Problem Statement: Comprehensive understanding of GenZ’s career aspirations. Finding the elements that influence Gen Z's employment choices, comprehending how they vary from other generations in the workplace.

What:

1. What are the key issues?
   * They prefer independence not isolation.
   * GenZ are finding it difficult to match roles with their passion and interest.
   * GenZ minorities feel their race isn't well represented in the market.
2. What are the employer's issues?
   * Finding it difficult to attract GenZ.
   * Not able to retain young talents and not able to highlight their efforts.
   * Employers need to understand the behaviors and tendencies of GenZ.
3. What are their aspirations in their career?
   * GenZ desires diversity and entrepreneurship as a safety of stable employment.
   * They prefer individual tasks instead of team based activities.
   * They prefer to work in industries that they interact with in their personal lives opposed to industries.
   * Work life balance, flexible hours, perks and benefits.

Why:

1. Why is this happening?

* They prioritize financial security over personal fulfillment.
* Learning opportunities to enhance skills and prefers to learn independently via online.
* Core values reflect in prioritizing social activism more than previous generations and the importance they place on working at organizations whose values align with their own.
* GenZ has a different way of thinking and working style.
* They place importance on working at organizations whose values align with their own.
* They don’t form opinions based on quality of products/services but now on their ethics, practices and social impact.
* Employer’s not able to demonstrate consistency with their ethics and values.
* Not able to demonstrate their commitment to a broader set of societal challenges.

Who:

1. Who is affected?
   * Age group between 1997 to 2012
   * Companies who tries to attract young talents
2. Who attracts and influences GenZ?
   * Employers, parents, peers, educators, influencers.
   * Companies tries to attract young talents

Where:

1. Where are they looking primarily for employment opportunities?

* Environment where work life balance, flexible hours, perks and benefits,
* Interests drawn in technology industry, education, healthcare.

When:

1. When did the career aspirations of GenZ come into shift and how has it evolved over time?
   * This happened when GenZ started entering into the workplace and spending more money on the products, services, and solutions that are produced, provided and created EGWY.
   * They focused on less salary but a good environment where their value aligns.
   * GenZ is entering the workforce at a key inflection point.
   * This has evolved in a past few years

How:

1. How do GenZ’z perception differ from previous generations?

How are the factors addressed?

* They have different perspectives on careers and how to define success in life and workforce.
* Global recession, watching parents lose job,
* Seeing older millennials moving back to home
* Focus on mental health, and well being
* Genzz looks for continuous learning opportunities, mentorship programs, and clear pathways for career advancement.
* Thinking of great diversity and inclusivity in the workplace.

Conclusion:

Gen Z will soon overtake Millennials as the largest generation in the world and will have a big impact once they start working. Their professional choices prioritize not only competitive pay but also personal ideals, particularly those related to identity and diversity. Beyond race and gender, this generation embraces diversity in identity and orientation and looks for jobs that correspond to them. In order to attract Gen Z talent, businesses need to reconsider how they hire, train, and create diverse, values-based work environments. Instead of forcing standardized job profiles, employers should give priority to apprenticeship programs and concentrate on finding brilliant people roles that suit them.

For today's grads, skill development, quick growth, and lifestyle consistency are more important than traditional pay. Gen Z appreciates managers that provide them with opportunity for growth and aspires to rapid job advancement. They are less dedicated to formal career objectives and choose positions that allow for rapid advancement and the freedom to pursue personal interests.