

## Attractive work

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The model of Attractive Work was published 2004 (Åteg, Hedlund m fl. 2004). A questionnaire *Questionnaire concerning Attractive Work* was developed from the model (Högskolan Dalarna 2008). The questionnaire has been used during some years and at most occasions as a part in the Attractive Work Process. It is mostly researchers at Theme Working Life that have been using it, but also some supporting service companies.

Data has been collected by the questionnaire during development work at companies or organizations. The results that will be presented are gathered from 16 different studies. Totally 1440 persons have filled in the questionnaire. They were employed at workplaces in different branches, for example estate management, parish work, museum, and elderly care. The results represent only these groups and are not representative for Swedish work force.

The results shows that work is a relatively important aspect in the respondents life (3,8 on a scale 1-5). The main reason for working is to more than half of them “Earning a living and survival” (55,1%), two fifth says “Self-realization and good quality of life” (39,9%), and only a minor part says “material gain and a high standard of living” ( 5,0%). Most of them consider their current job as attractive to a big extent.

The most important qualities to make a job attractive concern working conditions related to relations and leadership, as well as work satisfaction related to be sought after, stimulated and have inner acknowledgement. The two most important qualities are “I consider what I do to be important” and “I feel that I do a good job”. These important qualities correspond to a relatively high degree in the respondents’ current job, but there are still opportunities for development.

The Attractive Work Process has been developed within interactive research and development projects. The process contains six steps – 1) Inform, plan and motivate, 2) Complete the questionnaire, 3) Analyze results, 4) Report results and prioritize, 5) Action plan, 6) Measure/evaluate. Central and important aspects of the process have been identified based on the experiences of participating researchers and companies. General important aspects are that the process is built on a promoting approach and engagement from all the employees. It is thereby important that the behavior of the process leader supports that approach. To make changes takes time and taking small steps in the right direction keeps the process moving forward. The process must be “living” all the time in order to be continuous.

Högskolan Dalarna (2008). Questionnaire concerning Attractive Work. Borlänge: 5.  
Åteg, M., A. Hedlund, m fl. (2004). Attraktivt arbete. Från anställdas uttalanden till skapandet av en modell. Stockholm, Arbetslivsinstitutet.