

Area	View	Definition
Objectives	Professional Challenge	Prefers jobs which challenge individual abilities; would like to be able to utilize special knowledge or skills; prefers a working environment which requires constant learning and initiative for thinking things through.
	Recognition of Performance	Would like to receive personal recognition for special achievements; considers it important that successful actions are acknowledged and also accordingly appreciated.
	Financial Reward	Prefers a performance-oriented or adequate pay; considers it important that extra work is rewarded financially.
	Security	Considers it important that the company contributes to the fact that employees are able to look to the future optimistically, and also feel safe and secure; appreciates the security of the workplace.
	Fun while working	Prefers a relaxed and humorous working atmosphere; considers it important that despite the serious nature of the tasks one is still able to have a fair share of fun.
	Identification	Would like to be able to be enthusiastic about the job and have the feeling that the work has a purpose; considers it important that one can be proud of what they do, and therefore always tries to give their absolute best.
Relationships	Harmony	Appreciates a harmonious working atmosphere; would like to avoid quarrels and arguments among one another; considers a feeling of solidarity as important.
	Honesty	Considers it important that people communicate openly with each other, and therefore it is assured that everyone receives all relevant information; does not like the fact that rumors are able to emerge.
	Cooperativeness	Prefers a climate of cooperativeness; appreciates the willing support from others when this becomes necessary; would prefer that individuals put their own personal interests aside for the benefit of others.
	Integrity	Considers it important that objectives are pursued, whereby one can stand behind them with conviction, and clear ethical principles are adhered to; appreciates a trusting relationship with one another.
	Fairness	Would prefer that people in the company are always treated fairly and with respect; considers it important that individual weaknesses are taken into consideration.
	Hierarchy	Prefers a clear, hierarchical arrangement of responsibilities in the company; considers it important that there are authorities in the company who clearly determine the approach.
Environment	Structuring	Considers it important that everyone always knows exactly what is to be done, and that uncertainties regarding jobs and operational sequences are strictly avoided.
	Rate of change	Appreciates it when many things in the company change at a high rate of speed; considers it important that complicated sequences or antiquated approaches are very rapidly changed through appropriate measures.
	Development Opportunities	Considers it important that personal and career development is given enough "latitude", and would like to have sufficient opportunities to improve their professional skills.
	Absence of Stress	Would prefer that the activity is not perceived as excessive stress; considers it important that the work is able to be accomplished in the available time, and that excessive demands do not crop up.
	Influence Possibilities	Appreciates it when self-initiative is welcomed, and the willingness to self-made decisions is fostered; would not like to always have to ask for permission for everything.
	Working Environment	Prefers well-arranged rooms and workstations; appreciates workstations which are pleasant and functional.