

# Identifying your motivation



Chloe Collet of YPI Crew looks at how understanding the true meaning of motivation and how applying this to your CV in contextual terms, could help you land that dream job

Here at YPI Crew we have witnessed an important growth in our candidate registrations over the past 18 months. New registrations have exploded and we have recorded a 12.6% increase from all sectors. This significant increase in candidates coming from very diverse backgrounds that include hospitality, cruise liners, passenger and container vessels as well as the gas and oil industry for the deck and engine department. The growth can largely be attributed to the on-going effects of the global Covid 19 pandemic in the hospitality sector and the re-organisation of worldwide travel with the brutal halt of activity observed in the cruise line industry.

As recruiters we will frequently question our candidates as to what their motivation is for changing industry? Apart from the somewhat obvious 'I need to work' it is important for us to understand why a candidate has chosen the yachting industry as a possible solution.

The 'why' of the motivation can make all the difference in how successful a candidate's application will be, especially in such a competitive market. If you want your CV to stand out why not analyse your motivations and present yourself in a manner where these shine through. You may have listed your 'love to travel' in your interests but does your CV reflect that desire or objective?

So what is motivation and why is it so important in a job seeker's profile? In psychology motivation is the 'desire to act in service of a goal. It's the crucial element in setting and attaining our objectives. Motivation is one of the driving forces behind human behaviour. It fuels competition and sparks social connection. Its absence can lead to mental illnesses such as depression. Motivation encompasses the desire to continue striving toward meaning, purpose, and a life worth living' (extract from Psychology Today).

My advice to prospective yacht crew is to therefore examine their motivations, what makes them get out of bed in the morning and review their CV with this as a compass. Four different forms of motivation have been categorised; extrinsic, intrinsic, introjected and identified.

## What is motivation and why is it so important in a job seeker's profile?

Without going into too much detail, extrinsic motivation corresponds to external reasons - a bonus, a job promotion or the prospect of rotation for example. Extrinsic motivation can help you recommit to a goal in order to obtain your desired reward, becoming the Head Chef or Senior Stewardess you aspire to be.

Intrinsic motivation comes from within the person, a subjective motive that is linked to a person's values or enjoyment - the person enjoys doing that specific job well, are a sailing or racing enthusiast or are seeking harmony in their lives and practice yoga and meditation. The fun and challenge of the job actions the person rather than the external reward or pressure. Intrinsic motivation is often regarded as a very valuable source of motivation frequently leading to success.

Introjected motivation is also subjective but in a negative way; being told a task is not well done and reacting to it by feeling guilty and punished for poor performance. The need to change jobs here may be to avoid a conflictual situation where the person feels unrecognised or rewarded.

Identified motivation comes from identifying a motivation although the action required to complete it is not yet undertaken. This could be the recognised need to obtain a new certification and skills set, moving to a larger yacht for additional responsibilities or on a personal level losing weight for example.

Discover yours and take a moment to step back and analyse what is motivating you to seek a new position, possibly in a new industry and understand that your motives can be a measure of your future success. Good luck!