# Problem Statement: Understanding the Career Aspirations of Gen Z

1. **Who**

Who is affected?

The major population being targeted are the so-called Gen Z or, more informally, centennials; they are those individuals born approximately between 1997 and 2012. Career goals are what this research looks at. Employers, schools, and politicians are indirectly influenced because they want to understand what expectations and tastes the new workforce has.

1. **What**

What is the problem/challenge?

The challenge is in the lack of clear understanding regarding the specific aspirations, goals, and preferences that Gen Z might have concerning their career. Without a full understanding of their expectations, organizations find it hard to attract and retain and develop Gen Z talent effectively.

1. **When**

When does this happen?

This issue is relevant now since most of Gen Z is entering the workforce or higher education. Therefore, the transition stage is crucial in understanding and addressing their career expectations.

1. **Where**

Where is this challenge prevalent?

This issue is global as all organizations and institutions around the globe face similar needs to understand career aspirations of Gen Z in order to maintain a competitive and engaged workforce.

1. **Why**

Why is this challenge important?

For most organizations, understanding Gen Z expectations about their careers is the path to success. The entry of Gen Z into the workforce at a significantly large scale has proved these expectations different from that of previous generations, with concepts like flexibility, inclusivity, and sustainability taking new meanings. If the workplace does not live up to the aspirations of Gen Z, it could lead to a high turnover rate, low engagement levels, and failure in employee engagement and recruitment.

1. **How**

How would this issue be solved?

It would become possible with a structured analysis using data about the values held, career paths pursued, and workplace expectations of Gen Z. Surveys, focus groups, and social media insights can reveal patterns and priorities in their career goals. These insights show that organizations can modify policies, work environments, and recruitment strategies to better conform to the wishes of Gen Z.

**Summary of Problem Statement**

Understanding their career aspirations, this is an analysis aimed at understanding the factors that influence their choices and which impact will it have on the dynamics of the workplace. Filling this gap can help organizations better adapt to meet the expectation of Gen Z as they seek to create a more productive, inclusive, and sustainable work environment.