

**CAREER OF A DREAM:
A CHOICE OF THE REASON OR
OF THE HEART?**

**ONLY 15% OF FULL-TIME PROFESSIONALS FEEL
ENGAGED AND ENTHUSIASTIC ABOUT THEIR WORK
AND COMPANY**

Gallup's State of the Global Workplace Report, 2017.

THE SURVEY

March – May, 2018

456 respondents

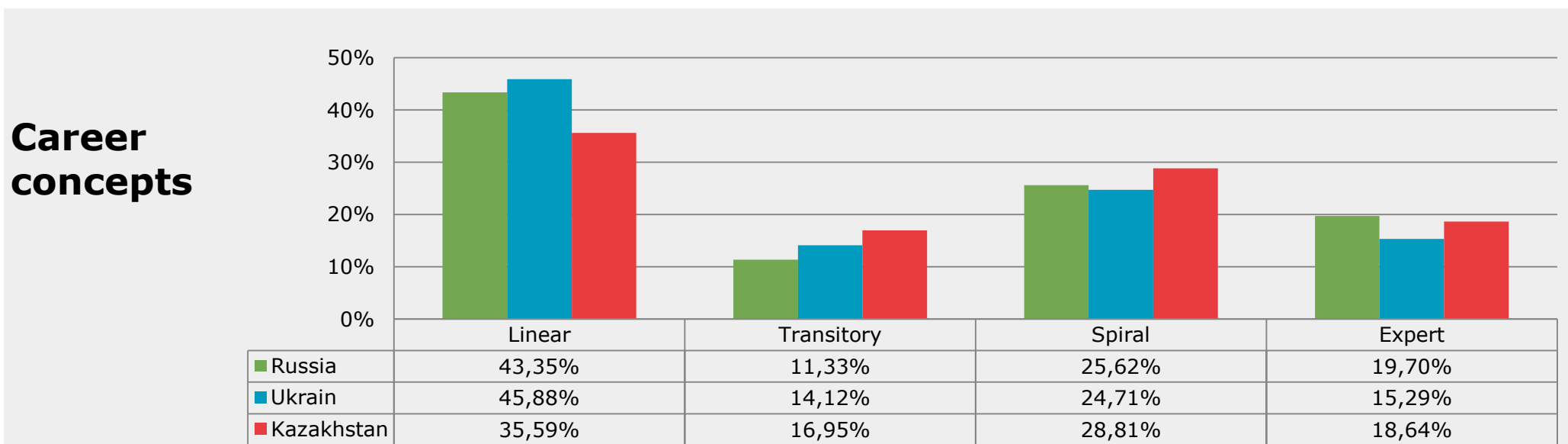
Russia, Ukraine and Kazakhstan

The survey aimed to determine the career path, which is most associated with success in those countries, and compare it with the career motivations that keep employees involved.

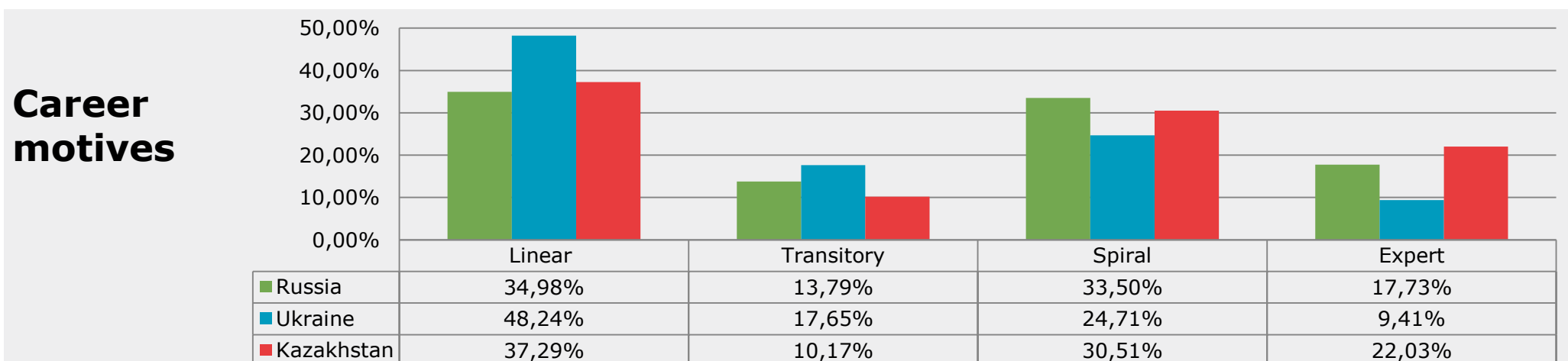
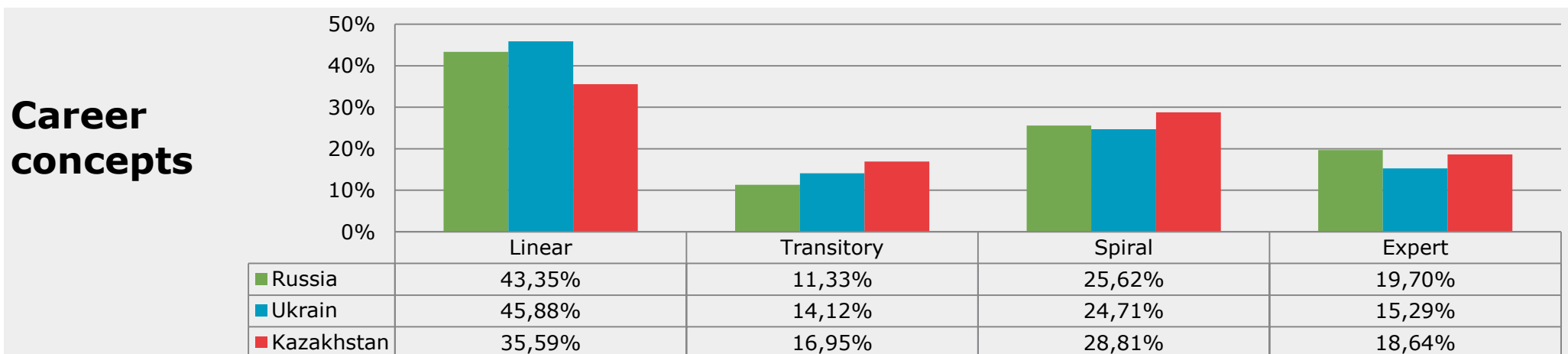
HERE IS WHAT WE HAVE FOUND:

RUSSIA, UKRAINE AND KAZAKHSTAN CONSIDER LINEAR CAREER THE MOST SUCCESSFUL

MORE THAN 40% RESPONDENTS INDICATED LINEAR CAREER AS SUCCESSFUL.
EXPERT AND TRANSITORY CAREER TYPES ARE PERCEIVED AS SUCCESSFUL BY ONE SIXTH OF
THE RESPONDENT POOL ONLY.

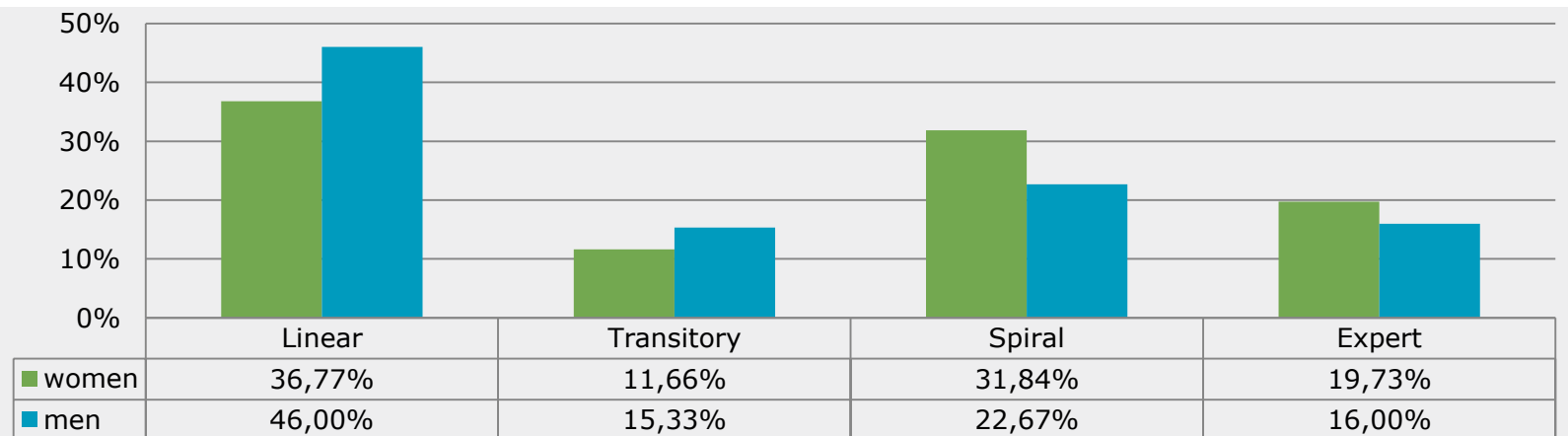


LINEAR CAREER MOTIVES: OVERESTIMATED IN RUSSIA BUT A SOURCE OF GROWTH IN UKRAINE

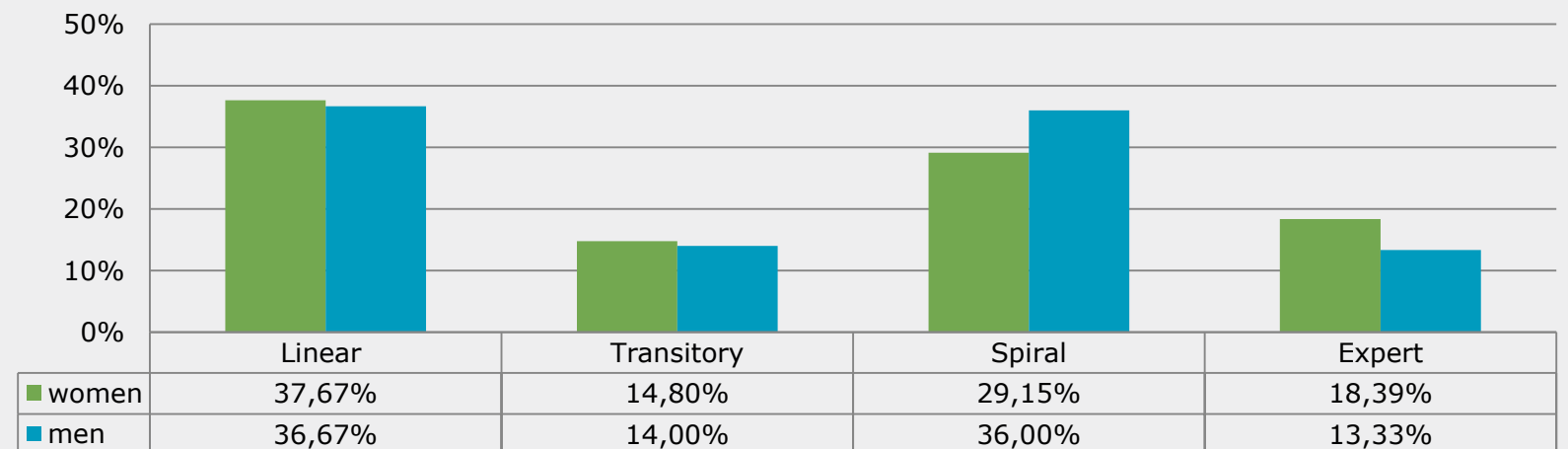


WOMEN – POTENTIAL IN LEADERSHIP AND MEN - ... IN CREATIVITY?

Career concepts

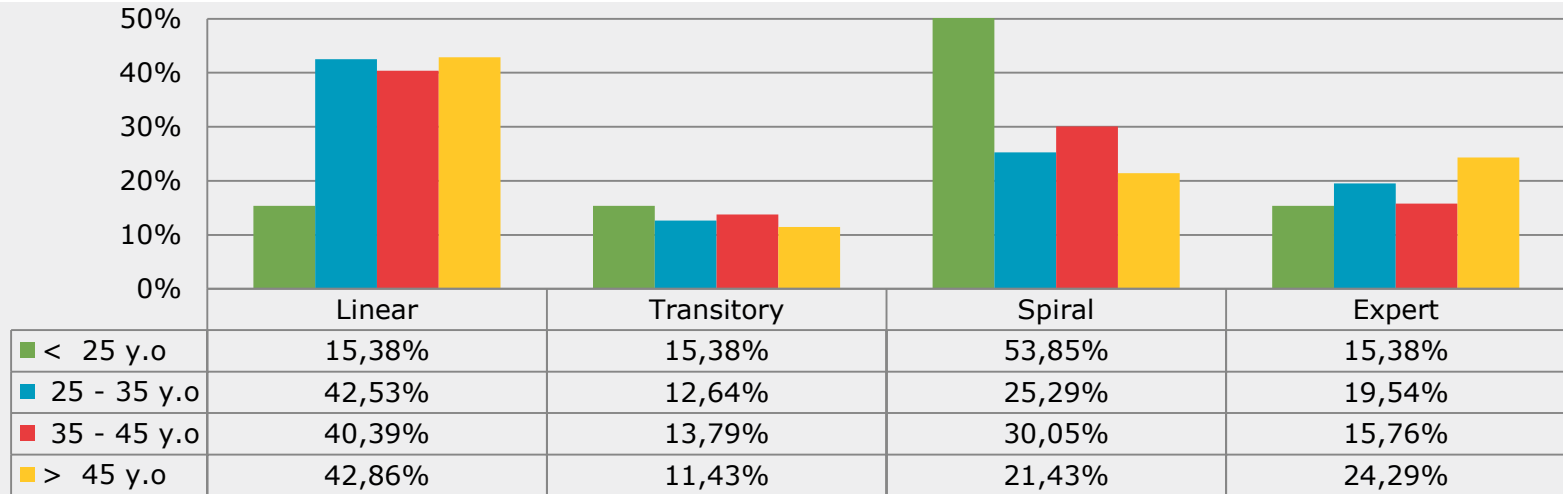


Career motives

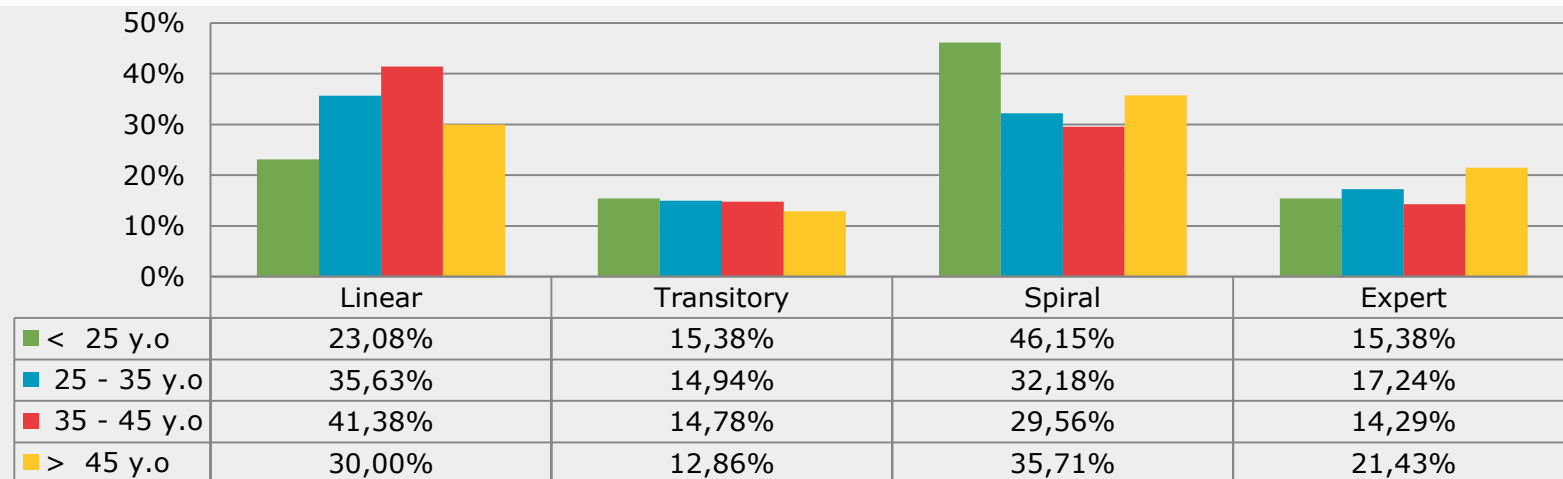


GENERATION Z CHOOSES SPIRAL CAREERS

Career concepts

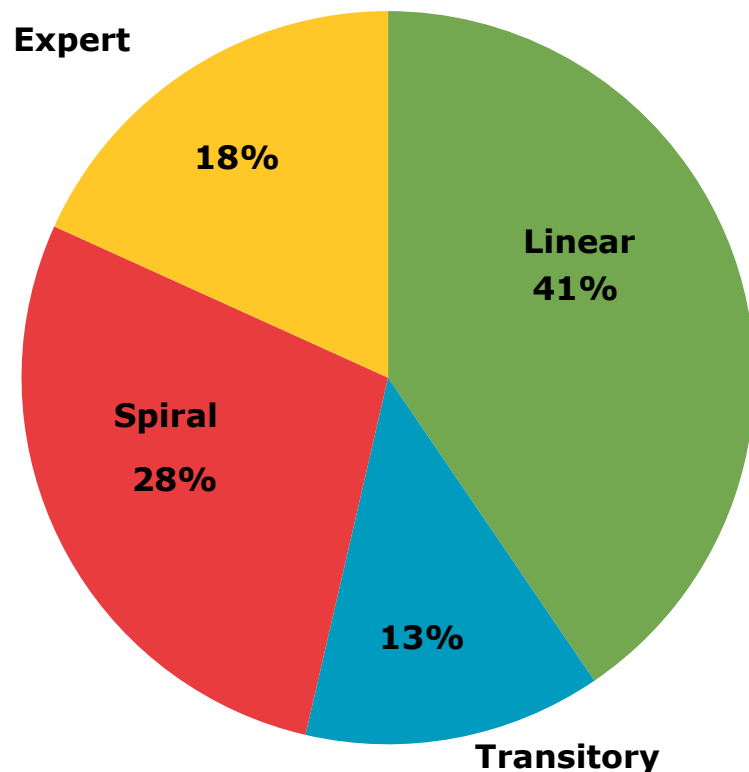


Career motives

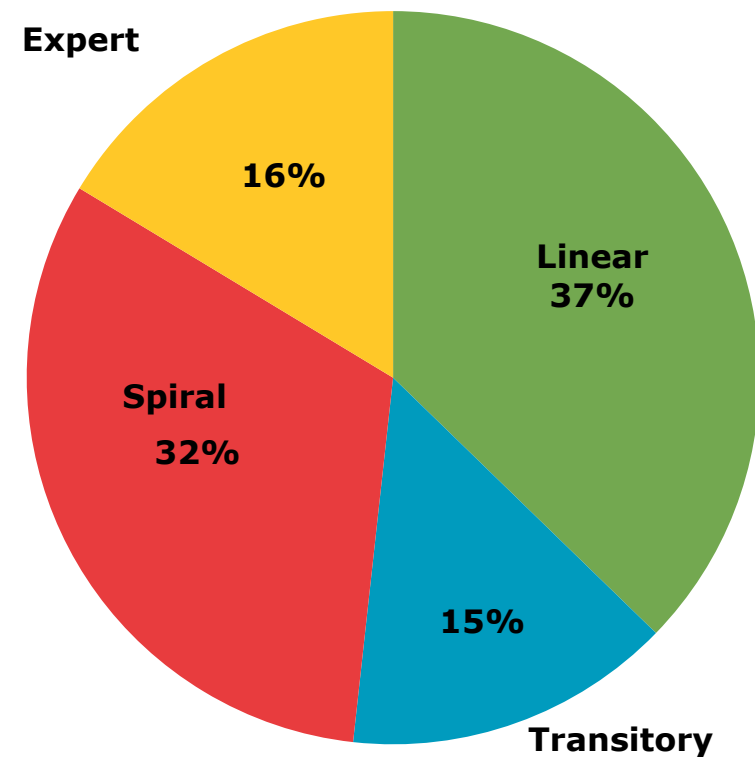


AT FIRST GLANCE CAREER CONCEPTS AND MOTIVES LOOK SIMILAR – BUT IS THAT REALLY SO?

Career concepts

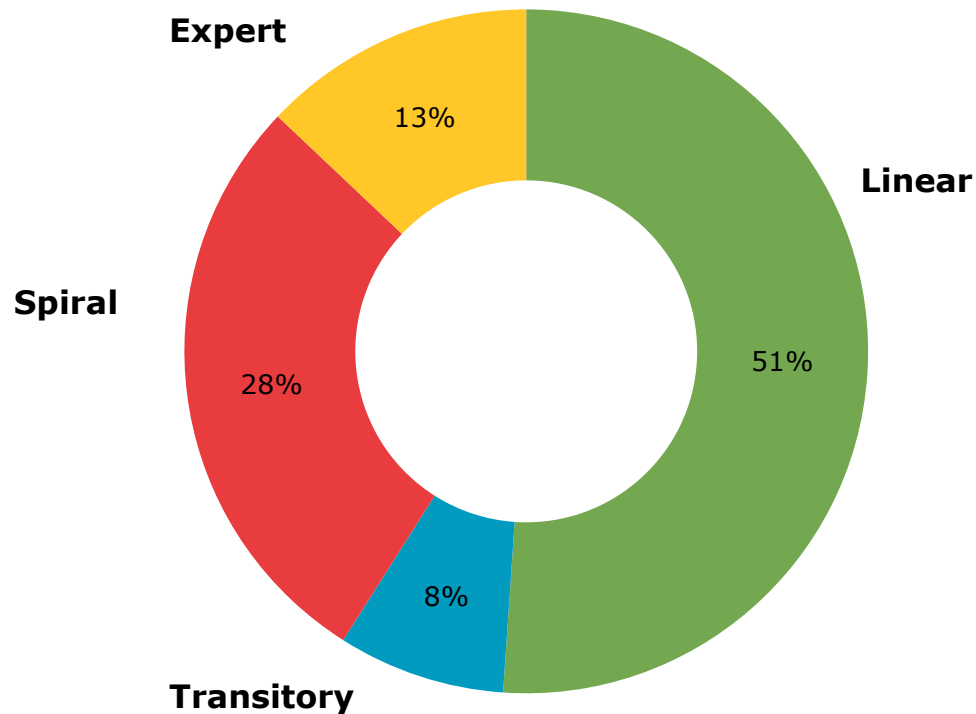


Career motives

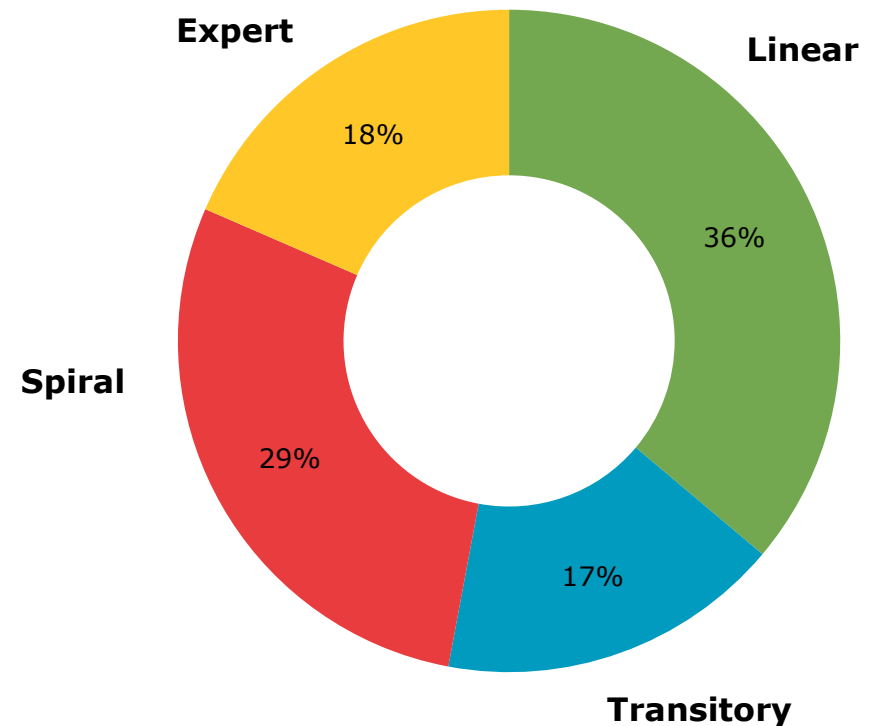


BUT IN REALITY, IT'S NOT AS SIMPLE AS THAT...

Career motives of people with Linear career concept



Career motives of people with Spiral career concepts



Self-awareness and **understanding**
of the whole range of your motives is
the **key** to **choosing** a career that **inspires**
and brings **satisfaction.**

Don't let your head fool your heart



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