

HOLLAND CODE

PERSONALITY TYPES AND CAREER PATHS

REALISTIC

- Robust, rugged, practical, physically strong
- Uncomfortable in social settings
- Good motor coordination
- Weak verbal and interpersonal skills
- See themselves as mechanically and athletically inclined
- Stable, natural, persistent
- Prefer concrete to abstract problems
- Have conventional political and economic goals
- Rarely perform creatively in the arts or science
- Like to build things with tools
- Like to work outdoors
- Cool to radical new ideas
- Like to work with big, powerful machines
- Buy boats, campers, snowmobiles, motorcycles

INVESTIGATIVE

- Scientific orientation
- Task-oriented, all wrapped up in their work
- Introspective and asocial
- Think through rather than act out a problem
- Strong need to understand the world
- Enjoy ambiguous tasks
- Prefer to work independently
- Have unconventional attitudes
- See themselves as lacking in leadership skills
- Confident of their intellectual abilities
- Analytical, curious, reserved, independent
- Great dislike for repetitive activities
- Buy telescopes, calculators, electronic equipment

SOCIAL

- Sociable, responsible, humanistic, religious
- Like to work in groups
- Have verbal and interpersonal skills
- Avoid both intellectual problem-solving and physical exertion
- Enjoy healing, developing, training, or enlightening others
- Understanding, helpful, idealistic
- Dislike working with machines or in highly structured situations
- Like to discuss philosophic questions
- Concerned with the welfare of others
- Cooperative, friendly, generous
- Attend workshops, other group experiences

ENTERPRISING

- Good verbal skills, persuasive
- Strong leaders
- Avoid work involving long periods of intellectual effort
- Strong drive to attain organizational goals
- Concerned with power, status, and leadership
- Aggressive, popular, sociable, self-confident
- High energy level - Adventurous, ambitious
- Enjoy making things happen
- Value money and material possessions
- Dislike science and systematic thinking
- Buy big cars, nice clothes, country club memberships

CONVENTIONAL

- Prefer well-ordered environments
- Like systematic, verbal and numerical activities; avoid ambiguous situations and problems
- Conscientious, efficient, practical
- Identify with power
- Value material possessions and status
- Orderly, persistent, calm
- Adverse to free, unsystematic, exploratory behavior in new areas
- Do not seek outside leadership
- Stable, controlled, dependable
- Most effective at well-defined tasks
- Save money, buy conservatively

ARTISTIC

- Like art, music, drama, other creative interests
- Prefer free, unstructured situations
- Impulsive, non-conforming, independent
- Adverse to rules
- Deal with problems through self-expression in art
- Value beauty and aesthetic qualities
- Expressive, original, intuitive
- Like to work in free environments
- Like small, intimate groups
- Willing to take risks to try something new
- Dress in freer styles than other people
- Have need for individualistic expression
- Not assertive about own capabilities
- Sensitive and emotional
- Spend money on art objects—books, paintings, DVD's, CD's