**5W1H Analysis: Genz & employers on workforce**

1. **Who** is the primary audience discussed in the text?

* Answer: The primary audience discussed in the text is Generation Z candidates, born from the mid-1990s to the early 2000s.

2. **What** are Generation Z candidates looking for in their professional lives?

* Answer: Generation Z candidates are looking for flexibility in their work arrangements, work-life integration, and continuous development opportunities. They value an environment that accommodates both work and play and are less focused on rigid career paths and traditional compensation models.

3. **When** did the shift in priorities from location and compensation to flexibility and development occur?

* Answer: The shift in priorities occurred between 2014 and 2017. For instance, the importance of job location decreased from 28% of millennials in 2014 to 20% of Gen Z candidates in 2017. Similarly, compensation as a driver of attrition decreased from 41% of millennials in 2013 to 36% of Gen Z candidates in 2017.

4. **Where** do Generation Z candidates prefer to work and study?

* Answer: Generation Z candidates prefer to work and study in flexible environments, such as cafes, beaches, and other informal settings, often using Wi-Fi connections or mobile phones. They are accustomed to doing their work from diverse locations rather than being tied to a specific office.

5. **Why** is the role of managers increasingly important for Generation Z candidates?

* Answer: The role of managers is increasingly important for Generation Z candidates because they rely on managers to provide development opportunities and ensure their skills remain up-to-date. The quality of management can significantly influence their decision to stay or leave a job.

6. **How** does Generation Z’s view of career progression differ from previous generations?

* Answer: Generation Z’s view of career progression differs from previous generations in that they are less focused on formal career paths and long-term stability. They expect rapid progression and are comfortable with career hopping to advance. They value immediate recognition and merit-based rewards over traditional tenure-based progression.

**Genz Overview**

* Gen Z is less motivated by formal career paths and more by immediate opportunities for growth and recognition.
* They are open to career hopping and expect rapid progression. Gen Z prioritizes work-life integration over pure compensation.
* They are more focused on how work complements their lifestyle and less on financial incentives alone.
* They value flexibility in work hours and location, influenced by their experiences with digital tools and remote studying.
* Decreased importance over time, with only 20% of Gen Z valuing job location highly compared to 28% of millennials in 2014.

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