

Holland's Theory of Career Choice

REALISTIC

- Likes to work with animals, tools, or machines; generally avoids social activities like teaching, healing, and informing others
- Has good skills in working with tools, mechanical or electrical drawings, machines, or plants and animals
- Values practical things you can see, touch, and use like plants and animals, tools, equipments, or machines
- Sees self as practical, mechanical, and realistic
- Examples of occupations that have a Realistic environment are: **Farmer, Forester, Fire Fighter, Police Officer, Pilot, Flight Engineer, Carpenter, Electrician, Diesel Mechanic, Locomotive Engineer, Truck Driver, Locksmith**

INVESTIGATIVE

- Likes to study and solve math or science problems; generally avoids leading, selling, or persuading people
- Is good at understanding and solving science and math problems
- Values science
- Sees self as precise, scientific, and intellectual
- Examples of occupations that have an Investigative environment are: **Chemist, Mathematician, Meteorologist, Biologist, Dentist, Physician, Veterinarian, Pharmacist, Medical Technician, Architect, Surveyor, Electrical Technician**

ARTISTIC

- Likes to do creativities like art, drama, crafts, dance, music, or creative writing; generally avoids highly ordered or repetitive activities
- Has good artistic abilities — in creative writing, drama, crafts, music, or art
- Values the creative arts — like drama, music, art, or the works of creative writers
- Sees self as expressive, original, and independent
- Examples of occupations that have an Artistic environment are: **Dancer, Book Editor, Art Teacher, Clothes Designer, Graphic Designer, Comedian, Actor, Disk Jockey, Composer, Musician**

SOCIAL

- Likes to do things to help people — like teaching, nursing, or giving first aid, providing information; generally avoids using machines, tools, or animals to achieve a goal
- Is good at teaching, counseling, nursing, or giving information
- Values helping people and solving social problems
- Sees self as helpful, friendly, and trustworthy
- Examples of occupations that have a Social environment are: **Counselor, Parole Officer, Social Worker, Dental Hygienist, Nurse, Physical Therapist, Teacher, Librarian, Athletic Trainer**

ENTERPRISING

- Likes to lead and persuade people, and to sell things and ideas; generally avoids activities that require careful observation and scientific, analytical thinking
- Is good at leading people and selling things or ideas
- Values success in politics, leadership, or business
- Sees self as energetic, ambitious, and sociable
- Examples of occupations that have an Enterprising environment are: **Auctioneer, Sales Person, Travel Agent, Recreation Leader, Judge, Lawyer, City Manager, Sales Manager, Bank President, TV Newscaster, Customs Inspector, Camp Director, Hotel Manager, Real Estate Agent, School Principal**

CONVENTIONAL

- Likes to work with numbers, records, or machines in a set, orderly way; generally avoids ambiguous, unstructured activities
- Is good at working with written records and numbers in a systematic orderly way
- Values success in business
- Sees self as orderly, and good at following a set plan
- Examples of occupations that have a Conventional environment are: **Court Clerk, Secretary, Bookkeeper, Bank Teller, Post Office Clerk, Mail Carrier, Typist, Title Examiner, Timekeeper**



Summary of Holland's Theory

- In our culture, most people are one of six personality types:
Realistic, Investigative, Artistic, Social, Enterprising, and Conventional
These six types have matching work environments:
Realistic, Investigative, Artistic, Social, Enterprising, and Conventional
- People who choose to work in an environment similar to their personality type are more likely to be successful and satisfied: For example, Artistic persons are more likely to be successful and satisfied if they choose a job that has an Artistic environment, like choosing to be a dance teacher in a dancing school — an environment “dominated” by Artistic type people where creative abilities and expression are highly valued.
- People of the same personality tend to “flock together.” For example, Artistic people are attracted to making friends and working with Artistic people.
- People of the same personality type working together in a job create a work environment that fits their type. For example, when Artistic persons are together on a job, they create a work environment that rewards creative thinking and behavior — an Artistic environment.

Research Sites for the Holland Theory

The Career Interest Game

<http://www.career.missouri.edu/students/explore/thecareerinterestsgame.php>

Click on any of the Holland letters to view jobs that match your interest type.

The New York Career Zone

<http://www.nycareerzone.org/index.jsp>

Insert your Holland code to view jobs that match your interest type.

CCBC Holland Show Power Point

<http://faculty.ccbcmd.edu/~hzlotow1>

This is an in-depth study of the Holland theory including links to related CCBC programs.

For further information go to the Online Career Services website

www.ccbcmd.edu/employment/online



CCBC
The Community College
of Baltimore County