

## ? What are Career Values?

**Career:** *A duration of work and roles, which develops an individual's skills and contributes positively to society.*



A career encompasses more than just paid employment, occupations, and vocations. Voluntary work, caring, important hobbies, and time spent in education may also form part of a fulfilling career.

As working lives become longer, many careers are subject to ebb and flow, influenced by family needs, market forces, societal change, technological advancement and changing work models. Working styles adjust and new skills are developed, making traditional, linear career paths become increasingly less common.

Career security requires a resilient and adaptable mindset, a versatile skill set, a commitment to lifelong learning, and a sense of purpose. An individual's sense of purpose and fulfilment in their career is closely linked to their values.

**Values:** *The system code for human beings – the principles and concepts that shape how we want to experience ourselves and the world around us.*

Values are important as they underpin behaviour, decision making and motivation. Values are shaped by upbringing, environment, and society, and evolve over time based on our experiences and the people around us.

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**Career Values:** *A framework of words describing the foundational concepts and guiding principles, which represent the human needs and aspirations of today's workforce.*

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**Career Values** are a subset of human values, focused on the foundational concepts and guiding principles that are most applicable to careers - the values aligned with self-actualisation: the realisation of talent and human potential.

As motivators towards internal, self-appointed goals and states of being, once identified, career values can help to enable people to move towards mastery, autonomy, and purpose.

**Career Values** can be divided into extrinsic values – values that afford tangible benefit to the individual – e.g. security, importance, power, recognition, salary, and intrinsic values – the values that create an internal positive state e.g. knowledge, excellence, freedom, contribution.

The Career Partner & Co **Career Values** framework is weighted towards intrinsic values as the deepest, most sustainable sources of motivation, which support resilience, sense of purpose and fulfilment.

## ? Why are Career Values important?

*"Ultimately you want to be able to live out the fullest, highest, truest expression of yourself as a human being."*

**Oprah Winfrey**

In the 21st century, people seek fulfilment and satisfaction from their work, with an increasing focus on purpose and alignment with the "greater-than-self" needs of family, community, humanity, and the planet.

There is a trend in people seeking close alignment to their values in the workplace as well as in their lives. Research suggests that sense of purpose and fulfilment at work are deeply connected to an individual's values.



*"There is no real separation between work and life – it's all just living."*

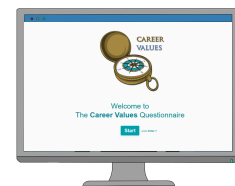
**Richard Branson**

Organisations and leaders have recognised the importance of values in shaping workplace culture, striving to increase employee engagement and role satisfaction to drive better business outcomes. Understanding and aligning an employee's career values with the organisation's values informs and enables more effective management and development of leaders and employees.

## ? How can the Career Values framework be used?

The Career Partner &Co **Career Values** framework consists of a list of 48 values descriptors. This organic list will continue to develop as Career Values participants contribute their own value descriptors, and values that are not selected over time, are replaced.

Presented in a self-assessment questionnaire format, **Career Values** asks eight questions designed to make participants think deeply about their career needs, wants and must-haves. They select the descriptors that resonate most closely with their guiding principles and foundational concepts or create new values words of their own.



- Participants are introduced to the concept of career values and the potential benefits to their career development
- Participants identify their career values in response to eight questions, designed to probe preferred working styles and environment
- Responses form part of a growing database cataloguing the values important to today's workforce

On completion of the Career Values questionnaire, participants are emailed a presentation of their selected career values. They will also be invited to attend a one-one coaching session with a career coach or a free online workshop, to further explore their values and discuss strategies for career goals, based on their career values.

## ? Why and how did Career Values get created?

With the understanding that values are the key drivers of motivation, The Career Values framework was created to help people to recognise what is most important to them in the way they work and the environments they work in.

Through identifying underlying career values, a self-guide for career direction is created. Career Values participants gain an understanding of their motivations. This supports decision making around role types, organisational fit and working styles, offering the best chance to achieve a sense of belonging, fulfilment and purpose at work.

*"The only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle."*

**Steve Jobs**

## A message from Career Partner & Co Founder...

As a career coach I am passionate about identifying and optimising human potential. I'd become interested in values as motivators and enablers of human potential, having studied Maslow's Hierarchy of needs, and worked with the Barrett Values Model which maps values across 'seven levels of human consciousness'.

My aim was to develop a set of values that people could readily recognise and apply to their careers, aiding better career choices and helping individuals achieve fulfilment in their professional lives.

I started exploring values as a career advancing tool, initially in the career success workshops I ran from 2021-2023 for businesswomen in the UK.

Earlier versions of the career values were developed using direct feedback and ideas that emerged from the values discussions we had during those workshops.

Further development of the career values considered the values that were most often selected by my career coaching clients. I have had the privilege to coach some hugely talented, high achieving individuals, and have noted how their career success is usually underpinned by a strong connection to their core values.

I envision Career Values as an organic and dynamic framework, which will continue to evolve as participants provide feedback and ideas and describe new values. As our values change over time, adjusting to life stage and career stage, so the values in the framework will change and develop.

I hope that Career Values will be helpful to people pursuing purposeful, fulfilling, sustainable careers, and to the enterprise leaders and managers who seek to engage and motivate them.

**Jan Kirkpatrick, Chief Coach, Career Partner & Co**

*"Harness your power to your passion. Honour your calling. Everybody has one."*

**Dolly Parton**

