

## **How well do organisational and individual aspirations match?**

### **Objectives**

This project will explore the feelings, motivations and issues affecting the people who work for nature conservation organisations. It aims to uncover any match or mismatch between the individual and the organisation. A mix of qualitative and quantitative research techniques will be used to evaluate the main issues thereby highlighting the current state of nature conservation organisations in England and Wales, in regards to individual's feelings about their vocation and the nature conservation organisations they work for.

### **Approach**

The approach we are using is self-completion via an online survey with a representative sample of individuals working at nature conservation organisations, including people who have left these organisations, followed by in-depth interviews to explore motivations further and also to develop themes. An online survey will be sent to employees at a range of nature conservation organisations including government agencies, local authorities and the charity sector. The research will also evaluate organisational purposes and objectives, such as values and mission statements, at the organisational level down to the departmental level, and how these compliment or conflict with individual's personal beliefs and values.

### **Issues**

Through this research a number of conservation themes will be developed and discussed. The research will highlight the main concerns of employees in the sector in relation to their roles, duties and day-to-day work. Themes are likely to be varied and could range from job satisfaction, the major barriers affecting work through to examples of good practice. By doing this, the research aims to identify views and experiences that will help to improve ways of working at nature conservation organisations.

**If you would like to take part in this research then please send your name, job title and email address to Gabrielle Horup at [gabrielle\\_horup@yahoo.co.uk](mailto:gabrielle_horup@yahoo.co.uk)**

*All personal information will be kept fully confidential. Please state whether you would like to take part in just the online questionnaire or if you would be willing to take part in an in-depth interview which will take place over the telephone or face-to-face depending on your location.*