

# Values-based Indicator of Motivation (VbIM)

Values define a person; they form a crucial part of their sense of identity and give insight into their fundamental motivations

Why are Values and Motivation important? Ask people why they do what they do; ask them why they put in enormous effort far beyond the call of duty; ask them what they would be willing to stand up for. The answer lies in their fundamental values. Values are the key to understanding people's energy and motivation. Explore people's values and you can unlock the "what, where, when and why" of people's actions. VbIM has been developed to provide a detailed map of values and motivations that reflects what is important in the 21<sup>st</sup> Century, rather than being based on psychological models which are rooted in the past.

## What does the PfS Values-based Indicator of Motivation offer?

- An up-to-date and comprehensive model that identifies 4 areas and 24 scales of different possible values and motivations – it fills the gaps left by other questionnaires.
- A method for giving penetrating insight – by combining both normative and ipsative approaches, it allows comparisons not only with others from different norm groups but also teases out a personal sense of what is important.
- A common language for describing a person's identity and for enabling people who live or work together to appreciate their similarities and differences.
- Ease of use – available online and accessible anywhere anytime.
- Speeds of interpretation – the comprehensive reports are available by e-mail to either the individual or the facilitator, or both.

## How is VbIM different?

VbIM represents a comprehensive framework of values assessed in a fresh way. Values have been dominated by models that were developed last century. These emphasised the concerns of the times – tradition, security, pleasure etc.

### PfS Values-based Indicator of Motivation (VbIM) at a glance

**Use to:**

assess the more complex map of Values and Motives relevant to people in the 21<sup>st</sup> Century

**Use for:**

individual development, coaching, building trust-based teams or exploring motivation and fit in selection

**Use with:**

all people interested in the path they want to take in their life and career

**Administration:**

Online with online reporting

**Timing:**

Untimed, typical completion time 25 to 35 minutes

**Number of items:**

4 areas and 24 scales covered by 144 items in total

**Reports:**

Administrator's data report; Personal feedback report

**Norm groups:**

UK general population sample

**Training required:**

Familiarisation day or BPS Level B

Whilst these are still important, today people's concerns include a wider range of issues particularly to do with relationships as well as more abstract concepts. VbIM has addressed these wider issues and provides a much-needed map for the new territory.

#### The questionnaire addresses the following areas:

What I want for myself: reward, fame, well-being, excitement, change, conceptual.

What I want to become: personal growth, career progression, influence, legacy, wisdom, transcendence.

What I want from others: social contact, integrity, connection, openness, collaboration, inclusion.

What I want from society: altruism, tradition, culture, harmony, libertarian, accountability.

#### Advanced analysis and innovative reporting

VbIM uses the latest technology to provide more sophisticated assessment by combining both normative and ipsative approaches within the *same* questionnaire. This lets people look at the relative strength of their own values, and the priority they give to each, as well as providing a means of benchmarking against the pattern of values that prevails in the general population.

There is a choice of 2 reports – one for the administrator and one for respondents. The Administrators' report contains full summaries of the data, both normative and ipsative. The narrative report is based on the ipsative data and is written for direct feedback to the individual.

#### The online advantage

Our online system works the way you want to, giving you the option of using the VbIM at a time that suits all concerned – who can be anywhere in the world and yet have easy access at any time.

#### Designed for you

The PfS assessment system can be readily tailored to your needs. Company sponsored entry pages can be designed to reflect your branding and company logos included on reports.

#### Training requirements

The VbIM is available to people who attend our 1-day familiarisation workshop which also qualifies you to use a companion tool – the Emotional Intelligence Questionnaire (EIQ3D).

If you are already trained to BPS Intermediate Level B standards you may register to use VbIM although gaining practical experience can still be valuable and you are therefore invited and encouraged to join the course and learn to use EIQ3D at the same time.

**Detailed outline of the Values-based indicator of Motivation model**

Group Heading	SCALE	Quick definition
<b>WHAT I WANT FOR MYSELF</b> (Individual satisfaction)	Reward	Seeks wealth and the symbols of success.
	Fame	Seeks 'visibility' and wants to be in the public eye.
	Wellbeing	Seeks health and mental wellbeing.
	Excitement	Seeks fun, pleasure, spontaneity and immediate reward.
	Change	Values change and progress and willing to take risks.
	Conceptual	Seeks the opportunity to make an intellectual/creative difference.
<b>WHAT I WANT TO BECOME</b> (Individual meaning)	Personal growth	Values personal development, growth & being up-to-date.
	Career progression	Values careers orientation and is ambitious to achieve.
	Influence	Values leading, influencing and providing direction.
	Legacy	Values prestige or meaningful recognition for work well done.
	Wisdom	Values experience bringing new perspective with acceptance & humility.
	Transcendence	Values non-material and spiritual things.
<b>WHAT I WANT FROM OTHERS</b> (Group satisfaction)	Social contact	Seeks the company and support of others.
	Integrity	Seeks fair, honest and authentic interactions based on principles.
	Connection	Seeks to share emotional life and values in close 1-2-1 relationships.
	Openness	Seeks to develop trust through openness and honesty.
	Collaboration	Seeks participation based on agreement & joint decision making.
	Inclusion	Seeks to join, be included, grow roots and build community.
<b>WHAT I WANT FROM SOCIETY</b> (Group meaning)	Altruism	Values a caring, relational and 'giving' society.
	Tradition	Values the contribution, sacrifice & rituals of the past.
	Culture	Seeks cultural expression in diverse forms
	Harmony	Values group cohesion and avoids conflict.
	Libertarian	Values free will and the rights of people to express themselves.
	Accountability	Values a society where people are responsible for their choices.