

Understanding what motivates us and comparing that with the realities of our work can help us make informed decisions to manage our career most effectively. It is important to realize that what motivates us can shift over time and often is driven by factors external to the office – i.e. interests, financial goals, family, etc. So taking stock and benchmarking regularly is good practice.

**Modified and derived from the work of Moses, Barbara. What's Next (2001).*

What motivates your career choices?

Take a moment to read and reflect on each of the eight (8) career motivational profiles below. Identify the two that sound the most like you.



Social

You love working closely in team/group environments where there is a lot of collaboration and social interaction. You likely want a role that has a forward face – meaning that your focus is on the relationships and clients that are at the core of the insurance business line you support. You want to get to know your colleagues, teammates or clients personally and, although your career is important, working with people you enjoy means even more.



Career Building

You think strategically about every career move you make, considering how it will develop your career and equip you with new skills/experiences. In the past, career builders moved linearly, rung by rung, up the corporate ladder in one department or segment of the industry, but in today's insurance workforce they may readily move between departments, functions, or even by leveraging skills from another industry to support their career development.



Authenticity

You are not one to leave your personality or core values at the door when you arrive at the office.. This may involve wanting to contribute to a cause you believe in (such as the environment or social services) through your work, volunteerism or a corporate social responsibility initiative. You are most probably ultimately looking to help people – either with decisions, protection, or navigating something not so great in their lives. Seek out leaders and opportunities that are aligned to your core values and approach to business.



Personal Growth

You measure your career motivation based on whether you are honing skills and acquiring new ones. You are always on the hunt for the next challenge or learning opportunity (both formal and informal) available to you. You believe in mentorship and are focused on growing your professional network. You value variety and often become restless when asked to do too many similar tasks over a sustained period of time.



Autonomy

You want to have a hand in building what your work will entail (goal/objective setting, structure, timelines, etc.), whether on a team, an organization or as a part of your own enterprise. When working for 'someone', that means you have a strong need to 'own' your work and be seen as a subject matter expert in your discipline within the insurance sector who is making a marked contribution to the business.



Financial

You are driven by the total compensation package offered to you by the organization you work for and determine your career decisions based on your bottom line. At the core of your motivation may be needs based on your personal circumstances, goals that reflect where you see yourself financially, and/or a desire to ensure the financial prosperity of the insurance organization you work for.



Stability

You enjoy routine, following a well-established set of guidelines or procedures, working with the same team/people regularly, and value a sense of rhythm or cycle to your work. You prefer that decisions are driven by data vs. gut instinct, value structure in your work, and like to be as prepared as possible for what may be coming down the pipeline in your area of insurance. Fluid environments that lack direction and discipline can be difficult.



Lifestyle

You highly value maintaining reasonable control over work demands to honour commitments outside of work -- be it to fulfill family responsibilities, grow organic produce or write a novel. You are not looking for a role that is highly unpredictable or may require frequent periods where work needs to happen outside of your typical hours. You are okay with the status quo, but can be flexible, as long as it does not overly interfere with or compromise your work-life balance.



What are your major motivators for a career?

Now, in thinking about the two profiles that sound the most like you... Rank them as # 1 (sounds THE MOST like you) and then # 2.

#1 is your Major Motivator and # 2 is your Minor Motivator at this stage in your career.

Major Motivator:

Minor Motivator:

How have your major/minor motivators influenced your career decisions?

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In what ways are your major and minor motivators being met in your current role?

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In what ways are they in conflict? Are these things that you are willing to 'live with' or would like to see change? What steps can you take to support this?

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For Your Information

Out of interest, we thought we would share which motivators are likely the most common for professionals in each of the core job clusters in the insurance sector. Remember, these are not hard and fast rules... but, might shed some light on which areas of the business tend to be influenced by/meet these motivational factors.

ROLE	MOTIVATORS
Actuary	Stability, Personal Growth
Appraiser	Autonomy, Financial
Broker/Agent – Sales	Financial, Autonomy
Broker/Agent – Service	Social, Lifestyle
Business Development	Personal Growth, Autonomy
Claims Investigator	Autonomy, Authenticity
Loss Adjuster	Authenticity, Autonomy
Loss Control Specialist	Personal Growth, Autonomy
People Management	Career Builder, Autonomy
Risk Manager	Personal Growth, Financial
Technical Management	Personal Growth, Career Builder
Underwriter	Stability, Lifestyle