5. Methodology : Purpose Alignment Model (PAM)

Our PAM Framework explicitly draws on Schwartz's Theory of Basic Human Values and Schein's Career Anchors to create a unified map of student motivations and career drivers. From Schwartz's model we borrow the core value domains—like achievement, security, creativity, and community—while Schein's anchors inform our understanding of career priorities such as technical competence, autonomy, and service. By weaving these two proven theories together, PAM delivers a more complete picture of what truly motivates each learner.

Through the PAM methodology, students use targeted self-assessments and guided reflection exercises to rank their personal values and anchors. This process helps them:

- Clarify Priorities: Pinpoint the values and career anchors that matter most.
- Align Choices: Match academic streams and potential career paths to their unique profile.
- Plan Actionably: Build a step-by-step plan—selecting courses, extracurriculars, or internships—that reinforces their top motivators.

By linking theory directly to hands-on activities and decision-making tools, Auro Career empowers students to make confident, value-aligned choices for both their studies and their future careers.

1. PAM Foundation

The PAM Foundation combines established insights on core human motivations and internal career drivers to capture each student's unique motivational profile and guide their evolving academic and professional goals. We draw on two foundational research approaches to build a student-centric model that not only identifies what matters most to learners but helps them act on it meaningfully:

- **Universal Motivational Values:** Ten key values—such as Stimulation, Security, Autonomy, and Ethical Considerations—are explored through interactive assessments that help students discover what drives their learning and decisions. These values are translated into academic suggestions like course preferences, project themes, and extracurricular directions.