

MOTIVATION TOWARDS ACHIEVEMENT AND SUCCESS 53 A high score (Decisive) on this dimension indicates that the society will be driven by competition, achievement and success, with success being defined by the winner/ best in field– a value system that starts in school and continues throughout organisational life. A low score (Consensus-oriented) on the dimension means that the dominant values in society are caring for others and quality of life. A Consensus– oriented society is one where quality of life is the sign of success and standing out from the crowd is not admirable. The fundamental issue here is what motivates people, wanting to be the best (Decisive) or liking what you do (Consensus-oriented). Morocco gets an intermediate score of 53 on Motivation towards Achievement and Success. Consequently, there is no clearly dominant cultural value.