search process and company perceptions

How Stakeholders will benefit:

- **Gen Z Individuals:** They will have access to work environments that align with their values, leading to greater satisfaction and career fulfilment
- **HR Managers:** By understanding Gen Z's needs, HR professionals will be better equipped to attract and retain talent
- **Employers and Business Leaders:** A modernized approach to workplace structures will lead to higher engagement and productivity
- **Educational Institutions:** Stronger alignment with workforce needs will enhance employability outcomes for students
- **Career Counsellors and Mentors:** They will have a clearer understanding of Gen Z's aspirations, enabling them to provide more relevant advice
- **Technology Platforms:** They will continue to play a key role in connecting Gen Z with suitable employers, reinforcing their importance in the recruitment ecosystem