

# Problem Statement – Understanding the career aspirations of GenZ

## **Introduction**

Generation Z, the group born from 1997 to 2012, is entering the workforce. Companies are realizing that their current work environments and rules don't match the preferences of this new generation as they did for older ones. Since many Gen Z individuals started working during the COVID-19 pandemic, they haven't seen how things were before. So, company leaders are trying to understand what Gen Z wants and needs because they are a significant and influential group.

## **Objective**

The goal is to engage in conversations with your parents, college administrators, workplace supervisors, or colleagues to convey the desires and ambitions of the current generation, particularly Gen Z. By offering support and helping them realize their aspirations, you can foster cooperation, respect, and contentment among this generation. In essence, the aim is to educate the broader public about the future aspirations of Gen Z.

## **5 Parts of Business Problem:**

### **1) WHO is affected?**

When it comes to thinking about your future career, it's not just your own thoughts that matter. It's a big deal for your parents, your family, your friends, your college or school, and even your boss if you have a job. Everyone has a stake in what you choose to do with your life. Your parents, for example, usually want you to have a good, stable life. Your friends and colleagues also have a say in what you choose because they can inspire and influence your decisions.

To illustrate, I choose engineering because of the societal hype about it at my time and I just got carry-on with the same also my parents wanted me to do engineering so I started developing my interest in it. As I don't blame them for this but it's how my career path just changed and I tried to do my best in that field. But eventually at the end of my course I went on to a different path and my parents ambitions were affected.

### **2) WHAT is happening?**

In your head, you're constantly wondering about what you want to do with your life and career. You're trying to connect your dreams with the real world. You want a job that you're passionate about, something that makes you happy. But it's not that simple because you also need to think about what your family and others expect from you. You're trying to find a balance between what you love and what others expect you to do.

For instance, as I choose engineering my focus was to get a decent job at the end of my course but life happens and in my last year my career option changed and I wanted to prepare for one of the competitive exams. But I also didn't wanted to make my parents unhappy about it so I was also upskilling my self for a backup option and finally started learning Data Analytics as I was not that interesting in hardcore coding domain.

### **3) WHEN is this happening?**

This whole struggle mainly happens in your twenties, a time when you're becoming an adult and figuring out what you want to do in life. There are so many different career paths you could choose, and it can feel overwhelming. The choices you make during this time have a big impact on your future. It's a period of your life where you're discovering who you are and what you want to be.

In my experience, it was happening when in my last year of engineering as I was not finding my interests in core domain of computer engineering I choose to go for some competitive exams and secure my career in that field. As I had examples of some of my seniors who did the same and had good results. At the end of my graduation I was nervous about the various paths in front of me and I was confused which to pick.

### **4) WHERE is this happening?**

This isn't a struggle that's confined to one place. It's happening at home, where your parents want you to be secure and safe in your choices. It's also happening at your college or school, where you're learning about different careers and trying to balance your dreams with the practical stuff. And if you're already working, it's happening at your workplace, where you're trying to make your dreams come true and have a successful career.

With regard to my own history, In my engineering days I attended a seminar on 'which career options that one can look for after graduation'. And I came across with civil services as a career option and I was fascinated about the diversity that career provides and how you can help the society in a better way. So it started from my college and I convinced my parents for the same and they agreed.

### **5) WHY is that a problem?**

Understanding the dreams of Gen Z is a big deal because sometimes what they dream of doesn't match up with what others, especially their parents, think is right. Parents typically want the best for their kids and believe that stability is the key. But sometimes, Gen Z wants to explore more creative or different career paths. This can create misunderstandings and put a lot of pressure on Gen Z to follow a more traditional and safe path.

As a case in point, as I approached my parents with my career option that I wanted to pursue, my parents first insisted that I should go with my graduation background to settle a career in that field because our generation parents want their child to be settle and start

building a family but as things have come so diversified now and there are n number of options available we tend to look for our interests. And I think hardwork is the only parameter needed when you choose any career path.

## **Conclusion**

In summary, the dreams and aspirations of Gen Z aren't just personal; they're a big deal for families, friends, mentors, and even employers. The struggles of balancing personal dreams with the expectations of society mostly happen during the twenties and occur in various places like homes, schools, and workplaces. The real challenge is to find a way to bridge the gap between personal dreams and what everyone else thinks is right. This needs open communication and understanding from everyone involved. As we work to understand the dreams of Gen Z, we create a path where personal aspirations and societal expectations can coexist harmoniously.

## **References**

- 1) [https://www.researchgate.net/publication/349895506\\_Career\\_aspirations\\_of\\_generation\\_Z\\_a\\_systematic\\_literature\\_review](https://www.researchgate.net/publication/349895506_Career_aspirations_of_generation_Z_a_systematic_literature_review)
- 2) <https://www.workdesign.com/2022/08/authentically-gen-z-the-values-aspirations-drivers-that-will-re-define-the-future-of-work/>
- 3) <http://www.academicstar.us/UploadFile/Picture/2017-12/20171242207153.pdf>