

# The Gen Z WORK CODE

WHAT DRIVES, ENGAGES  
AND RETAINS THEM



VOICES @ WORK

A



naukri REPORT

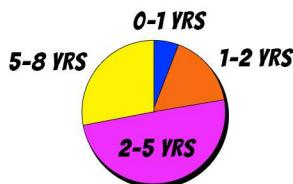


**23,000 Gen Z Professionals** across 80+ industries have shared their real, unfiltered opinions about what drives the **Gen Z workforce** in corporate India. No guesswork, no assumptions – **just the truth about what truly matters.**

### Distribution of **Gen Z** respondents by **industry**, **experience** and **city**



By Industry



By Experience



By City

**50%**

would consider  
**work-life balance** as  
the most important  
factor while evaluating  
a job offer, besides  
salary

**81%**

want recognition in the form  
of **growth opportunities** as  
compared to public/private  
appreciation

## KEY FINDINGS

TL;DR for the Busy  
Bosses

**57%**

define career  
growth as '**learning  
new skills**' while on  
the job

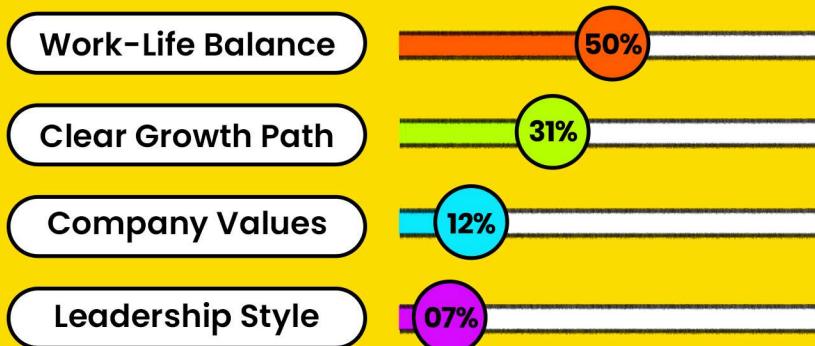
**65%**

value **transparency**  
above all other  
company  
values

Q.1

# BESIDES SALARY, WHAT MATTERS MOST TO YOU WHEN EVALUATING A JOB OFFER?

1 in 2 Gen Z professionals rank **work-life balance** as the top deciding factor in a job offer, besides salary.



The older the **Gen Z**, the stronger is the demand for **work-life balance** – peaking at **60%** among those with **5–8 years of experience**.

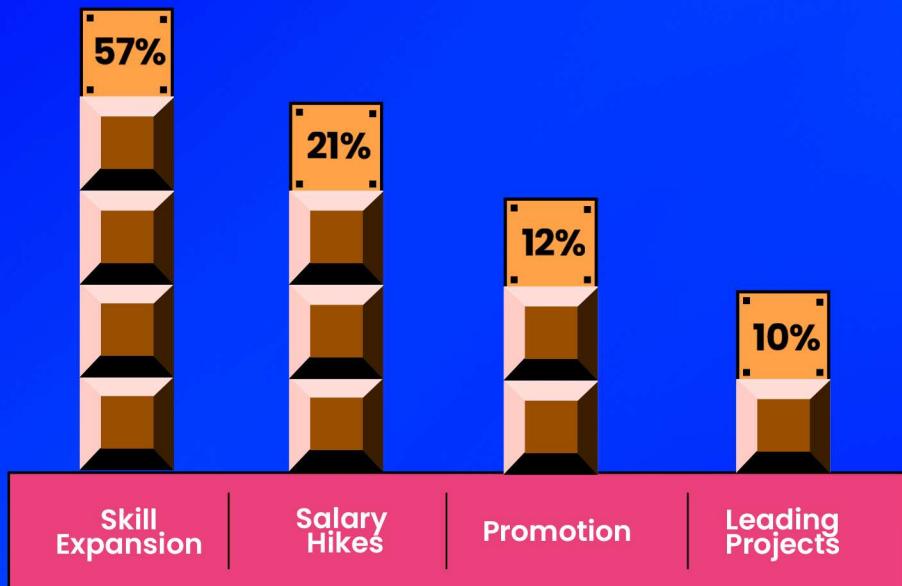
## ***What This Means for Employers***

Make work-life balance a real policy, not a poster. Flexible hours & protected weekends are now the best way to retain half your Gen Z workforce.

Q.2

## HOW DOES GEN Z DEFINE CAREER GROWTH?

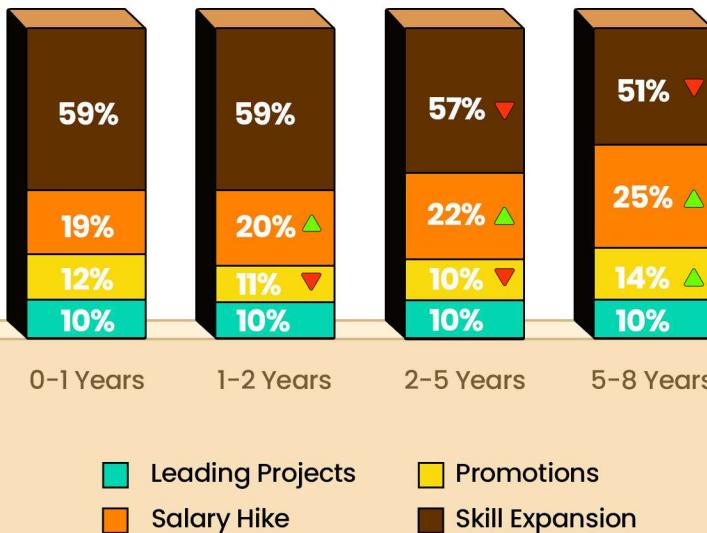
57% of **GEN Z** said career **growth = upskilling**, not promotions or salary hikes.



While overall **57% of Gen Zs** define career growth as skill expansion, the number is even higher (as much as 78%!) in creative sectors like **Animation, Design & Advertising**.

## EXPERIENCE SHAPES PRIORITIES

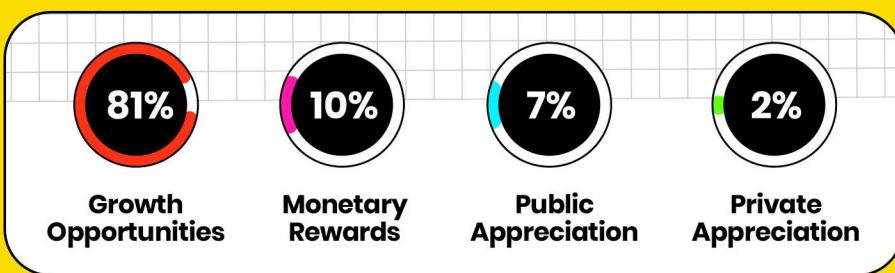
While skill expansion remains the top definition of career growth for Gen Zs overall, preference for salary hikes rises steadily with experience – with **25%** among those with **5–8 years** tenure, tying real progress to better pay.



Q.3

## WHAT KIND OF RECOGNITION MATTERS THE MOST?

There is a need for more substantive approaches to employee recognition, since **public & private** appreciation resonates with just **9%** of Gen Zs.



### INTERESTINGLY

Gen Zs in higher salary bands (**15–25 LPA**) still chase monetary recognition (**28%**), while entry-level Gen Zs (**<5 LPA**) place relatively less emphasis on it (**just 8%**).

### *What This Means for Employers*

Reward top performers with exclusive learning perks – premium courses, certifications, or conference trips.

Q.4

# WHAT FACTOR AT WORK IMPACTS YOUR MENTAL HEALTH THE MOST?

★ 34%  
No Work-Life Balance

★ 31%  
Lack of Growth

★ 19%  
Toxic Colleagues

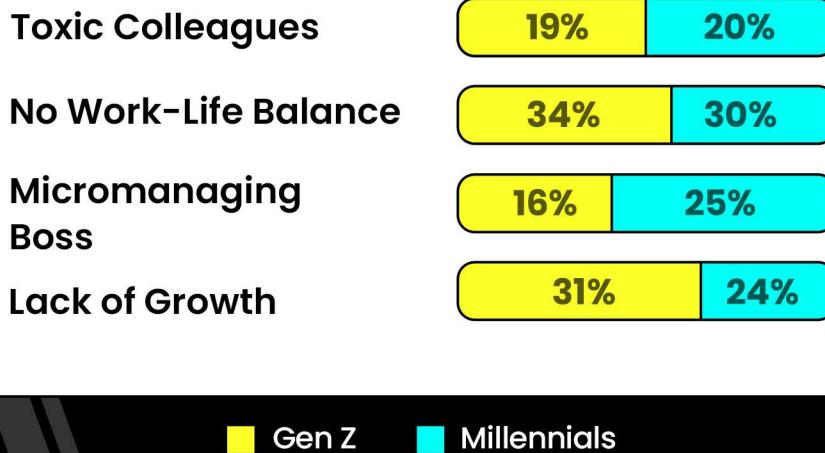
★ 16%  
Micromanaging Boss

**WHILE**

a **micromanaging boss**  
seems to be the least of Gen Z's  
concerns, **1 in 4 Millennials**  
admitted that they feel the burn  
of micromanagement by their  
bosses.



We asked both **Gen Zs and Millennials** about their biggest work stressors, and here's how their responses differ.



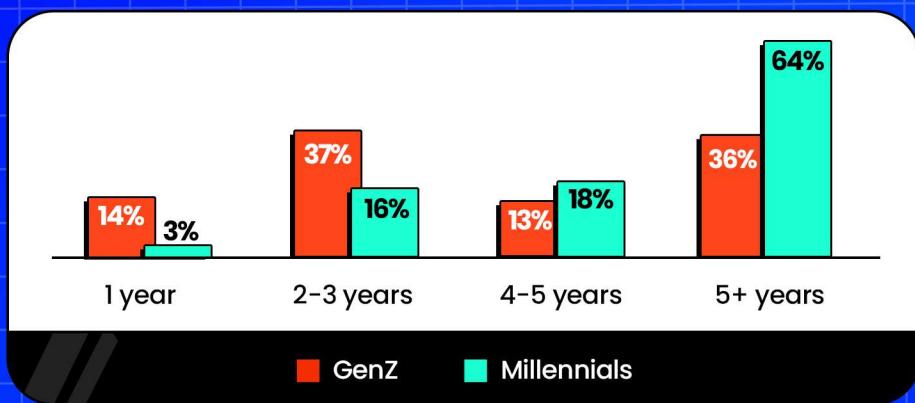
### ***What This Means for Employers***

Build quarterly workload checks into policy. Fixing the gap between balance & growth can reduce absenteeism and quiet quitting.

Q.5

# HOW LONG ARE YOU WILLING TO STAY IN ONE JOB?

**14% of Gen Zs** will quit within a year if there's no growth, as compared to **3% of Millennials**.



The higher Gen Zs climb on the salary ladder, the longer they are willing to stay. **56%** of Gen Zs earning **15-25 LPA** are willing to stay for 5 years versus **37%** of Gen Zs earning **2-5 LPA**.

## What This Means for Employers

Roll out 90-day progress check-ins paired with personalised skill roadmaps.

Q.6

# WHERE DOES GEN Z GET CAREER ADVICE FROM?

**43%**Friends/  
Mentors**40%**Professional  
Networking  
Sites**13%**

Podcasts

**04%**

Instagram

## *What This Means for Employers*

Invest in robust internal mentorship programs and encourage senior employees to build visible profiles on professional networks.

For both Gen Zs and Millennials, **friends & mentors** are the primary sources of career advice, followed by **networking platforms**.

### Friends/Mentors

Gen Z  43%

Millennials  46%

### Prof networking sites

Gen Z  40%

Millennials  45%

### Podcasts

Gen Z  13%

Millennials  07%

### Instagram/X

Gen Z  04%

Millennials  02%

Q.7

# WHAT COMPANY VALUES MATTER THE MOST TO YOU?

65%

Transparency &amp; Fairness

16%

Environmental Policies

11%

Diversity &amp; Inclusion

08%

Social Impact Focus

In the **5-8** years experience band, **71%** of Gen Zs put transparency first, compared to **63%** of the younger crowd (0-2 years). The **more the experience**, the more they demand **clarity!**

*Gen Z is not playing games. They want the truth, the whole truth, and nothing but the truth.*



## What This Means for Employers

The more experience Gen Z gains, the less tolerance they have for opacity. Openness about salary bands & promotions will help keep your strongest performers from quietly exiting.

GEN Z HAS  
**SPOKEN.**



**THE QUESTION REMAINS:**

**IS YOUR COMPANY  
LISTENING?**