

Career Aspirations of Gen Z

Presentation
Deck





Index



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 priorities- such 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 open-ended 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

