

# CAREER ASPIRATIONS OF GENZ

## (Generation Zoomer)



### **What family, society and elders think who GenZ are?**

According to my research, for society and elders, Generation Z individuals are often characterized by their constant use of smart gadgets, irresponsibility, and a lack of respect towards elders. They tend to prioritize virtual connections over meaningful relationships within their families, focusing solely on those they are connected to through their phones.

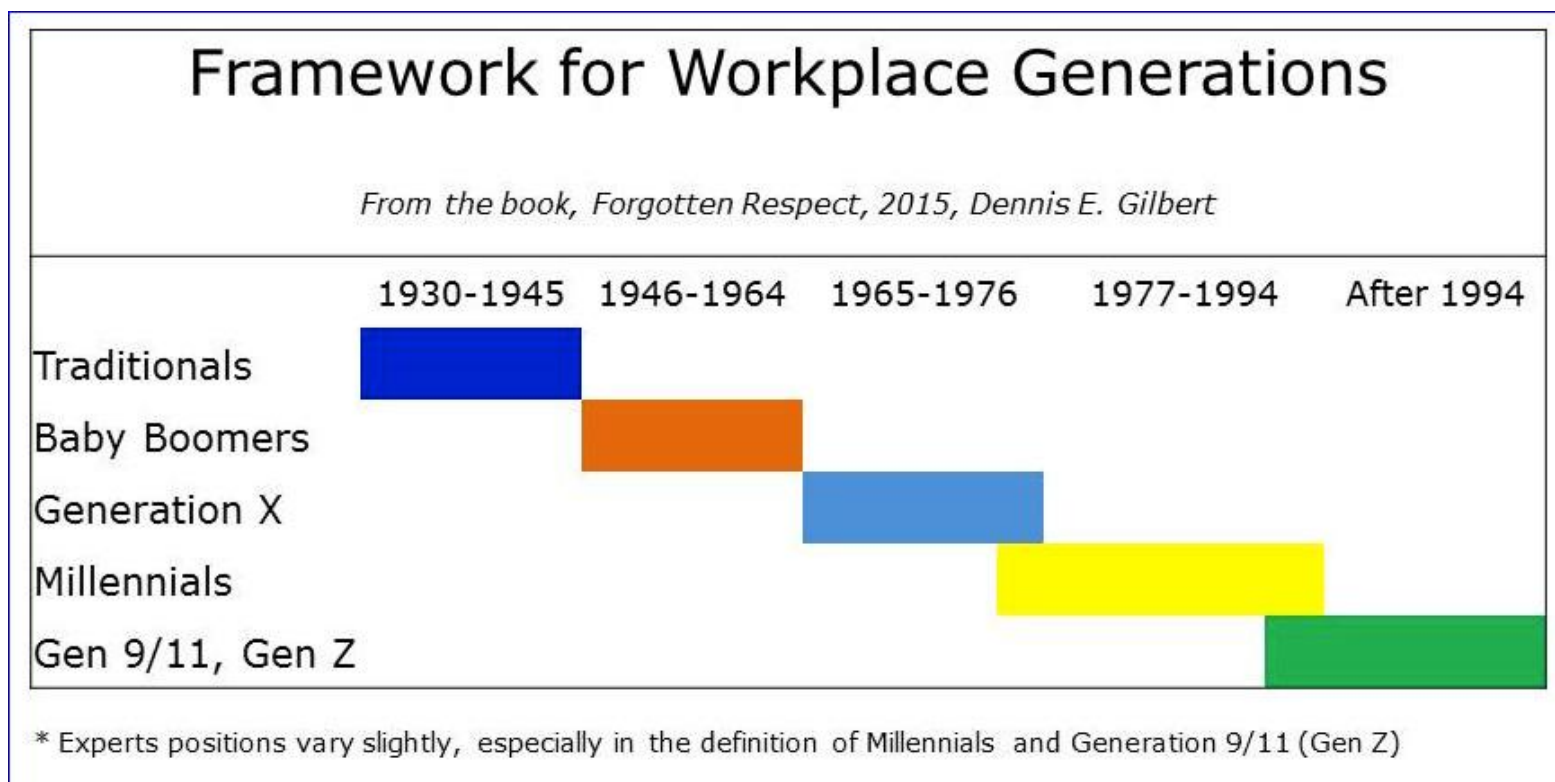
### **Who exactly are the members of Generation Z?**

To some extent, yes, this generation is frequently engaged with smart gadgets and does prioritize virtual connections over familial relationships. However, it's essential to recognize that this behavior is influenced by changes in the work environment and the increasing reliance on technology for everyday tasks, such as bill payments, recharges, projects, homework, research, e-book reading, and even essential services like home deliveries for daily necessities. Many parents, including mine, may perceive this engagement as excessive phone use, overlooking the fact that these activities are essential and not just frivolous pastimes.

Contrary to the misconception that Generation Z solely engages in frivolous activities over their phones, individuals in this generation are often tech-savvy, pragmatic, open-minded, and individualistic. Moreover, they also demonstrate a sense of social responsibility. It's crucial to understand the context and varied aspects of their engagement with technology before making assumptions about their priorities and behaviors.

## Defining GenZ

Generation Z, often abbreviated as Gen Z, refers to the demographic cohort succeeding the Millennial generation. While there is no universally agreed-upon range for the birth years of Gen Z, it is generally considered to encompass individuals born from the mid-1990s to the early 2010s. Members of Generation Z are often characterized by their exposure to digital technology from a young age, including smartphones and the internet, shaping their worldview and communication styles.



In marketing and business, Gen Z refers to the consumer group made up of individuals born between the mid-1990s and the early 2010s. This generation is known for its tech-savvy, socially conscious, and individualistic nature, and is a key target for many companies.

In sociology and cultural studies, Gen Z refers to the generation that came of age during the early 21st century. This group is often described as being more progressive, open-minded, and socially aware, and is shaping the cultural and social landscape in many ways.

<b>Misconceptions about GenZ</b>	<b>Reality about GenZ</b>
❖ Gen Z trends are not global	❖ Our Gen Z findings are consistent across multiple countries and specific demographics
❖ Gen Z trends will change in an economic downturn	❖ Nope, they keep job hopping and side hustling
❖ Gen Zers will outgrow their behaviors	❖ Individuals within generation are diverse and dynamic

## **CAREER ASPIRATIONS OF GENZ**

It is found young people aspire to careers in the health and care sector but feel unable to chase their dream jobs.

Top ten dream job sectors that ranked the highest were medicine, health and social care, and welfare.

Dream jobs

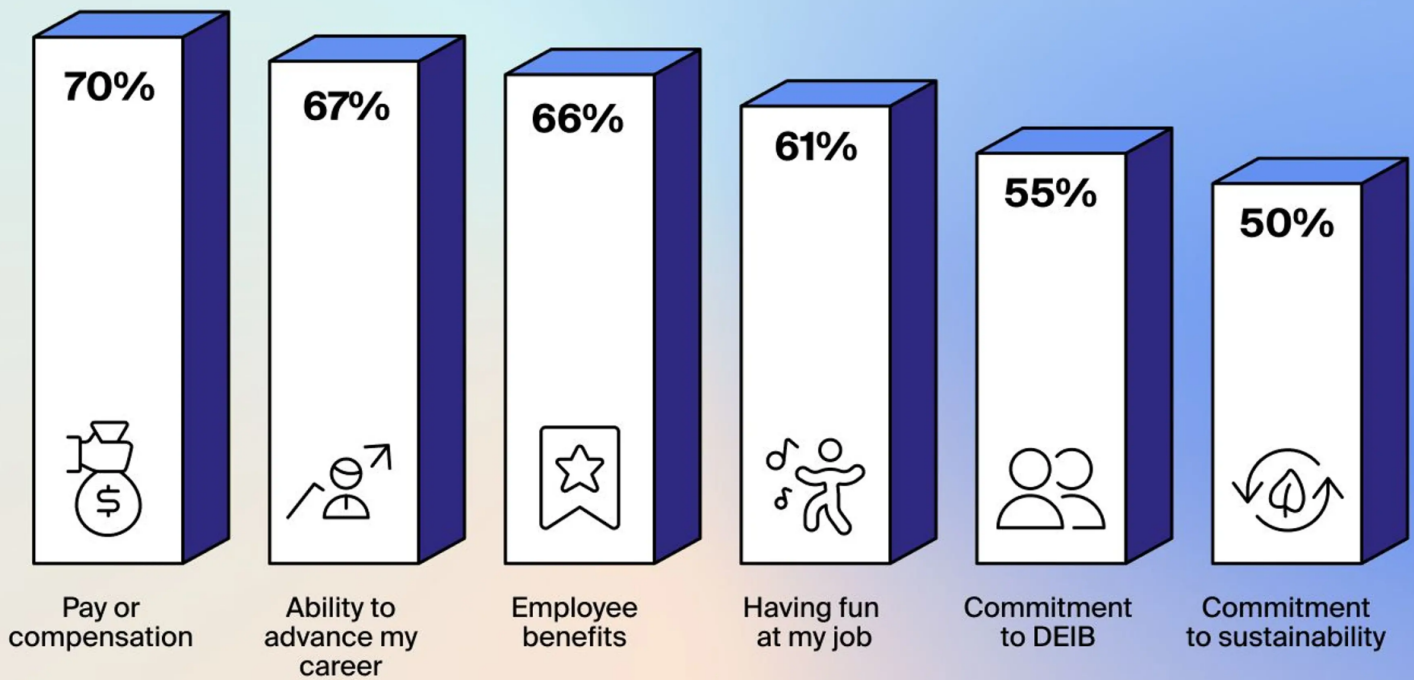
The top three characteristics Gen Z look for in a dream job are:

- doing something that makes them happy
- doing something they enjoy
- feeling financially secure

It is found that young people are only planning for the short term due to continued economic uncertainty. Most said that they needed to prioritize having any job over their dream job at the moment, and many also said that they have changed their career plans in the past year. More than half said they have lowered their long-term aspirations over the past two years, suggesting young people are having to become more realistic in what they prioritize when it comes to their working lives.

## What are the factors that GenZ looks at during the job?

### Job factors Gen Z ranks as extremely important



- It is found that 70% of individuals are focused over the pay scale while selecting the job and 67% of individuals search for a job where they can advance their career in future while only 50% of individuals want to make a commitment towards the current/ near opportunity.

It's important to note that individual aspirations can vary widely within any generation, and these trends are generalizations. Additionally, the career landscape is continually evolving, and the preferences of Gen Z may continue to shift over time.

There are still some situations where Gen-Z are not understood as a result of which they face many problems.

Considering the understanding of career aspiration in detail of Gen-Z, let us consider different 'W's of this particular problem.

## **Who is affected by not understanding the career aspirations of Gen-Z?**

Career aspirations are critical to the development of the company and society, as well as aiding the company's financial growth. Nevertheless, certain situations arise where certain people do not understand Gen-Z. Let us discuss each one and how it affects them individually.

### **HR**

HR should prioritize hiring candidates with current skills and full technology knowledge to avoid lengthy training periods and slow progress. Bringing in Gen-Z individuals streamlines this process, as they require less training time, possess precise skills, and have comprehensive tech knowledge. Forming a new Gen-Z team for advanced technology projects can further enhance efficiency and success.

### **Employer**

The employer or CEO of a company is responsible for governing and supervising the workplace and managing management, supervision, and control. If they fail to understand the career aspirations of Gen-Z, they will fail to attract talent to their team. Gen-Z can help them grow with them by providing their ideas and efforts which can be beneficial to the company. They can also help in different ways and methods to solve business problems in the easiest manner which can help them grow their business in a precise manner.

### **Department head**

Department heads are responsible for getting things done on time and efficiently. They are concerned about their team having up-to-date knowledge about technologies and skills. If they aren't serious about Gen-Z, they will not be able to have new generation people in their team who have the skills and knowledge to solve complex problems. If they hire new Gen-Z they will have a team full of enthusiastic people, having new ideas to work upon complex business problems and better knowledge of tools and technology used.

### **Managers**

Managers are tasked with meeting deadlines and targets using their current teams, yet they may not always possess the required mindset and technology to reach key performance indicators (KPIs). Gen-Z individuals, adept at addressing intricate business challenges, possess the capability to swiftly and effectively resolve such issues. Therefore, it is crucial to recruit them and offer training, enhancing their team's efficiency and enabling the attainment of goals.

## **Where is this happening?**

Gen-Z are being affected by less technical jobs in the Automobile, IT, and Corporate world. In Automobiles, they are unable to clear the rounds of interviews due to lack of experience. In IT, they lack expertise in specific tools and technology. In the Corporate world, employers are looking for candidates with experience and practical understanding on dealing with clients.

If a company believes in Gen-Z as hiring them as fresh graduates, they can get the talent which they can use to make some growth and with that, they are also one of them who needs less training to get onboard. If a company starts to hire Gen-Z, they can be a great fit for the company and will be able to match their requirements with more profit.

## **Why is that a problem?**

The career aspirations of Gen Z individuals may face challenges for various reasons:

### **Economic Uncertainty**

Gen Z has entered the workforce during periods of economic instability, affecting job availability and salary prospects.

### **Educational Debt**

Many Gen Z individuals graduate with substantial student loan debt, impacting their ability to pursue certain career paths or take entrepreneurial risks.

### **Changing Job Market**

Rapid technological advancements and shifts in industries can create uncertainty about the relevance and longevity of certain careers.

### **Digital Competency Expectations**

Gen Z expects workplaces to be technologically advanced, and organizations not meeting these expectations may struggle to attract and retain talent.

## **When is this Happening?**

### **Economic Uncertainty**

The economic disruptions caused by the pandemic led to job market volatility, affecting job availability and salary expectations for Gen Z job seekers.

### **AI Tools**

AI Tools are useful for creating reports, summarizing data, and translating insights into words. It can also create visualizations to convey insights, such as graphs, charts, and data points. These reports can be distributed to decision-makers, who can use them to make informed decisions.

Gen-Z should develop skills that are complementary to AI, stay informed about technological developments, cultivate relationships and soft skills, embrace technology and automation, be adaptable and flexible, and be open to new opportunities. These skills can help them identify tasks that could be automated or streamlined using technology, and explore ways to work collaboratively with machines and AI systems.

### **Objective**

To Educate the general public about career Aspiration of GenZ

### **Conclusion**

As Generation Z makes its way into the workforce, there is a growing need for employers to gain a deeper understanding of their motives, attitudes, and personality profiles. This understanding is crucial not only for attracting and retaining a talented workforce from this generation but also for supporting their performance and professional development. Recognizing that the preferences of Generation Z may evolve as they transition into full-time roles, employers who adapt to these evolving dynamics are better positioned to create inclusive and engaging workplaces that foster the success of the newest entrants to the workforce.

# GENERATION Z

