



What is FBBM?

(questionnaire on career motivation)

PURPOSE

- describes career motivation and interests
- guidance for self-reflection on personal values and goals
- consists of 65 questions
- measures 14 dimensions:
 - specialist expertise
 - responsibility
 - independence
 - identification with the company
 - service-orientation
 - personnel management
 - special Challenge
 - creativity
 - status & recognition
 - power & influence
 - security
 - private life
 - enjoy selling
 - income

BENEFIT AND FIELDS OF APPLICATION

- guidance for decision making in terms of career
- guidance for appointment of junior employees and career planning
- decision guidance for Assessment Center
- supplement to interview and Development Center
- provides valuable recruiting references of external and internal applicants