

Artistic (A) THE “CREATORS”

- Interest in activities that include **working with physical, verbal, or human materials to create art, products, or communication.**
- Confident in **language, art, music, drama, and writing skills.**
- Solves problems by **using intuition, expressiveness, and originality.**

Personality Traits

- Expressive, open, and intuitive.
- Value self-expression and being imaginative and courageous.

Artistic Occupations may require capability to synthesize ideas and materials into new thoughts and forms.

Typical Occupations involve visual, audio, and performing aspects.

Examples: Exhibit designer, art director, video game designer, creative writer, cosmetologist, musician, and actor.

HOLLAND TYPES — JOHN HOLLAND’S THEORY OF VOCATIONAL CHOICE

Conventional (C) THE “ORGANIZERS”

- Interest in activities that include **ordering data, keeping records, and applying established guidelines.**
- Confident in **computational, clerical, and business system skills.**
- Solves problems by **following established rules, practices, and procedures and by looking to authorities for advice and counsel.**

Personality Traits

- Orderly, conforming, and having numerical abilities.
- Value being obedient, polite, and financially responsible.

Conventional Occupations may require working within the structure of an institution or organization.

Typical Occupations involve systematic processes and careful planning.

Examples: Treasurer, librarian, accountant, pharmacy technician, administrative assistant, hotel desk clerk, and cashier.

HOLLAND TYPES — JOHN HOLLAND’S THEORY OF VOCATIONAL CHOICE

Enterprising (E) THE “PERSUADERS”

- Interested in achieving **economic gain as well as personal or organizational goals**.
- Confident in **persuasive, leadership, sales, and entrepreneurial skills**.
- Solves problems by **using social influence, control, and traditional beliefs**.

Personality Traits

- See themselves as aggressive, popular, self-confident, sociable.
- Possessing speaking abilities.
- Value being ambitious, influential, and well-dressed.

Enterprising Occupations included in this group may require supervising others and exercising power.

Typical Occupations involve oversight and management.

Examples: Chief executive, lawyer, security manager, air traffic controller, chef, salesperson, travel agent, and barista.

HOLLAND TYPES — JOHN HOLLAND’S THEORY OF VOCATIONAL CHOICE

Investigative (I) THE “THINKERS”

- Interested in activities that include **creative investigation of physical, biological, or cultural happenings**.
- Confidence in **scientific and mathematical skills**.
- Solves problems by **thinking, gathering information, and performing detailed analysis**.

Personality Traits

- See themselves as analytical, curious, scholarly.
- Enjoy reading or thinking about solutions to problems.
- Value being intellectual, logical, and ambitious.

Investigative Occupations may require the capability for abstract reasoning. Typically, they involve observation and research.

HOLLAND TYPES — JOHN HOLLAND’S THEORY OF VOCATIONAL CHOICE

Realistic (R) THE “DOERS”

- Interested in activities that include **working with objects, tools, machines, and animals.**
- Confidence in **mechanical, technical, or athletic skills.**
- Solves problems using **concrete, practical, and structured solutions.**

Personality Traits

- Enjoys working with hands, tangible technology, and electronic equipment.
- Value being practical-minded.
- Taking good care of property and equipment.
- Knowing how to use a tool well.

Realistic Occupations may require manual, mechanical, agricultural, and/or electrical skills.

HOLLAND TYPES — JOHN HOLLAND’S THEORY OF VOCATIONAL CHOICE

Social (S) THE “HELPERS”

- Interested in **informing, developing, healing, and teaching other people.**
- Confident in **developing and growing human relationships.**
- Solves problems through **empathy, helping others to succeed, and seeking mutuality.**

Personality Traits

- See themselves as liking to help others and having understanding of others.
- Value serving others and being forgiving.
- May also value religion or spirituality.

Social Occupations included in this group may require capability to work with people using communication and caring skills.

Typical Occupations involve helping and teaching.

Examples: Nurse, athletic trainer, teacher, dental hygienist, childcare worker, and waiter.

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