



Career Motivation, Clarified: Understand What Drives and Drains with Career Signals

www.CoreFactors.com



Help Clients Align Values, Energy, and Growth with Career Signals

The *Core Factors Career Signals*[™] assessment reveals the values and motivational skills that influence how individuals engage with their work. By identifying what matters most and what energizes performance, it helps practitioners support clients in finding roles and environments that foster lasting fulfillment. Whether clients are exploring options, navigating change, or rethinking direction, *Career Signals* brings focus to what makes work personally meaningful.

Career Signals enables more intentional, personalized career conversations by surfacing the internal drivers behind engagement and satisfaction. With a focus on what guides decisions and sustains energy, the tool helps shift clients away from vague possibilities and toward clearer, values-aligned direction. Whether clients are reevaluating their work life or seeking new momentum, *Career Signals* supports reflection and more confident next steps.

A Practical Lens on Motivation and Fulfillment

By combining values and motivational skills into a single assessment, *Career Signals* offers a structured way to explore both alignment and potential friction. Practitioners can identify where a client feels most effective, where energy is likely to be sustained, and where misalignment may lead to disengagement.

This dual lens moves beyond surface-level career categories and supports deeper insight. Rather than focusing on job titles or external roles, the assessment reveals the signals behind a client's most meaningful work experiences and decision points.

Exploration Grounded in Motivation

◆ *Career Signals* highlights the values individuals care about most and the tasks that generate momentum and engagement. These insights help shift career conversations away from surface-level interests and into deeper territory, revealing patterns that support clarity, direction, and long-term fit. Practitioners can use the results to guide clients toward opportunities that reflect their personal motivations and sense of purpose, not just their skills or experience. This approach supports exploration that is grounded, relevant, and personally meaningful. Help leaders understand how their preferred processes affect decision-making, leadership style, and interpersonal effectiveness. This clarity allows for more adaptive and inclusive leadership.

Flexible Guidance for Evolving Priorities

◆ As career paths shift, *Career Signals* offers a stable framework for revisiting priorities with clarity and confidence. The assessment helps clients reflect on how their values and energy patterns evolve over time, especially during life transitions or role changes. Practitioners can use the insights to support conversations about realignment, renewal, and next steps that still reflect what matters most. Whether clients are seeking change or reengaging with their current work, *Career Signals* helps them stay connected to the sources of motivation that lead to sustainable satisfaction.

CONNECTING MOTIVATION TO MEANINGFUL WORK

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DEEPER MOTIVATION INSIGHT

A More Nuanced Approach to Career Motivation

Career Signals gives practitioners a practical and focused way to understand how motivation and values influence long-term engagement. Instead of relying on personality labels or interest checklists, the assessment surfaces the internal drivers that shape how individuals connect with their work. It highlights what creates meaning, what sustains energy, and where individuals are most likely to experience a sense of fulfillment over time.

Each profile offers two integrated perspectives. *Career Values* reflect what individuals want their work to represent, including priorities such as growth, autonomy, purpose, stability, and contribution. *Motivational Skills* highlight the areas where clients feel both capable and energized, bringing together enjoyment and a sense of effectiveness. These insights reveal the types of work that support forward momentum and the conditions that may lead to stress or disengagement.

By examining both values and motivation, *Career Signals* provides a clear framework for aligning career direction with what matters most. The result is a strong foundation for meaningful reflection, informed decision-making, and sustained satisfaction in professional life.