Name_____   Date_____

Holland Codes and Work Personalities

Introduction: The **Holland Codes** is a system to classify jobs into *job categories*, *interest clusters*, or *work personality* environments. John Holland made it his life's work to look at people and work environments and come up with a classification system that described: 1) individual differences and similarities, and 2) a classification of work environments to describe and explain differences and similarities among positions and occupations. In the Holland Model, these categories represent work personalities. The work personalities are:
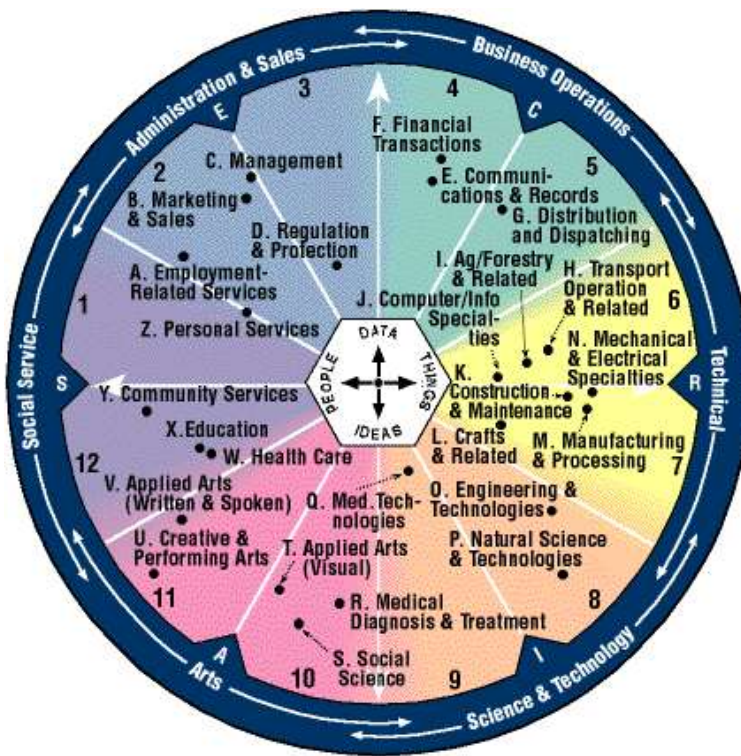
- **Realistic** people are usually assertive and competitive, and are interested in activities requiring motor coordination, skill and strength. People with a realistic orientation usually prefer to work a problem through by doing something, rather than talking about it or sitting and thinking about it. They like concrete approaches to problem solving rather than abstract theory. They tend to be interested in scientific or mechanical rather than cultural and aesthetic areas. They like to work with THINGS.

- **Investigative** people like to think and observe rather than act, to organize and understand information rather than to persuade. They tend to prefer individual rather than people oriented activities. They like to work with DATA.

- **Artistic** people are usually creative, open, inventive, original, perceptive, sensitive, independent and emotional. They do not like structure and rules, tasks involving people or physical skills, and are more likely to express their emotions than others. They like to think, organize and understand artistic and cultural areas. They like to work with IDEAS and THINGS.

- **Social** people seem to satisfy their needs in teaching or helping situations. They are different than Realistic and Investigative types because they are drawn more to seek close relationships with other people and are less apt to want to be really intellectual or physical. They like to work with PEOPLE.

- **<u>Enterprising</u>** people are good talkers and use this skill to lead or persuade others. They also value reputation, power, money and status, and will usually go after it. They like to work with PEOPLE and DATA.

- **<u>Conventional</u>** people like rules and regulations and emphasize self-control. They like structure and order, and dislike unstructured or unclear work and interpersonal situations. They place value on reputation, power, or status. They like to work with DATA.

Directions: Look back at your results from the inventories you have taken.

1. What two work personality types are most like your personality?

2. Which ones are least like you?

3. Do these personality types match careers types that you are interest in? Which careers?