Example
(Rich Feller’s Flower)

Favorite Values
1. Improve the human condition
2. Promote interdependence and futuristic principles
3. Maximize productive use of human/material resources
4. Teach people to be self-directed/self-responsible
5. Free people from self-defeating controls (thoughts, rules, barriers)
6. Promote capitalistic principles
7. Reduce exploitation
8. Promote political participation
9. Acknowledge those who give to the community
10. Give away ideas

Favorite People-Environment
1. Strong social, perceptual skills
2. Emotionally and physically healthy
3. Enthusiastically include others
4. Heterogeneous in interests and skills
5. Social changers, innovators
6. Politically, economically astute
7. Confident enough to confront/cry and be foolish
8. Sensitive to non-traditional issues
9. I and R
10. Non-materialistic

Favorite Interests
1. Large conference planning
2. Regional geography & culture
3. Traveling on $20/day
4. Career planning seminars
5. Counseling techniques/theories
6. American policies
7. Fundamentals of sports
8. Fighting sexism
9. NASA auto racing
10. Interior design

Favorite Working Conditions
1. Receive clinical supervision
2. Mentor relationship
3. Excellent secretary
4. Part of larger, highly respected organization with clear direction
5. Near gourmet and health food specialty shops
6. Heterogeneous colleagues (race, sex, age)
7. Flexible dress code
8. Merit system
9. Can bike/bus/walk to work
10. Private office with window

Favorite Skills
1. Observational/learning skills
2. Leadership skills
3. Instructing/interpreting/guiding skills
4. Serving/helping/human relations skills
5. Detail/follow-through skills
6. Influencing/persuading skills
7. Performing skills
8. Intuitive/innovative skills
9. Developing/plan/organize/execute skills
10. Language/read/write skills

Geography
1. Close to major city
2. Mild winters/low humidity
3. Change in seasons
4. Clean and green
5. 100,000 people
6. Nice shopping malls
7. Wide range of athletic options
8. Diverse economic base
9. Ample local culture
10. Sense of community (pride)

Salary and Level of Responsibility
1. Can determine 9/12 month contract
2. Can determine own projects
3. Considerable clout in organization’s direction without administrative responsibilities
4. Able to select colleagues
5. 3 to 5 assistants
6. $35K to $50K
7. Serve on various important boards
8. Can defer clerical and budget decisions and tasks
9. Speak before large groups
10. Can run for elected office