



Why do you do what **you do**?



Have you ever asked...

- Where is my career heading?
- What do I really want from a job?
- Why am I dissatisfied with work?
- What career direction would make me most happy?
- Why do I long for a change?

As an employer or adviser, have you ever wanted...

- To help people match their career choices to what motivates them
- To increase job satisfaction in your workplace
- To help people distinguish between ambition and motivation
- To help people evaluate work-life balance issues
- To enable your colleagues to understand their motivation and become more satisfied and effective in their work

The Career Motivation Indicator

- Offers a springboard to understanding and planning your career development
- Brings a fresh approach to measurement of career motives
- Enables you to begin taking control of your career path and its development
- Gives a fresh insight into what drives your choice of work



Why Measure Career Motives?

Developing self-awareness about what really motivates you at work is important for your career planning and critical when you are considering a change of role, position or profession. When your career motivators are satisfied you are less likely to seek to change your role and more likely to continue to develop competence within it. When a job fails to satisfy your career motivators, you may feel dissatisfied, or a poor fit with the role, and be more likely to move out of the role rather than develop yourself within it.

What Are Career Motivators?

John Lees (author and consultant in the field of career management) refers to these motivators as career 'hot-buttons', the drivers that really motivate a person in their work.

Career motivators are those aspects of your self-concept that determine the extent to which you gain satisfaction from your job. Your most important motivators indicate those aspects of your needs that must be met in order for you to feel satisfied and fully effective in your work.

The CMI identifies the extent to which your career decisions are likely to be influenced by some fundamental career motivators, including:

- ➔ Work-Life Balance
- ➔ Security
- ➔ Power & Influence
- ➔ Status
- ➔ Independence
- ➔ Working with Others
- ➔ Challenge
- ➔ Entrepreneurship
- ➔ Expertise
- ➔ Idealism

CMI also taps into a series of more broad based Career Themes, including:

- ➔ Achievement Orientation vs Balance
- ➔ Self-Starting Opportunity vs Career Security
- ➔ Community & Values
- ➔ Independent Professionalism

How Will CMi Help My Career Development?

Feedback (provided by an extensive CMi report) gives an explanation and interpretation of your personal scores on the motivators, thus indicating the balance of factors that guide your career choices. This will help you to understand more about both your past and future career decisions. For example, you can match potential future career choices against the motivators to determine how satisfying they are likely to be. The report also provides an analysis of how you compare with other people who have completed CMi before. This enables you to explore how much importance you attach to different motivators as compared to other people.

For individuals who want to complete CMi

CMi is a questionnaire that can be completed by anyone looking for greater awareness of their own career directions and choices.

With a CMi report you can see how your motivators compare with other people, and understand why your approach to work may be different to theirs.

The CMi report gives you the tools to begin your career development plan. It offers a springboard to planning your career development.

“Now I understand which career motivators are most important to me and which are least, I can start to think about the implications for my current and future career path!”



For advisers who want to use CMI with clients

CMI is a fantastic tool for coaches and career consultants – easy online completion, scoring and reporting offers an immediate platform for understanding your client’s career and job orientation. A CMI report can go a long way towards helping diagnose your client’s career issues, threats and opportunities.

Employers can also use CMI to help their employees understand the drivers behind their job choices – maximising the chance of good job fit and providing potential solutions to work-life balance issues. It can also form a helpful part of ‘Am I Ready?’ self-assessment packs prior to assessment or development centre activities.

CMI has been used by organisations such as: DBM Plc, John Lees Associates, M&S Money, the Ministry of Defence, the Valuation Office Agency, and many others.



“Now I understand your career motivators and themes I can advise you on which of your career choices you may find satisfying and which may be a frustration!”

How to access CMi

For valuable feedback on your key career motivators log on to www.careermotivation.co.uk where you will be able to complete the questionnaire and receive an extensive report.

Alternatively, contact us at SR&A Ltd and we will arrange for you to be sent an invitation to complete the questionnaire.

If you are an adviser and would like to use CMi with your clients, make invitations, provide reports for discussion etc., contact us via www.careermotivation.co.uk or use our web address below to arrange the setting up of a CMi user account.

Holding an account will enable you to invite multiple respondents, store them in separate folders, score the questionnaire and generate reports, order administrations, and generally manage the process of using the questionnaire with a number of individuals.

Find out more about CMi and our other psychometric tools and services by visiting www.sr-associates.com



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