

KNOWING YOUR "HOLLAND CODE"

One way of exploring careers is by looking at occupations according to occupational interest. John Holland conducted research that divided jobs and job seekers into six broad categories:

REALISTIC, INVESTIGATIVE, ARTISTIC, SOCIAL, ENTERPRISING, CONVENTIONAL

Your Holland Code is a generalization, not likely to be an exact fit. However, it might help you discover where you can find occupational satisfaction. There are a number of instruments designed to help you identify your Holland Codes. This condensed survey is not intended to be as accurate or comprehensive as a full instrument. But completing this survey might help you identify the cluster(s) of occupations in which you would have the most interest and get the most satisfaction, and it will give you a place to start your career exploration.

Step One: Circle the number of any item—subject, activity, or type of person—that is appealing to you. Leave the rest blank.

1. Farming	18. Setting type for a printing job	34. Attending sports events
2. Advanced math	19. Using a chemistry set	35. Being elected class president
3. Being in a play	20. Reading art and music magazines	36. Using business machines
4. Studying people in other lands	21. Helping people solve personal problems	37. Building things
5. Talking to people at a party	22. Selling life insurance	38. Doing puzzles
6. Word processing	23. Type reports	39. Fashion design
7. Auto mechanics	24. Driving a truck	40. Belonging to a club
8. Astronomy	25. Working in a lab	41. Giving speeches
9. Draw or paint	26. Musicians	42. Keeping detailed records
10. Go to church	27. Making new friends	43. Wildlife biology
11. Work on a sales campaign	28. Leaders	44. Being in a science fair
12. Use a cash register	29. Following a budget	45. Going to concerts
13. Carpentry	30. Fixing electrical appliances	46. Working with old people
14. Physics	31. Build rocket model	47. Sales people
15. Foreign language	32. Buying clothes for a store	48. File letters and reports
16. Teaching children	33. Creative writing	
17. Working from nine to five		

Step Two: On the chart below, again circle the numbers of the items which appealed to you. After you have finished, count the numbers circled on each line, counting across. In which categories did you score high? Write the two highest categories on the lines below. These are the clusters in which you have the most interest, and their corresponding labels are your Holland Code. (For example, if you scored highest in Social, and second highest in Artistic, your Holland Code would be "SA". You would want to concentrate your career exploration efforts in those two categories.)

_____ R = REALISTIC	1	7	13	19	25	31	37	43
_____ I = INVESTIGATIVE	2	8	14	20	26	32	38	44
_____ A = ARTISTIC	3	9	15	21	27	33	39	45
_____ S = SOCIAL	4	10	16	22	28	34	40	46
_____ E = ENTERPRISING	5	11	17	23	29	35	41	47
_____ C = CONVENTIONAL	6	12	18	24	30	36	42	48

I scored highest in _____, second highest in _____, third highest in _____

My Holland Code is _____.

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

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, CD's.

SOCIAL

- Sociable, responsible, humanistic, religious
- Like to work in groups
- Have verbal and interpersonal skills
- Avoid both intellectual problem-solving and physical exertion
- Enjoy curing, training, developing 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, self-confident, sociable
- High energy level
- Adventuresome, 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, well-controlled, dependable
- Most effective at well-defined tasks
- Save money or buy conservatively.