

**Values (Motivators)**

Your scale of values is based on your attitude and beliefs about what is important in life. Values give meaning and worth to your work and to other activities.

If your values are well aligned to those of your work and colleagues, you are likely to feel a sense of pride in what you are doing and be happy to devote time and effort to your job. If, however, your scale of values is at odds with those around you, you may become de-motivated and feel your working life is not worthwhile.

It is possible for values to be satisfied in either paid or unpaid work.

Values do change over time and as a result of life experiences. Values may also change according to how well your needsare met.

The exercise below will give you a snapshot of where you are now. You can use the information to help you assess different occupational areas and employers you may be considering to understand how closely they would align with your values. This can be valuable information to use when making career decisions.

This material is drawn from Build Your Own Rainbow - a workbook for career and life management by Barrie Hopson and Mike Scally, published by Management Books 2000 Ltd.

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Reflect on the description of values below. Rate them from very important to you, to not important to you. Then look at those that you have rated as very important and consider how this could influence your career decision making.

|  |  |  |  |
| --- | --- | --- | --- |
| VALUE or MOTIVATOR | Very**Important** | **Important** | **Not Important** |
| **A well-known organisation**: you like being part of a well-known organisation. |  |  |  |
| **Artistic**: you enjoy work involving drawing, designing, making music, making models, etc. |  |  |  |
| **Being Expert**: you like being known as someone with special knowledge or skills. |  |  |  |
| **Challenge**: you enjoy being 'stretched' and given new problems to work on. |  |  |  |
| **Communication**: you enjoy being able to express ideas well in writing or in speech. |  |  |  |
| **Community**: you like to live in a place where you can get involved in the community. |  |  |  |
| VALUE or MOTIVATOR | Very**Important** | **Important** | **Not Important** |
| **Competition**: you enjoy competing against other people or groups. |  |  |  |
| **Contact with people**: you enjoy having a lot of contact with people. |  |  |  |
| **Creativity**: thinking up new ideas and ways of doing things is important to you. |  |  |  |
| **Excitement**: it is important for you to have a lot of excitement in your work. |  |  |  |
| **Fast pace**: you enjoy working rapidly at a high pace. |  |  |  |
| **Friendship**: you would or do like close friendships with people at work. |  |  |  |
| **Help society**: you like to think that your work is producing something worthwhile for society. |  |  |  |
| **Helping others**: it is important to you to help other people, either individually or in groups, as part of your work. |  |  |  |
| **Independence**: you like being able to work in the way you want, without others telling you what to do. |  |  |  |
| **Learning**: it is important for you to learn new things. |  |  |  |
| **Making decisions**: it is important to you to have to make decisions about how things should be done, who should do it and when it should be done. |  |  |  |
| **Money**: earning a large amount of money is important to you. |  |  |  |
| **Peace**: you prefer to have few pressures or uncomfortable demands. |  |  |  |
| **Persuading people**: you enjoy persuading people to buy something or change their minds about something. |  |  |  |
| **Physical challenge**: you enjoy doing something that is physically demanding. |  |  |  |
| **Place of work:** it is important that you work in the right part of the country for you. |  |  |  |
| **Precise work:** you like working at things which involve great care and concentration. |  |  |  |
| **Pressure**: you like working to deadlines. |  |  |  |
| **Promotion**: you like to work where there is a good chance of promotion. |  |  |  |
| **Recognition**: you do like people to appreciate you for the work you do. |  |  |  |
| **Risk**: you like to take risks. |  |  |  |
| **Routine**: you like a work routine which is fairly predictable. |  |  |  |
| **Security**: it is important to know your work will always be there for you. |  |  |  |
| **Status**: you enjoy being in a position which leads other people to respect you. |  |  |  |
| VALUE or MOTIVATOR | Very**Important** | **Important** | **Not Important** |
| **Supervision**: you enjoy being responsible for work done by others. |  |  |  |
| **Time Freedom**: you prefer to be able to choose your own times for doing things, not having rigid working hours. |  |  |  |
| **Variety**: you enjoy having lots of different things to do. |  |  |  |
| **Work alone**: you like to work on your own. |  |  |  |
| **Work with others**: you like to work in a team alongside others. |  |  |  |

Questions to ask:

What are the **most important** values you have identified?

To what extent do your **outside activities** satisfy some or all of the values which you identified as most important to you?

What do you now need to consider when thinking about **your next career** move?