

# CAREER VALUE

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**HELPING OTHER  
PEOPLE**

Being of use to people,  
to help them

**COOPERATION**

Working together  
to achieve the same  
goals

**MONEY**

Earn a good income,  
now and in the future

**CERTAINTY**

A steady job that  
I can rely on

**CREATIVITY**

Being able to be  
creative or inventive

**COMPETITION**

Having the opportunity  
to show I am better at  
something than  
someone else

**APPRECIATION**

Noticing that people  
appreciate what I do at  
work and how I do my  
work

**OPEN AIR**

Having the opportunity  
to work in the open air

**VARIATION**

Having variation  
at work

**ENJOYABLE**

Having nice colleagues  
and a great  
atmosphere at work

**TANGIBLE RESULTS**

Creating things, being  
able to show my work  
by producing a  
concrete result

**REGULARITY**

Working regularly on  
the same subjects

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**CARE FOR SOCIETY**

Working for a better world

**PHYSICAL EFFORT**

Doing work that is physically challenging

**CLARITY**

Working in an environment that has clearly described rules and goals

**INDEPENDENCE**

Being able to organize my work the way I prefer

**WORK-HOME BALANCE**

A job that can be combined with care for a family

**STATUS**

Holding a position that evokes respect in society

**FRIENDSHIP**

Socializing and having many friends at work

**TRAVELLING**

Travelling a lot for my work

**LOCATION**

Working in a specific region

**RISK**

Having an exciting job in which I have no idea what to expect

**PEACE**

Low pressure and no annoyance

**CHALLENGE**

Doing a job that asks a lot of effort and challenges my qualities