



NORTHUMBRIAN WATER'S

INNOVATION

FESTIVAL

BUILD

BACK

BETTER

WHAT IS IMPORTANT

TO YOU?

PERSONAL AWARENESS

WHAT IS IMPORTANT TO YOU?



Knowing what is important to you will help you make important life decisions, including those associated with your work. What is important can evolve over time and be impacted by experiences and your personal situation. Most people get greater job satisfaction if there is a strong overlap between what they believe is important, their values and the behaviours and approach considered important at work (a company's culture and values).

Take some time to think of words that best describe what is important to you in all or some of the following areas:

- **Interactions with other people** (e.g. co-operative, warm)
- **Lifestyle** (e.g. secure, adventurous)
- **Work environment** (e.g. innovative, structured)
- **Skills & knowledge** (e.g. technical expert, generally proficient)
- **Others perceptions** (e.g. respected, appreciated)
- **Reward** (e.g. financial freedom, influence)
- **Influence** (e.g. guidance, autonomy)
- **Anything else**

Now try ranking the top ten things that are most important to you:

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Really taking time to consider what is important to you, will help you decide what sort of future you ideally want. It may be that you can compromise on those things that are ranked 7 and above in this list, or not, you decide. You may change this over time as you get more experience. The list will give you a benchmark against which to view jobs and companies. Time invested in this thinking may also be useful when answering some interview questions too.