

# Understanding motivations and aspirations

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Understanding your motivations and aspirations is an important step to help you focus your job search and expend effort in the direction of jobs that you really want. Re-engaging with your motivations and aspirations will help you focus your energy and effort.

Consider which are most important to you:<sup>1</sup>

- Financial Rewards
- Influence (over people and resources)
- Expert (having specialist skills or role, being the knowledgeable one)
- Autonomy (independence, opportunity to shape your role and make decisions)
- Relationships and teamwork (valuing being part of a team, enjoying the mix of people)
- Security (stability and financial security)
- Status (job title, reputation, gaining recognition from colleagues)
- Meaning and purpose (feeling your work has value and meaning in the wider world)
- Innovation and creativity (generating or building on new ideas)
- Location and setting (working in a particular geographical location, near to particular transport links or in a specific sector)
- Career and personal development (opportunities to learn, gain a qualification or career progression)
- Flexibility (working hours, patterns of working)

Are there others which are important to you?

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<sup>1</sup> Based on categories in *How to get a job you'll love* by John Lees, 2009-10 edition