

VALUES AND MOTIVES

Sally Sample

25/02/99

prepared for

H. R. Mann

This is a strictly confidential assessment report on Ms Sample which is to be used under the guidance of a trained professional. The information contained in this report should only be disclosed on a 'need to know basis' with the prior understanding of Sally Sample. A full understanding of this analysis should take account of other relevant information such as actual experience, vocational interests, skills and aptitudes.

INTRODUCTION

Values are presumed to encapsulate the aspirations of both individuals and societies. They relate to the most desirable, deeply ingrained standards that determine future directions and explain past actions. Values have been treated as key constructs in the process of socialisation, and have emerged in research in the occupational, cultural, religious, political, educational areas. Other intellectual traditions view values as also having an individual function shaped by the biological and psychological needs of each person. This perspective has fostered research linking values to the attitudes and personality of individuals and to the maintenance and enhancement of self-esteem. In spite of widespread acceptance of the relevance of values to human activity at both the individual and social levels of analysis, until recently developments in the field have been hampered by problems of definition and doubts about the empirical viability of the construct. From the deliberations, a unifying consensus emerged that values were "person-centered" and pertained to the desirable." - a consensus captured in the following definition:

A value is a conception, explicit or implicit, distinctive of an individual or characteristic of a group, of the desirable which influences the selection from available modes, means, and ends of action.

What the VMI measures:

To ensure a comprehensive coverage of the universe of occupationally relevant value items, a review was undertaken of research and instruments in the Values arena. On the basis of this review, three Value categories were formulated:

INTERPERSONAL: (Values that refer to relations with others)

- Altruism: Assisting, helping, generally caring for others.
- Affiliation: Companionship, making contacts and maintaining friendships.
- Affection: Being able to show and be shown warmth and sympathy.

EXTRINSIC: (Values that refer to motivating factors at work)

- Achievement: Excelling in everything attempted, setting the high standards.
- Economic Status: Financial gains and the trappings of wealth and status.
- Security/Safety: Security, safety and freedom from harm.
- Aesthetics: Intellectual and cultural activities including art, music and literature.

INTRINSIC: (Values that relate to personal beliefs and attitudes)

- Moral: Truthfulness and personal integrity - basic principles of right and wrong.
- Traditional: Tradition, patriotism, loyalty.
- Independence: Standing up to one's own beliefs, personal freedom and liberty.
- Ethical: Personal faith and the belief in higher order explanations for the universe.

YOUR VMI SUMMARY

Interpersonal Values

The results on the questionnaire suggest that you rate altruism as being of low importance. This would indicate that you would be inclined to have a somewhat unsympathetic stance towards those who are less fortunate than yourself, believing that generally people are better served if they take responsibility for their own lives and should not rely on others for support. You profess to have low need for affiliation, which would suggest that you are more likely to value solitary pursuits, where you do not have to interact with people. As such, you are unlikely to place much effort in seeking out the companionship of others, being quite satisfied with your own company. Placing about as much emphasis on close personal relationships as most people, whilst you may wish to form a select circle of close colleagues with whom you can share some of the experiences you have faced during the day, you will be no more inclined to burden other people with your personal problems.

Extrinsic Values

You rate achievement as highly as most people, suggesting that while you may want to do well in things you do, you will not wish to do so if the personal costs are too great. You are likely to gain as much satisfaction from succeeding in challenging tasks as most although you are unlikely to be constantly striving to gain the respect of your peers. Placing relatively little value on economic status and associated trappings of material wealth, you will not see much justification in pursuing financial gain once you had achieved what you considered to be a reasonably comfortable lifestyle. Not excessively materialistic you are unlikely to be overly impressed by sheer accumulation of wealth, regarding an individual's status as somewhat more than simply the amount of material possessions they had managed to gain. Expressing some concern for safety and security, you appear to prefer to steer clear of situations in which there may be an element of risk or danger. The thought of confronting danger or engaging in hazardous pursuits is unlikely to appeal to you. You claim to have quite little interest in artistic or cultural pursuits. You have limited understanding of what others see in such topics, much preferring to deal with concrete issues you will have little enthusiasm for 'airy-fairy' abstract notions outside your usual realm of experience.

Intrinsic Values

Having little preoccupation for moral values, you do not believe in a fundamental set of principles which dictate the way one should live one's life. With no rigid moral code to guide you, you will be more inclined to view your own, and others' behaviour in the light of the circumstances at the time. Not in the slightest concerned about traditional values, you are unlikely to consider national pride, patriotism and loyalty, as valued qualities of a citizen. Lacking a nostalgic vision of the past, you are inclined to concern yourself more with what you believe to be 'the here and now'. Inclined to believe in the freedom to express one's own opinions regardless of the prevailing view, you may be somewhat critical of people who are in positions of authority, who may attempt to impose a perspective on life to which you are ill-disposed. Believing that there are scientific, rational explanations for all phenomena, you will assume that events which remain unexplained today will eventually be reached by scientific advances. You will have no time for airy-fairy notions that attempt to assign a single divine explanation to life, the universe and everything.

ADDITIONAL COMMENTS

MOTIVATING FACTORS

- No significant observations to report. There appear to be no particularly outstanding features of your values Profile on which specific recommendations can be based.

DE-MOTIVATING FACTORS

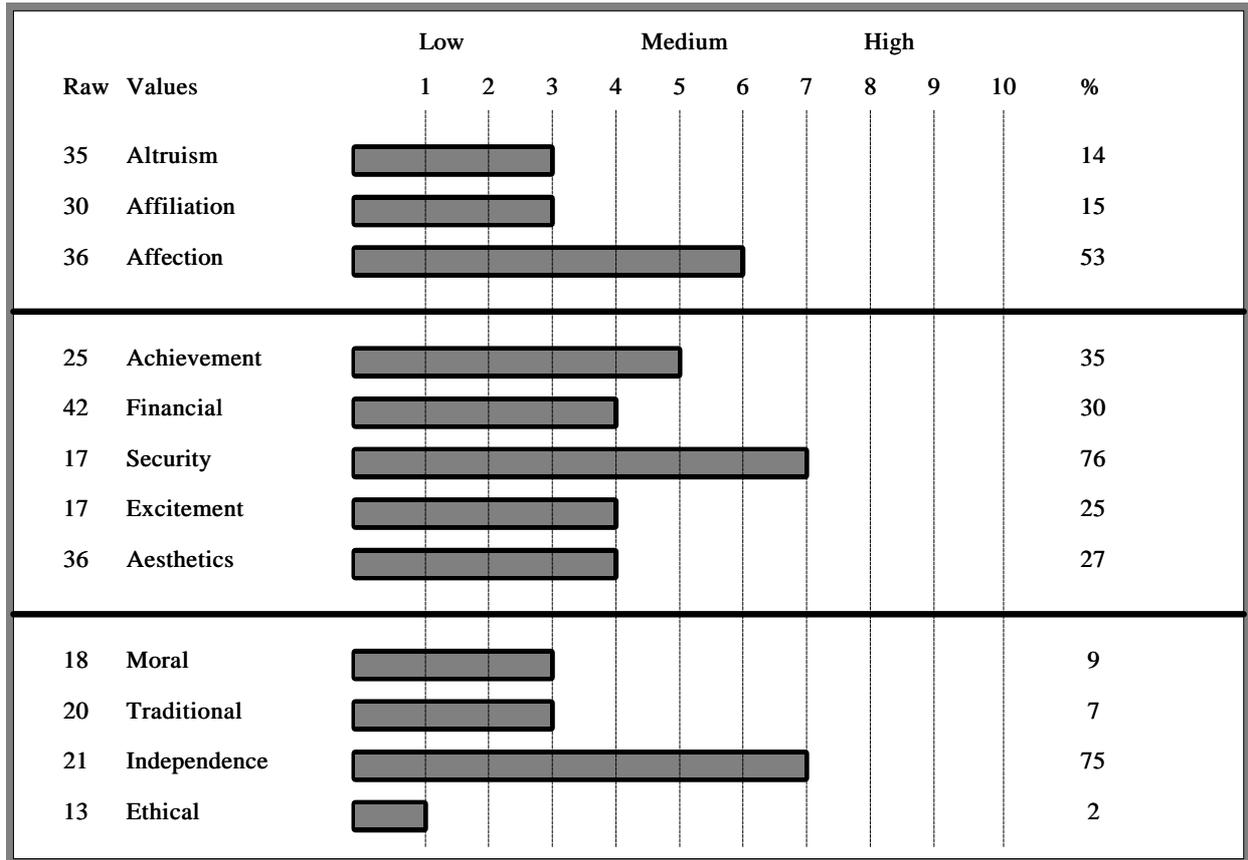
- Situations in which your freedom of expression is restricted.
- Situations which you are required to face risks and confront danger.

NOTE:

The respondent appears to have completed the questionnaire in a manner which could threaten the validity of the results. The possible problem is:

- Opting disproportionately for the central answers, avoiding the extremes.

VMI PROFILE



Reference group based on a sample of 125 Business Studies Students.