



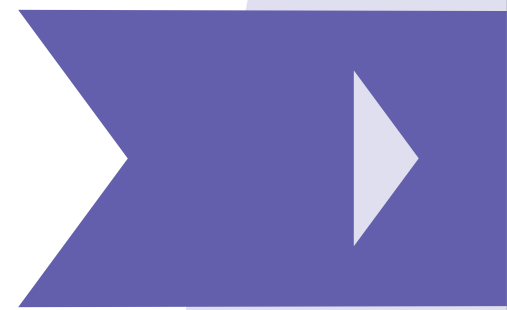
# GOAL-ORIENTED GO-GETTERS

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)



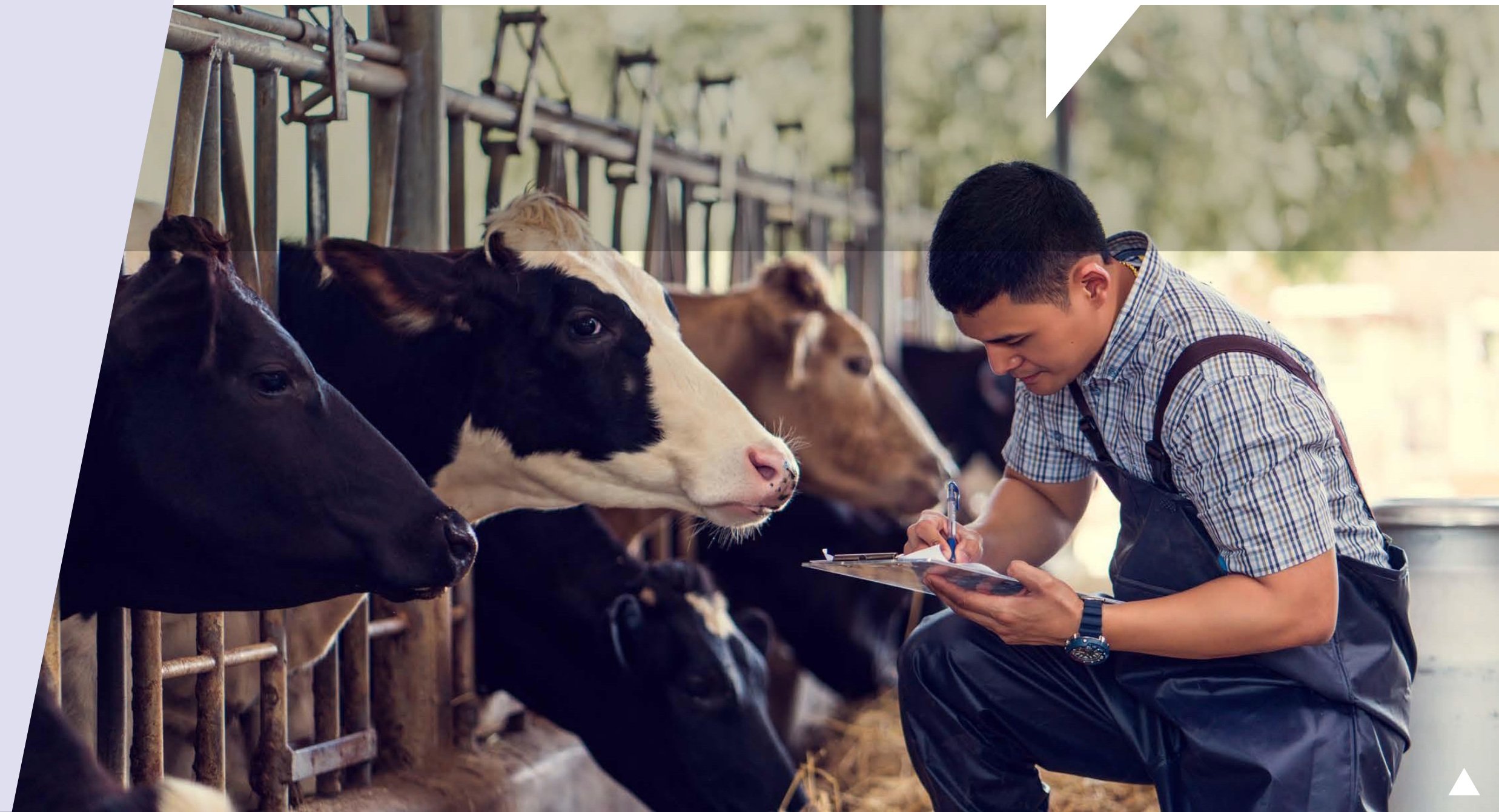
More often  
managerial (about  
70%)



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)

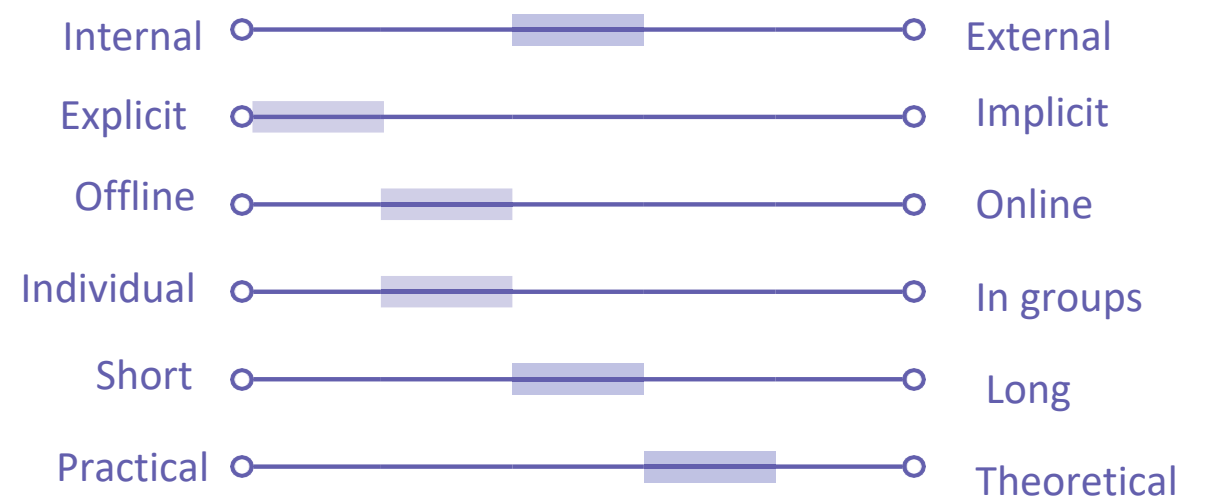
## LESS APPROPRIATE

Self-study 

Fully online training sessions/courses 

Group learning 

### ◀ LEARNING PREFERENCES ▶



## 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

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