

Career Interest Survey: Motivators Edition



EXPLORE YOUR FUTURE WITH MOTIVATORS

Your motivators are what give you energy and guide what you enjoy doing, such as helping people, learning new things, or being creative. They help explain why some careers or activities feel exciting to you.

This activity connects what motivates you to find real-world careers through Advance CTE's [National Career Clusters® Framework](#), helping you explore paths where you will feel engaged and fulfilled.

As you go through the survey, think about what kinds of things give you energy and purpose. Your answers will help you discover Career Clusters and career pathways that excite you for your future!

INSTRUCTIONS

For each sentence, decide if it sounds like you and choose a number from the list below:

- Not like me = 0
- Sometimes like me = 1
- Very much like me = 2

Write the number in the score column and total your score at the end of each section.

Theoretical – I like learning and figuring things out

Statement	Score
I like asking “why?” and learning new things	_____
I enjoy science	_____
I think it’s fun to explore new ideas	_____
I like to figure out how things work	_____
I enjoy doing research or experiments	_____
Total for Theoretical:	_____ / 10

 **Utilitarian** – I like getting things done and solving real-world problems


Statement	Score
I like fixing or building things	_____
I like finding smart ways to save money and resources	_____
I like figuring out faster or better ways to do tasks	_____
I care about results and getting things done	_____
I like receiving a physical reward for my work	_____

Total for Utilitarian: _____ / 10

 **Social** – I like helping and working with people

Statement	Score
I like helping friends with problems	_____
I get involved when people need support	_____
I get energized by working with others	_____
I want to make a difference for others	_____
I feel good when I can be kind or helpful	_____

Total for Social: _____ / 10

 **Aesthetic** – I like being creative and making things look their best

Statement	Score
I love art, music, fashion, or design	_____
I feel good making things beautiful	_____
I enjoy balance and harmony	_____
I think being creative is really important	_____
I feel impacted by my surroundings	_____

Total for Aesthetic: _____ / 10

 **Individualistic** – I like being in charge or doing my own thing

Statement	Score
I like to lead a group or a project	_____
I enjoy competing or standing out	_____
I enjoy starting new tasks	_____
I like it when people recognize or praise my work	_____
I like having the freedom to make my own choices	_____

Total for Individualistic: _____ / 10

 **Traditional** – I care about values, beliefs, and doing what feels right


Statement	Score
I feel better when I know the rules	_____
I care deeply about family, culture, or faith	_____
I prefer doing things the “right” way	_____
I like doing things that match my values or beliefs	_____
I respect rules and traditions	_____

Total for Traditional: _____ / 10

✔ What's Next?

Write your scores below to compare them:

Motivator	Score	
Theoretical	_____	My Top Motivators Are: 1) _____ 2) _____ <i>Optional: add a 3rd if tied</i> 3) _____
Utilitarian	_____	
Social	_____	
Aesthetic	_____	
Individualistic	_____	
Traditional	_____	

 *Your top two motivators are key to feeling happy in your life and future jobs. Every Career Cluster values all motivators, but some tend to emphasize certain ones more.*

Now that you've picked your top motivators... What is next?

1. **Learn more about your top two motivators.** Look at the chart on the next page for a short description of each motivator to learn what it means and why it matters in a future career. Highlight or underline some words that most resonate with you and your career interests.
2. **Go to the last page to explore Career Clusters.** You'll find out which Clusters align most with your motivators — these are great starting points for discovering careers that match who you are. Your instructor has more information about which Sub-Clusters in each Cluster might also connect!

Review the chart on the last page to see your top three Career Clusters might be!

Career Cluster #1: _____

Career Cluster #2: _____

Career Cluster #3: _____

3. **Make your own career exploration plan.** Based on your motivators, pick a few Clusters, Sub-Clusters, or careers you're excited to learn more about. This is your chance to start building a path that fits *you*.
4. **Want to go further?** Talk to your school counselor or career advisor to find out how your top Career Clusters connect to programs, classes, career pathways and other opportunities offered at your school or institution.

Motivator Key

Each motivator describes what energizes a person—the “why” behind their interests.

INSTRUCTIONS: Put a check next to your top motivators. Read what they mean, and think about how they match who you are and what you like.

Theoretical

You're naturally curious. You enjoy learning new things, asking questions, and figuring out how the world works.

Utilitarian

You like being practical and getting things done as fast as possible. You enjoy building, selling, or fixing things — especially when it leads to real results.

Social

You care about people and making a difference. You want to help others, bring people together, and improve your school or community.

Aesthetic

You care about how things look, feel, and fit together. You like when things are in balance or harmony, and you enjoy beauty, meaning, or creativity in your own way.

Individualistic

You like having choices, freedom, and leadership. You enjoy sharing your ideas, doing things your own way, and being noticed for what you do—whether it's recognition or standing out.

Traditional

You care about honoring your values, beliefs, or traditions. You like structure, order, and knowing what to expect. You feel good when things are done the right way and with respect.

Career Clusters With Top Motivator Matches

Every Cluster includes opportunities for *all* motivators, but some motivators tend to show up more strongly in certain Clusters. Use this list as a starting point to explore where your motivators may align—but remember, your interests can lead to great careers in any Cluster.

Look to see where you have the most alignment between your top motivators and the Career Clusters.

Cluster Name	Cluster Grouping	Top Motivators
<u>Digital Technology*</u> : Modernizing industries and connecting communities	Connecting & Supporting Success	Theoretical, Utilitarian
<u>Management & Entrepreneurship*</u> : Driving business success across all industries		Individualistic, Utilitarian, Social
<u>Marketing & Sales*</u> : Improving communication & connections		Aesthetic, Individualistic, Utilitarian
<u>Advanced Manufacturing</u> : Engineering and producing tomorrow's solutions	Building & Moving	Utilitarian, Theoretical
<u>Construction</u> : Building futures and pioneering sustainable horizons		Utilitarian, Individualistic, Traditional
<u>Supply Chain & Transportation</u> : Driving efficiency and streamlining tomorrow's transport		Utilitarian, Traditional, Theoretical
<u>Education</u> : Transforming lives and enriching futures through lifelong learning	Caring for Communities	Social, Theoretical
<u>Healthcare & Human Services</u> : Supporting the whole health of individuals, families, and communities		Social, Theoretical
<u>Public Service & Safety</u> : Shaping, serving, and protecting our communities		Traditional, Social
<u>Arts, Entertainment, & Design</u> : Inspiring creativity, innovation, and artistry	Creating & Experiencing	Aesthetic, Individualistic
<u>Hospitality, Events, & Tourism</u> : Unlocking adventures and elevating experiences		Social, Aesthetic
<u>Agriculture</u> : Cultivating sustainability and nourishing the world	Cultivating Resources	Traditional, Theoretical, Aesthetic
<u>Energy & Natural Resources</u> : Powering progress and preserving our planet		Theoretical, Aesthetic, Utilitarian
<u>Financial Services</u> : Empowering financial resilience	Investing in the Future	Utilitarian, Individualistic

*A Cross-Cutting Career Cluster: Consider which of these is your top Cross-Cutting Career Cluster, and consider how you might want to integrate that into your future career opportunities.