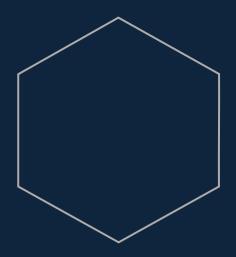
# Career Aspirations of Gen Z

Presentation Deck





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## Introduction

Understanding Gen Z's Career Aspirations

- In today's rapidly changing world, Gen Z, the digital natives, are reshaping the workforce with their unique perspectives and expectations.
- Here we delve into the career aspirations of Gen Z in India, identifying the key factors influencing their choices and exploring the growing gap between their expectations and traditional employer offerings



## **Key Findings**

- Global Ambitions: A significant portion of Indian Gen Z (44.87%) seek international opportunities, demonstrating their global aspirations
- Parental Influence: Parents play a pivotal role in shaping Gen Z's career choices, especially for females
- Job Hopping Tendencies: Gen Z values variety and growth, with 57.82% unlikely to stay
  with one employer for more than three years
- Salary Expectations: Gen Z has high salary expectations, with 30.34% expecting over Rs 50,000 monthly within first three years
- Hybrid Work Preferences: Flexible work arrangements, like hybrid work, are highly preferred by Gen Z
- Work-Life Balance: Work-life balance is crucial to Gen Z, with many preferring 8-hour workdays and regular breaks



## Key "Wow" Insights

#### 1) The Power of Parental Influence

It was surprising to find that parents still play a crucial role in shaping Gen Z's career aspirations. This underscores the enduring importance of parental guidance in guiding young people's professional paths

#### 2) Global Ambitions

A significant portion of Gen Z expresses interest in studying abroad, showcasing their global perspective and eagerness to explore opportunities beyond their home countries. This reflects their ambition for personal and professional growth

#### 3) The need for meaningful work

Gen Z shows a strong preference for working with companies that have a social impact. This generation seeks careers that align with their values and contribute positively to the world, driven by a sense of purpose



### Recommendations

#### 1) Tailored Employer Strategies

Employers should design recruitment strategies that resonate with Gen Z's prioritiessuch as social impact, work-life balance, and clear career paths- to effectively attract and retain talent

#### 2) Enhanced Educational Programmes

Educational Institutions should focus on programs that build critical skills like problem-solving, critical thinking, and adaptability, preparing Gen Z for the evolving demands of the modern workforce

#### 3) Career Counselling and Mentorship

Offering Career Counselling and mentorship opportunities can help Gen Z navigate their career choices more effectively and make informed, confident decisions



## **Takeaways**

1) Importance of Stakeholder Engagement
Involving a diverse group of stakeholders- including Gen Z parents, educators, and
employers- provides a holistic view of career aspirations and influences

#### 2) Value of Qualitative Data

While quantitative data is crucial, qualitative insights from interviews and openended survey responses offer deeper context and understanding

#### 3) Challenges of Online Surveys

Reaching a truly representative sample of Gen Z through online surveys can be difficult due to their varied online behaviours and limited survey engagement

#### 4) Need for Longitudinal Studies

Longitudinal studies are necessary for tracking shifts in career aspirations over time, providing a fuller and more accurate picture of trends

