

Holland Codes

John L Holland, PhD developed the Holland Code theory as a result of his experiences working as a Psychologist for the Army and at Johns Hopkins University. His theory was based on his observation of personality and career choice. Holland code proposes that if people make career choices based on their personality, interests and values they will be much more satisfied.

The six Holland Codes are as follows:

1. Realistic
 2. Investigative
 3. Artistic
 4. Social
 5. Enterprising
 6. Conventional
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REALISTIC

Realistic types Like to work with animals, tools, or machines.

Generally they prefer to avoid social activities like teaching, healing, and informing others.

They often have skills working with tools and hands on type work.

They tend to value practical things that they can see, touch, and use like plants and animals, tools, equipment, or machines.

They see themselves as practical, mechanical, and realistic.



INVESTIGATIVE

Investigative types like to study and solve math or science problems.

They generally avoid leading, selling, or persuading people.

They are often skilled at understanding and solving science and math problems.

They Value science; and see themselves as precise, scientific, and intellectual.



ARTISTIC

Artistic types like to do creative activities like art, drama, crafts, dance, music, or creative writing.

Generally they avoid highly ordered or repetitive activities.

They often have artistic abilities -- in creative writing, drama, crafts, music, or art.

They value the creative arts -- like drama, music, art, or the works of creative writers

They see themselves as expressive, original, and independent.



SOCIAL

Social types like to do things to help people.

They like; teaching, nursing, or giving first aid, providing information.

Generally they avoid using machines, tools, or animals to achieve a goal.

They are skilled at teaching, counseling, nursing, or giving information

They value helping people and solving social problems.

They see themselves as helpful, friendly, and trustworthy.

ENTERPRISING

Enterprising types like to lead and persuade people, and to sell things and ideas.

Generally they avoid activities that require careful observation and scientific, analytical thinking.

They are skilled at leading people and selling things or ideas.

They value success in politics, leadership, or business.

They see themselves as energetic, ambitious, and sociable.



CONVENTIONAL

Conventional types like to work with numbers, records, or machines in a set, orderly way.

Generally they avoid ambiguous, unstructured activities.


They are skilled at working with written records and numbers in a systematic, orderly way.

They value success in business; and See themselves as orderly.


They are good at following a set plan.




What are some career possibilities for people with Realistic interests?

- Drafter or any type of Carpentry
 - Dental Tech or Hygienist
 - Tradesman: Plumber, Electrician, Pipe fitter, Welder, etc...
 - Lab technician or Biotechnology
 - Machinist
 - Baker or Chef
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What Types of Careers would an Investigative Interest enjoy?

- Auditor or Accountant
 - Systems Analyst or Computer Analyst
 - Engineering of any type
 - Doctor of any type
 - Technical writer or researcher
 - Biologist or Chemist
 - Psychologist, Anthropologist or Archeology
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What types of Careers would someone with artistic interests enjoy?

- Art Director/ Advertising
 - Film/Video Production
 - Design: Web, Graphic, Interior or Fashion
 - Audio/Visual/Sound Technician
 - Teacher: Music, Drama, English
 - Social Psychologist
 - Illustrator or Editor
 - Landscape Architect
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What types of careers would a social person enjoy?

- Counseling of any kind
 - Teacher of any kind
 - Social Work
 - Nurse
 - Athletic trainer or coach
 - Administrator- School or Hospital
 - Librarian
 - Speech Language Pathologist
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What types of careers would someone with an enterprising interest enjoy?

- Public Relations
 - Sales Representative
 - Business Owner or Executive Director
 - Financial Analyst
 - Retail or Wholesale Management
 - Buyer or Purchasing Agent
 - Stock Broker
 - Urban Planner or Developer
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What type of jobs would someone with conventional interests enjoy?

- Secretary- Medical, Business Executive, Legal
 - Database processor/manager
 - Court reporter, Para-legal
 - Insurance auditor/adjuster
 - Accounting Clerk/ bookkeeper
 - Building inspector
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Is there a test I can take to assess my interests?

- YES! Come to the Career Services Center in Room BE1102E
- We have a variety of Holland Based Assessments that you could take to help you make the right Career choice
- Schedule a one on one appointment for career testing and advising today at (206) 344 - 4383

