

## Motivation Profile - FBBM

### Purpose

- FBBM recognizes professional motives and interests
- Supports the self-reflection on personal values and goals
- FBBM contains 65 questions with a 6-point answer scale
- Self-explanatory evaluation of results with two choices of representation::
  - Summary of all 14 factors in a report
  - Highlighting particular motivational priorities
- FBBM measures 14 motives:
  - Technical Expertise
  - Responsibility
  - Independence
  - Identification with the company
  - Service orientation
  - Leadership
  - Particular challenges
  - Creativity
  - Status & Recognition
  - Power & Influence
  - Income
  - Security
  - Privacy
  - Enjoyment of "Selling"

### Benefits and areas of application

- FBBM supports career decisions
- Helps with the nomination of high potentials and career planning
- Help for decision-making in an assessment centre
- Complements the interview and development centre
- Provides valuable information for the selection of external or internal applicants

## Examples of application – Extracts

### Example for questions:

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I'm completely satisfied with my work if I also have full responsibility for what I'm doing.

Doesn't apply to me at all.

Hardly applies to me.

Applies to me a little.

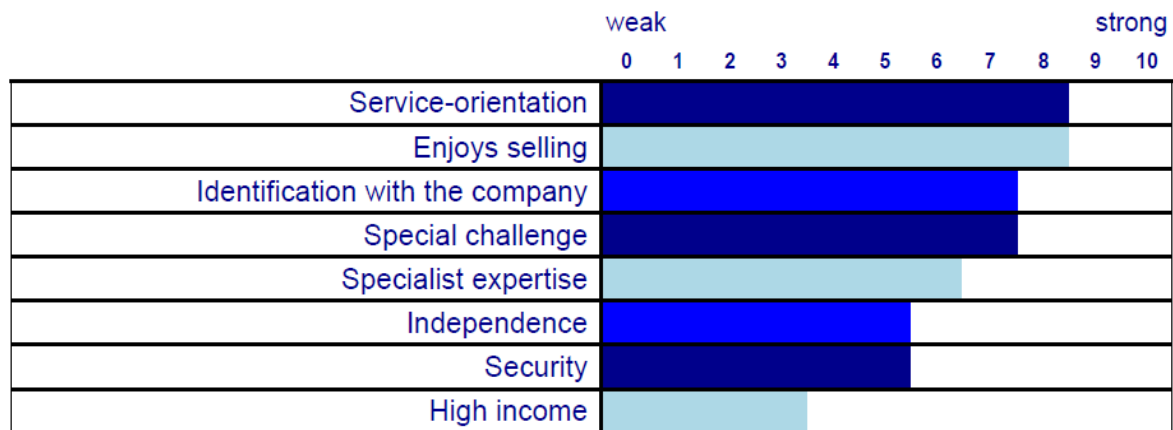
Applies pretty strongly to me.

Applies almost completely to me.

Applies completely to me.

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### Example for analysis modules:



The following motives are particularly strong:

#### **Independence**

The subject needs the freedom to set his own pace and particularly to decide himself what he does and how. He finds regulations and orders bothersome. The opportunity to develop freely inspires him.

#### **Identification with the company**

The subject feels especially happy and comfortable when he can identify fully with the company. He likes doing things that benefit the company. Being part of a good company is for him a motivation in its own right.