



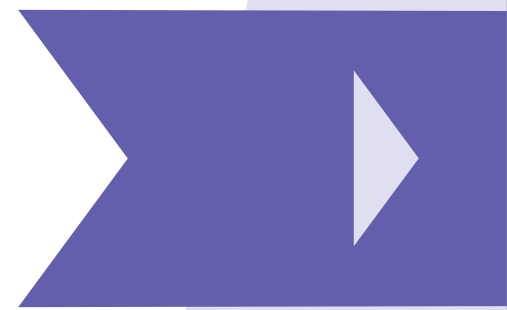
GOAL-ORIENTED GO-GETTERS

Employees who learn and develop for their own good and when circumstances clearly demand it.

▶ EXPLANATION PERSONA

▶ APPROPRIATE INTERVENTIONS

▶ APPROPRIATE FORMS OF LEARNING



THE GOAL-ORIENTED GO-GETTER



Relatively often theoretically educated
(HBO-WO)



Permanent contract (50%)
Fixed-term contract (25%)
Temporary, payroll or secondment (15%)
Self-employed (10%)



Spread across all ages, with young people overrepresented
(25-34-year-olds)



More often
managerial (about
70%)



Often employed in these industries:

- Food
- Nature & Environment
- Animal

"People usually describe me as a busy bee. Developments in the green domain are moving at lightning speed; I try to keep up with it all. During breakfast I read the latest industry news, so I stay properly informed and am able to talk about developments at work. I want to continue to grow in my position and the company, and maybe one day be an entrepreneur myself. When I have a goal in mind, I really go for it!"



"I WANT TO CONTINUE TO GROW MY PROFESSIONAL KNOWLEDGE AND THE SKILLS THAT INVOLVES"



THIS IS IMPORTANT TO ME:

- ▶ Challenge
- ▶ Reward
- ▶ Result
- ▶ Continued
- ▶ Clarity
- ▶ Speed

ME & MY WORK

"It is important to me that I continue to grow my professional knowledge and the skills that involves. Sometimes that can get pretty intense, because there's a lot going on in the green sector. But if needs be, I step up my game without complaining. Especially if I am rewarded for doing so, and always with a goal in mind. I knew I wanted to work in this field from an early age. That has played an important part in the choices I have made so far. I prefer managerial work and the role of entrepreneur also suits me well. You could say that I have that entrepreneurial spirit! I like to have a clear goal in mind that I can work towards step by step. Where there is a will, there is a way!"

▶ THIS IS HOW YOU HELP THE GOAL-ORIENTED GO-GETTER



MY PERSPECTIVE ON LEARNING AND DEVELOPMENT

**"A GOAL IS A DREAM WITH A PLAN
AND A DEADLINE!"**

- The goal-oriented go-getter

PROFESSIONAL KNOWLEDGE

"I want to continue to grow in my position or the organisation. If that requires training, I am happy to take on that challenge. Especially if it gets me a promotion or a higher salary."

CLEAR AGREEMENTS

"When it comes to learning and development, I value clarity, structure, regularity and current affairs. I don't start things just because. I always have a goal in mind. By the way, I prefer to learn during working hours. I expect my employer to make clear agreements about this."

MY PLAN

"I enjoy collaborating with people, but my main focus is on my personal performance and goals and how to achieve them in the most effective way. Having a grip on that gives me something to hold on to. That is why I prefer to work with a plan, so I know where I stand and what I'm doing it for."





Alexander - 27 YEARS OLD

International Sales Support

@ Feed Manufacturer

"When I heard that it was possible for me to do in-depth sales training and then move into a senior position, I immediately went for it. I am now doing the course, together with a colleague. It's nice that we can do this together, and that it is paid for by the employer. I look forward to starting in my new position."



Sarah - 34 YEARS OLD

Arable farmer

@ Family farm arable farming

My employer is also my father. I grew up on the farm and started helping out in the fields from an early age. I went straight into the business after I got my higher professional education degree. The idea is that I take the helm in a few years. I am doing a financial management course to prepare myself. You know, continuing to learn is important if you want to run a modern business. After this program, I will be another step closer to taking over the company."



Niels - 44 YEARS OLD

International Sales Support

@ Feed Manufacturer

"Following a conversation with my employer, I started looking into education offerings to grow in my position. I am planning to do a few short in-depth training courses in the near future. I will be discussing this with my employer, and we will draw up a roadmap together."



CONCRETE OFFER

Give the employee a clear, substantive and concrete offer. Preferably one that can be applied immediately and linked to certificates. These employees are more practical than the ambitious career person and the conscious developer.

BENEFITS

Make a list of the benefits for the employee.
Will this give the employee perks/privileges?

REWARD

Offer a reward (bonus, salary increase, promotion, more responsibilities).
The goal-oriented go-getter is quicker to act if there are gains to be made.

DEVELOPMENT PLAN

Create a development plan together, including a relevant training plan/career plan with clear goals and sub-goals to be achieved with a view to a particular position or promotion.

MOTIVATE THE GOAL-ORIENTED GO-GETTER

CLEAR AGREEMENTS

Make clear agreements. These employees are generally operationally minded and like a fast pace. Let them know that they will actually have to work to earn something.

CLEAR INFORMATION

Offer clear information about options and when something is mandatory. The goal-oriented go-getter will want to know where they stand.

EXAMPLES

Offer clear examples and outline scenarios in relation to possible education, training and courses, and what the final outcome will be when they complete them.

ADDED VALUE

Make the added value of learning and development in relation to the work crystal clear. It is necessary to keep doing a good job.

SUITABLE FORMS OF LEARNING

FORMAL

Learning on the job

Microlearning

Traditional (longer) training or coaching program with a clear goal

Short training session/course (e.g. day training with certificate)

Labour market-relevant electives

Blended learning

INFORMAL/NON-FORMAL

Department meetings (floor meetings)

Professional literature/media


Project-based learning (PBL)

Master/apprentice track (learning from and with colleagues)

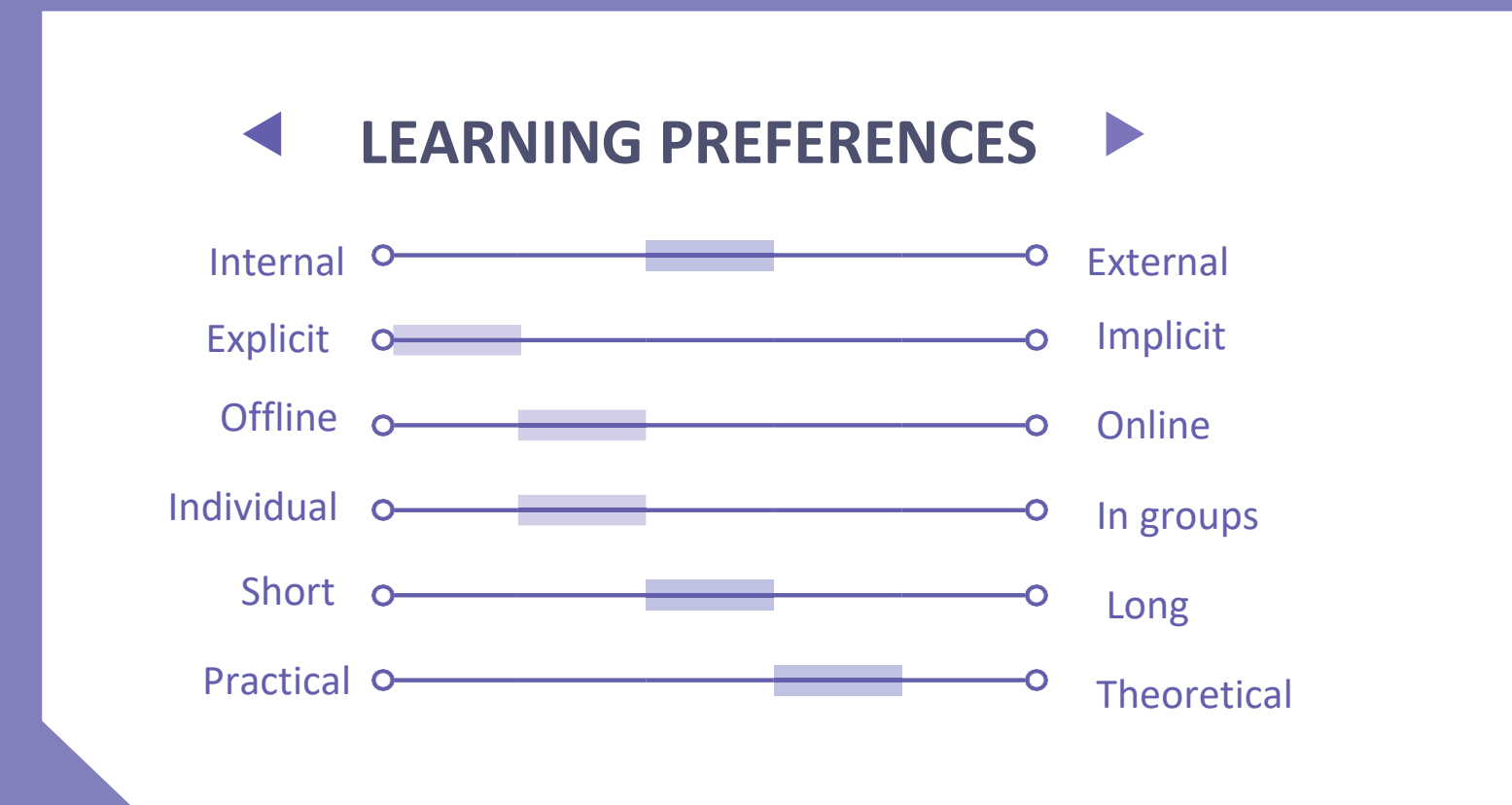
External company visits (a look behind the scenes elsewhere)

LESS APPROPRIATE

Self-study 

Fully online training sessions/courses 

Group learning 



[CLICK HERE FOR AN EXPLANATION OF THE FORMS OF LEARNING](#)



THIS PRODUCT WAS INITIATED BY THE GROENPACT LABOUR MARKET ACCELERATION PROGRAM AND CIV GREEN

- ▶ Research into values and motivations of employees in the green domain by market research firm Sparkey (Motivaction International)
- ▶ Translation of research results into images and copy by Imagro

With special thanks to the GreenPact's network consulting experts for their guidance and sounding board throughout the development process.