

Understanding the career aspiration of Gen-Z

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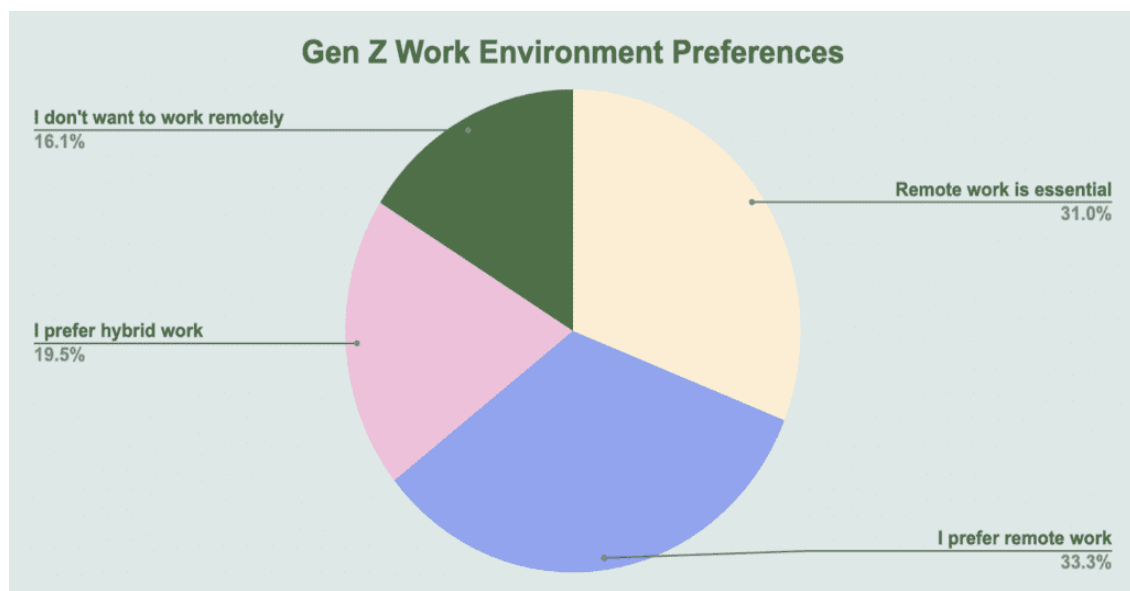


- **Introduction**

Gen Z (aka Time Z , iGen, or centennials), implies to the period that was born between 1997-2012, taking after millennials. This period has been raised on the net and social media, with a number of of the foremost prepared wrapping up college by 2020 and entering the workforce.

Insider Experiences has been taking after Gen Z's characteristics, characteristics, values, and designs to make in-depth estimations, truths, and exhibiting strategies centering on what will some time recently long finished up the greatest cohort of buyers.

In the given below pie chart how gen z prefers to work:



Gen Z representative lean towards to work

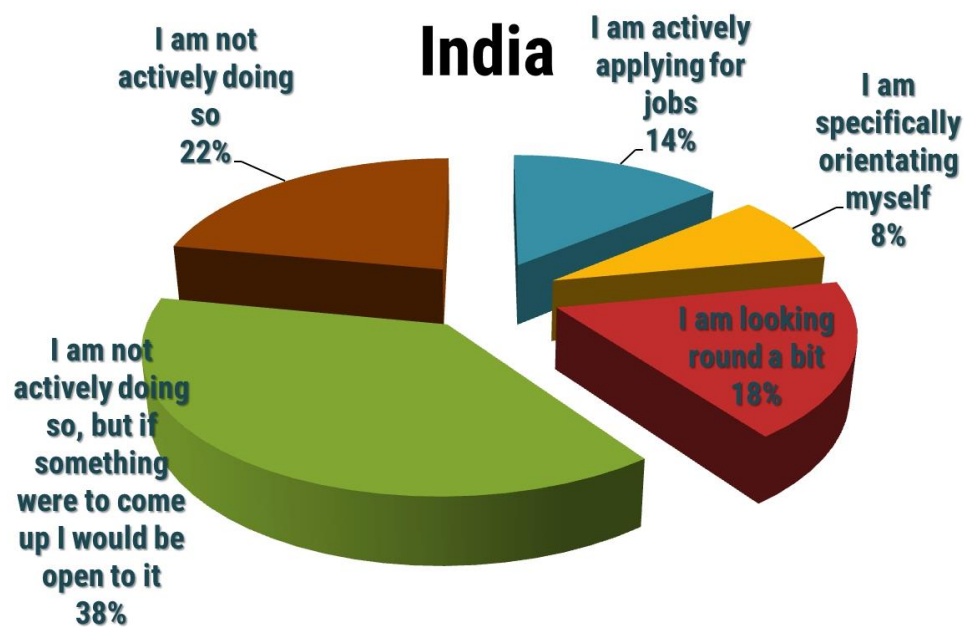
Who is getting affected not giving chance to Gen Z

- Gen Z individuals: They are directly impacted by missed opportunities to showcase their skills, gain valuable work experience, and contribute to organizations. This can hinder their professional growth and limit their ability to pursue fulfilling careers.
- Companies and organizations: By not giving Gen Z a chance, companies miss out on the fresh perspectives, technological expertise, and innovative ideas that this generation brings. This can hinder their ability to adapt to changing market dynamics and maintain competitiveness.
- Workforce diversity and inclusion: Failing to provide opportunities for Gen Z can perpetuate a lack of diversity and inclusion in the workforce. Embracing the perspectives and talents of Gen Z can contribute to a more diverse and dynamic work environment.
- Society as a whole: By disregarding the potential of Gen Z, society misses out on the collective impact they can make in various sectors. Gen Z has a strong desire to make a difference and address societal challenges, and their exclusion can hinder progress in areas such as sustainability, technology, and social innovation.

▪ *What action Gen Z is taking*

Members of Gen Z are highly motivated to create a positive impact and seek employment that aligns with their personal values and a large

sense of purpose. They are unlikely to remain in a job that fails to fulfill their aspirations.

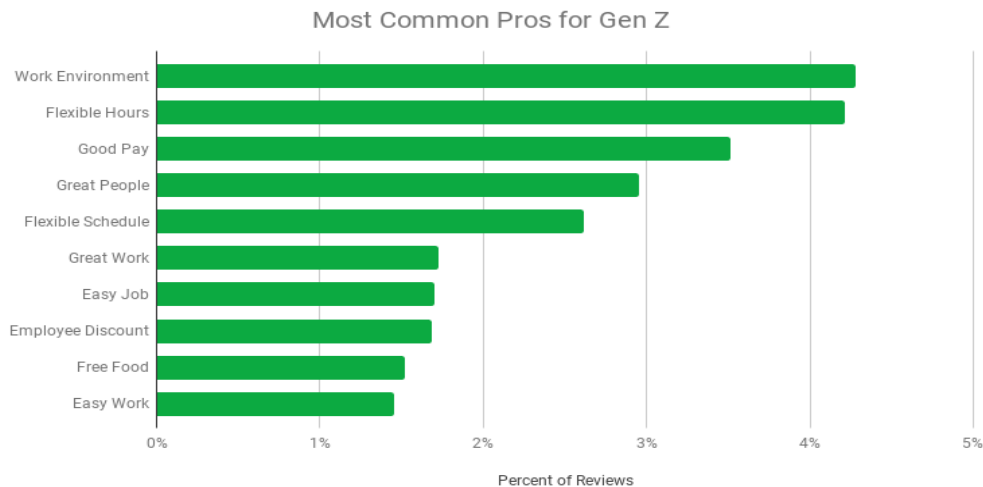


From the above about 38% of Gen Z survey respondents attend career events to ensure the roles and responsibilities align with their interests and values and the rest of them attend to ensure the company aligns with their interests and values.

For organizations to attract and retain the best and brightest of the generation :

- **Employers should be adaptable to match the evolving external environment to attract Gen Z.**
- **Develop robust training and leadership programs with a focus on diversity.**
- **Establish internal apprenticeship programs or recruit talented individuals and match them with suitable roles.**
- **Partner with universities to adopt top female talent and attract more women candidates for tech roles.**
- **Create latticed career paths and offer multiple work formats.**
- **Set up internal marketplaces to match projects with required skills.**
- **Leverage the expertise of previous generations to mentor Gen Z and foster strong leadership.**
- **Consider industry attractiveness and company reputation when planning strategies.**

▪ When will this happen



Gen Z individuals are likely to come across the field of business analysis through various channels, such as:

Education: Gen Z may encounter the field of business analysis during their college or university studies, particularly if they pursue business, management, or related disciplines.

Online research: With their tech-savvy nature, Gen Z individuals often turn to the internet for information. They may come across the role of business analysts through online searches, articles, blogs, or videos that discuss career options and job roles.

Networking and professional events: Attending networking events, industry conferences, or professional seminars can expose Gen Z individuals to business analysts who can share insights into their roles and experiences.

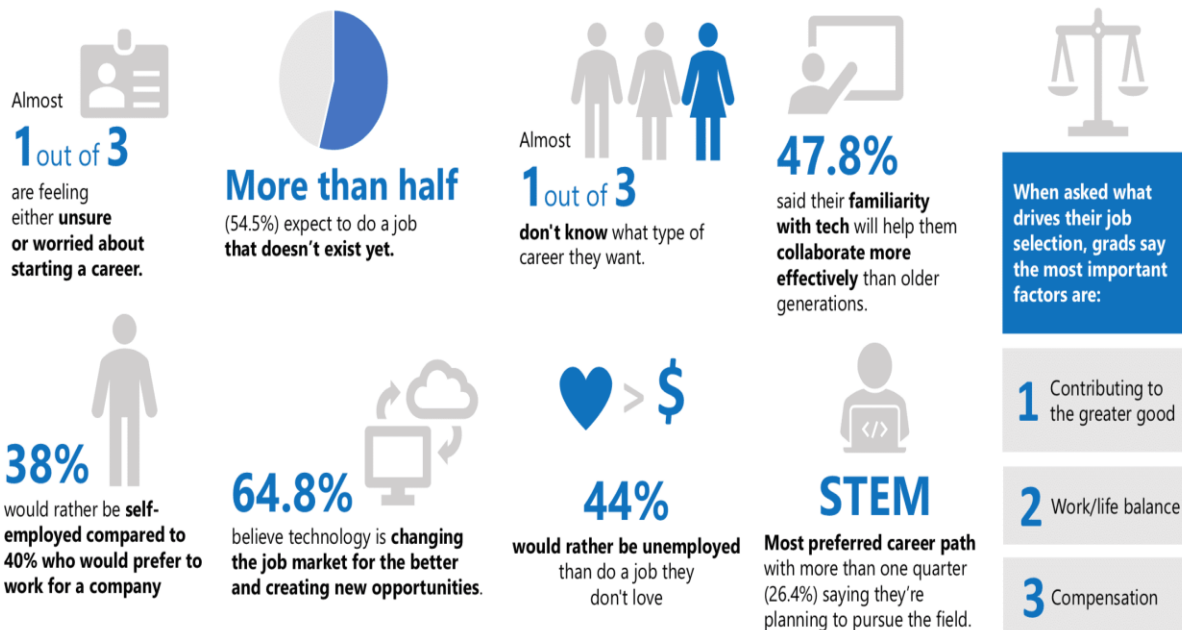
Career services and job platforms: College career centers, job portals, and recruitment websites often provide information about various job roles, including business analysis. Gen Z can explore these resources to learn about the field.

- **Where will find the job they like**

Networking and referrals: Building connections through networking events, professional associations, or personal referrals can lead to job opportunities that align with Gen Z's interests and values.

Internships and apprenticeships: Gen Z often seeks out internships and apprenticeship programs to gain practical experience and explore their career options.

Startups and innovative companies: Gen Z is attracted to companies that offer a dynamic and innovative work environment. Startups and companies with a strong mission and purpose tend to appeal to them.



▪ What is the objective

The objective of informing about choosing a career as an example business analytics is to highlight the benefits and opportunities with this field.

- Highlight the demand for business analytics professionals in the job market.
- Encourage the development of relevant skills for better employability.
- Showcase the broad applications of business analytics across industries.
- Inspire a competitive advantage by acquiring in-demand skills.
- Emphasize the potential for making a meaningful impact through data-driven decision-making.

How Gen Z employees prefer to work



Gen Z in The Workplace | Survey by TalentLMS and BambooHR