What issues are important to you?

1	2	3	4
Unimportant	Quite important	Very important	Essential

	Climate Change Are you interested in reducing individuals' carbon footprints? Are you interested in reducing organisations' carbon footprints?	
	Health Are you interested in providing care and support to people? Are you interested in developing a breakthrough cure?	
	Poverty Are you interested in supporting those people who have little and providing a fairer distribution of wealth?	
	Inequality Are you interested in addressing issues of inequality, for example race or gender?	
	Community development Are you interested helping people to try to take collective action to solve problems?	
	Energy/clean technology Are you interested in changing the way we use energy resources/using them more efficiently?	
	Environment/natural resources Do you care about biodiversity? Are you interested in protecting the natural world?	
	Education Are you interested in empowering people through teaching or learning?	
	Sustainable agriculture Do you want to ensure our food is farmed in ways that are kind to the planet?	
	Animal welfare Are you interested in improving the treatment of animals? Are you concerned about how animals are used for our benefit?	
	Economic change Do you want to help transform economies to be sustainable long term?	
	International development Do you want to improve lives in the developing world? Are you concerned about how countries develop equally?	
	Fair trade Do you want to help farmers/growers get a better deal? Are you concerned about decent working conditions/local sustainability?	
	Information technology Do you want to use IT to improve the way people work? Are you concerned about potential misuse of IT?	

What drives you?

1	2	3	4
Unimportant	Quite important	Very important	Essential

	How important is money? Money is a necessity but how much is it a driver in your career? Would you sacrifice salary if you could spend more time doing something that you really love? Does earning a high wage make you feel important?	
	How important is making a big impact? If you want your career to make a difference to others, how important is the scale of that impact? How important is it for the difference to be on a large scale?	
	How important is being a leader? How independent are you? Are you comfortable being part of a like-minded team? How much of a lone operator are you? How important is it for you to lead?	
	How important is it to work close to the 'action'? Do you mind working behind the scenes, knowing your efforts will make a difference? How much do you want to be close to the action even if that would mean being in more pressurised or difficult work situations?	
	How important is it to achieve results quickly? How soon do you want to see the results of what you do? Do you want to see quick wins? Are you happy to play the 'long game' where results might not appear for some time?	
	How important is status and recognition? How important is a job title or position? Do you want to work for a 'big name', high profile organisation? Do you need to be recognised for your achievements and skills?	
	How important is it for you to share the values of your organisation? How important is the 'cause' to your idea of an ethical career? Do you need to work for an organisation that aims to make a difference? Or would you like to try to change an organisation from within?	
	How important is it for you to be an expert in what you do? How much are you driven by a particular skill or specialism? Or a profession such as medicine, engineering or architecture? Would you like to be a specialist? Or prefer to be a generalist?	
	How important is it for you to be involved in a business? Would you like to run your own company? If you think you would – you could start by learning as much from other organisations as possible. What transferable skills would you need to develop?	