

CAREER CLUSTERS

BY HOLLAND CODE



Administration & Sales

E = Enterprising

The Persuaders



People in this cluster:

- Work mainly with DATA, also with PEOPLE
- Persuade, influence, or motivate others
- Direct or supervise others
- Manage business or departments in an organization
- Investigate details or features and share with others

Occupations may include:

Manager (human resource, general, office, specialty-hotel, retail, food service, etc.) recruiter, interviewer, agent (insurance, travel, real estate), buyer, sales rep, retail salesperson, telemarketer, executive, executive secretary, inspector, police officer, detective, park ranger, security guard or manager.



Business Operations

C = Conventional

The Organizers



People in this cluster:

- Work mainly with DATA and THINGS
- Are organized and accurate
- Might work with money, words, and/or numbers
- Design or follow set procedures for performing business activities
- Work with computers and business machines

Occupations may include:

Receptionist, secretary (medical & legal), court reporter, clerk (billing, hotel, etc.), accountant, auditor, cashier, budget analyst, tax preparer, ticket agent, shipping/receiving clerk, warehouse supervisor, mail carrier, dispatcher, air traffic controller.



Technical

R = Realistic

The Doers



People in this cluster:

- Work mainly with THINGS
- Use machines, tools, and equipment daily
- Enjoy working with their hands
- Design, build, operate or repair equipment
- Raise crops and/or animals

Occupations may include:

Truck/bus/cab driver, aircraft pilot, chauffeur, farmer, nursery manager, animal caretaker, computer programmer, systems analyst, computer repairer, carpenter, electrician, firefighter, custodian, tailor, jeweler, welder, dry cleaner, mechanic (auto, AC, electronics)



Science & Technology

I = Investigative

The Thinkers



People in this cluster:

- Work mainly with IDEAS, and also THINGS
- Research, diagnose, read and discuss
- Use science to understand how things work or to solve problems such as
 - Understanding nature
 - Designing better machines
 - Finding a cure for a disease
- Attempt to solve problems related to machines, health, nature, government, protection, etc.

Occupations may include:

Engineer (aerospace, agriculture, civil, computer, nuclear, etc.) technicians (electronic, mechanical, laser, etc.), drafter, architect, technical illustrator, physicist, biologist, crime lab analyst, pharmacist, optician, technologist (surgical, medical lab, etc.), physician, psychiatrist, physical therapist, sociologist, political scientist, economist, urban planner.



Arts

A = Artistic

The Creators



People in this cluster:

- Work mainly with IDEAS, but also PEOPLE
- Write, take pictures, design, sing or perform
- Use words, music, colors, objects, or images to:
 - Give Information
 - Explain ideas carefully
 - Make people feel emotions
 - Entertain people

Occupations may include:

Artist, graphic artist, photographer, illustrator, floral/fashion/interior designer, writer, musician, movie/TV director, professional athlete, public relations, librarian, interpreter.



Social Service

S = Social

The Helpers



People in this cluster:

- Work mainly with PEOPLE
- Help, serve or teach
- Care for others. For example, workers may be:
 - Checking their health
 - Bringing things to people
 - Answering their questions
 - Explaining new skills or ideas
 - Guiding others

Occupations may include:

Education or health facility administrator, nurse, occupational therapy assistant, dental hygienist, athletic coach, teacher, corporate trainer, social worker, lawyer, paralegal, home economist, clergy, waiter, cosmetologist, flight attendant, household worker, home health aide, travel guide.