



CAREER ASPIRATIONS OF GEN Z

Project Completion Report



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Project Overview & Methodologies

- Understand the career aspirations of Gen Z.
- Identify the key factors influencing their career choices.
- Explore the gap between Gen Z's expectations and traditional employer offerings.

Scope:

The project focused on Indian Gen Z individuals, analyzing their career aspirations, preferences, and expectations. It involved a comprehensive survey, data analysis and stakeholder analysis to understand the factors influencing career choices.

Problem Statement:

There is a growing disconnect between the career aspirations of Gen Z and the opportunities offered by traditional employers. This mismatch leads to difficulties in attracting, retaining, and engaging young talent.

Methodologies:

Data collection: A structured online survey was designed and distributed through social media platforms to reach a diverse sample of Gen Z individuals.

Data Cleaning & Transformation: Appropriate data cleaning & Transformation was done so that the dataset is in a proper format and the missing values were filled.

Data Analysis & Visualization: Charts, graphs, tables, SQL Querying and dashboards were created to present the findings in a clear and visually appealing manner.

Tools & Techniques: Excel, MySQL Work Bench.

Key Findings & Stakeholder Analysis

Key Findings

Global Ambitions: A sizeable portion of Indian Gen Z (44.87%) are interested in pursuing higher education abroad, demonstrating their global aspirations and willingness to self-sponsor their studies.

Parental influence: Parents play a crucial role in shaping Gen Z's career aspirations, with majority of respondents citing them as a considerable influence. Females (36.55%) are more likely to be influenced by their parents compared to males (33.47%).

Job Hopping Tendencies: Gen Z's desire for new experiences and challenges is evident, with 57.82% indicating they are unlikely to stay with one employer for three years or more.

Social Impact Orientation: A substantial number of Gen Z respondents prioritize working for socially impactful companies, highlighting their desire to contribute to meaningful causes. Meaningful impact of work, work that involves passion is the most significant factor that boosts work happiness and productivity for Gen Z respondents.

Salary Expectations: Gen Z has high salary expectations, with a significant percentage (30.34%) expecting a minimum monthly salary of over Rs 50,000 within the first three years of their careers and around 52.18% of respondents expect an in hand monthly salary between Rs 31,000 and Rs 40,000 during the start of their careers.

Hybrid Work Expectations: Hybrid work arrangements, combining both in-office and remote work, are the most preferred option among Gen Z with (28.12%) option for this setup. Among females, fully remote with options to travel as and when needed (27.40%) is the most preferred.

Work-Life Balance: Work-life balance is a priority for Gen Z, as majority prefer to work for 8 hours daily and requires a full week break once every 2 months (45.45%) for females and 3 months (39.30%) for males being the most popular choices among them.

Stakeholder Analysis:

Gen Z: As the primary focus of the study, their responses provided valuable insights into their career aspirations, preferences, and expectations.

Parents: Parents emerged as significant influencers, shaping GenZ's career choices and providing guidance.

Educational Institutions: Schools and universities play a role in preparing Gen Z for the workforce and shaping their career perspectives.

Employers: Understanding Gen Z's aspirations is crucial for employers to attract and retain top talent.

Career Counsellors: Career Counsellors provide guidance and support to Gen Z, helping them navigate their career paths.

Project Outcomes and Challenges

Project Outcomes

Deliverables:

- Comprehensive report on Gen Z's career aspirations in India.
- Data Analysis and visualizations.
- Stakeholder Insights.
- Recommendations for employers and educational institutions.

Goals Achieved:

- Gained a deep understanding of GenZ's career aspirations, preferences, and expectations.
- Identified key factors influencing their career choices, such as parental influence, social media and work-life balance.
- Analyzed the gap between GenZ's expectations and traditional employer offerings.
- Provided valuable insights for employers to attract and retain Gen Z talent.

Overall Project Impact:

The project has contributed to a better understanding of the evolving career landscape for GenZ. Employers, educational institutions, and policymakers can use the Findings to develop strategies that align with GenZ's aspirations and needs.

Challenges

Data Collection: Obtaining a representative sample of Gen Z respondents was challenging due to their diverse online behaviour and limited engagement with surveys.

Data Analysis: Analyzing the large dataset and extracting meaningful insights required careful data cleaning and appropriate data visualization techniques.

Interpretation of Findings: Interpreting the complex interplay of factors influencing career aspirations was challenging due to the multifaceted nature of the topic.

Addressing Challenges:

Data collection: Proper methods were used to reach Gen Z such as social media outreach.

Data Analysis: Robust data cleaning and analysis techniques were employed to ensure data accuracy and reliability.

Stakeholder Engagement: Flexible scheduling options and personalized communication were used to accommodate stakeholders' availability.

Interpretation of Findings: Regular discussions among the project team helped to interpret the findings and identify key trends.

Lesson Learned and Recommendations

Lessons Learned

Importance of Stakeholder Engagement: Involving a diverse range of stakeholders, including Gen Z, parents, educators, and employers, is crucial for gaining a comprehensive understanding of career aspirations.

Value of Qualitative Data: While quantitative data provides valuable insights, qualitative data, such as interviews and open-ended survey responses, can offer deeper understanding and context.

Challenges of Online Surveys: Reaching a representative sample of Gen Z through online surveys can be challenging due to their diverse online behaviours and limited engagement with surveys.

Need for Longitudinal studies: To Track changes in career aspirations over time, longitudinal studies may be necessary to provide a more comprehensive picture.

Recommendations

Tailored Employer strategies: Employers should develop recruitment strategies that align with Gen Z's values such as social impact, work-life balance, and career growth opportunities.

Enhanced Educational Programs: Educational institutions can focus on developing programs that equip Gen Z with the skills and knowledge needed for the modern workforce, including critical thinking, problem solving and adaptability.

Career Counselling and Mentorship: Providing access to career counselling and mentorship can help Gen Z navigate their career paths and make informed decisions.

Leveraging Social Media: Employers can effectively reach Gen Z by utilizing social media platforms to showcase their company culture, values and career opportunities.

Continuous Learning Development: Emphasising continuous learning and development opportunities can attract and retain GenZ talent, who value personal and professional growth.

Five “Wow” Insights

1) **The Power of Parental Influence:** I was surprised that parents still hold a significant impact on Gen Z’s career aspirations. It highlights the importance of parental guidance and support in shaping young people’s career paths

2) **Global Ambitions:** The high percentage of Gen Z’ s interested in pursuing education abroad demonstrates their global outlook and willingness to seek opportunities beyond their home country. This is a testament to their ambition and desire for growth.

3) **The Need for Meaningful Work:** GenZ’s strong preference for socially impactful companies highlights their desire for work that has a positive impact on the world. This generation is driven by purpose and seeks careers that align with their values.

4) **The importance of Flexibility:** The overwhelming preference for flexible work arrangements, such as remote work and hybrid models, highlights the changing expectations of GenZ. This generation values work-life balance and the freedom to choose their work environment.

5) **Impact of social media:** Social Media Platforms play a significant role in shaping Gen Z’s career aspirations. They use these platforms to research companies, connect with industry professionals, and discover new opportunities. This emphasizes the importance of leveraging social media for talent acquisition and employer branding.