

Holland's Codes

1. Realistic (R):

These are people who like well-ordered activities, or enjoy working with objects, tools, and machines.

Realistic people:

- See themselves as mechanically or athletically talented, but may not be good with people.
- Value concrete and tangible things like - money, power, and status.
- Avoid "social" activities, those that need interaction with other people.

Common traits:

- Hard-headed, inflexible, persistent, materialistic, practical, and genuine.

2. Investigative (I):

Investigative people like activities that involve creative investigation of the world or nature.

Investigative people:

- See themselves as highly intelligent, but often lack leadership skills.
- Value scientific endeavors.
- Avoid activities that seem mundane, commercial or "enterprising".

Common traits:

- Analytical, curious, pessimistic, intellectual, precise, and reserved.

3. Artistic (A):

Artistic people like unstructured activities, and enjoy using materials to create art.

Artistic people:

- See themselves as talented artists.
- Value aesthetics.
- Avoid "conventional" occupations or situations.

Common traits:

- Idealistic, complicated, introspective, sensitive, impractical and nonconformist.

4. Social (S):

Social people enjoy informing, training, developing, curing and enlightening others.

Social people:

- Perceive themselves as helpful, understanding and able to teach others.
- Value social activities.
- Avoid activities demanded by "realistic" occupations and situations.

Common traits:

- Generous, patient, emphatic, tactful, persuasive, and cooperative.

5. Enterprising (E):

These people enjoy reaching organizational goals or achieving economic gain.

Enterprising people:

- See themselves as aggressive, popular, great leaders and speakers, but may lack scientific ability.
- Value political and economic achievement.
- Avoid activities demanded by "investigative" occupations and situations.

Common traits:

- Extroverted, adventurous, optimistic, ambitious, sociable, and exhibitionistic.

6. Conventional (C):

Conventional people enjoy manipulating data, record keeping, filing, reproducing materials, and organizing written or numerical data.

Conventional people

- See themselves as having clerical and numerical ability.
- Value business and economic achievement.
- Avoid unstructured or "artistic" activities.

Common traits:

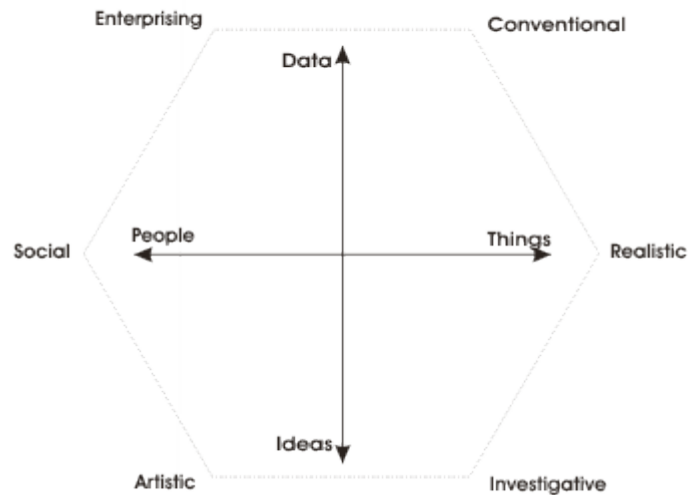
- Efficient, practical, conscientious, inflexible, defensive, and methodical.

The Model

Holland then arranged these six personality types into a hexagon (see figure 1, below) organized according to people's preference for working with different stimuli at work:

people, data, things, and ideas. Holland's theory is that people with different personality types prefer working with different work stimuli, and that the distance between work personalities indicates the degree of difference in interests between them. For example Artistic people are least like Conventional people and most like Social and Investigative people.

Figure 1: Holland's Codes



Holland's conclusion was that for any personality type, the career most aligned with that type is most likely to be enjoyable and satisfying. For example, a Realistic person would be best suited for a Technical job and least suited for Social job. Jobs with Conventional or Operational characteristics would be the next best choices.

The way that this works in practice is that people use a personality test to identify their three top personality types. This gives their Holland's code (for example, ESA). This is then matched against the Holland's codes of people typically found within particular careers.

Key Points

Holland's Career Codes provides a useful framework for exploring your personal interests and the careers most likely to suit you.

Every occupation requires a particular set of characteristics. By identifying your particular interests you can quickly uncover the parts of your job that give your satisfaction. Likewise, you can identify areas of dissatisfaction and help you plan how to address these. This helps you develop your career in the right direction – one that will be a source of long-term fulfillment.

http://www.mindtools.com/pages/article/newCDV_98.htm