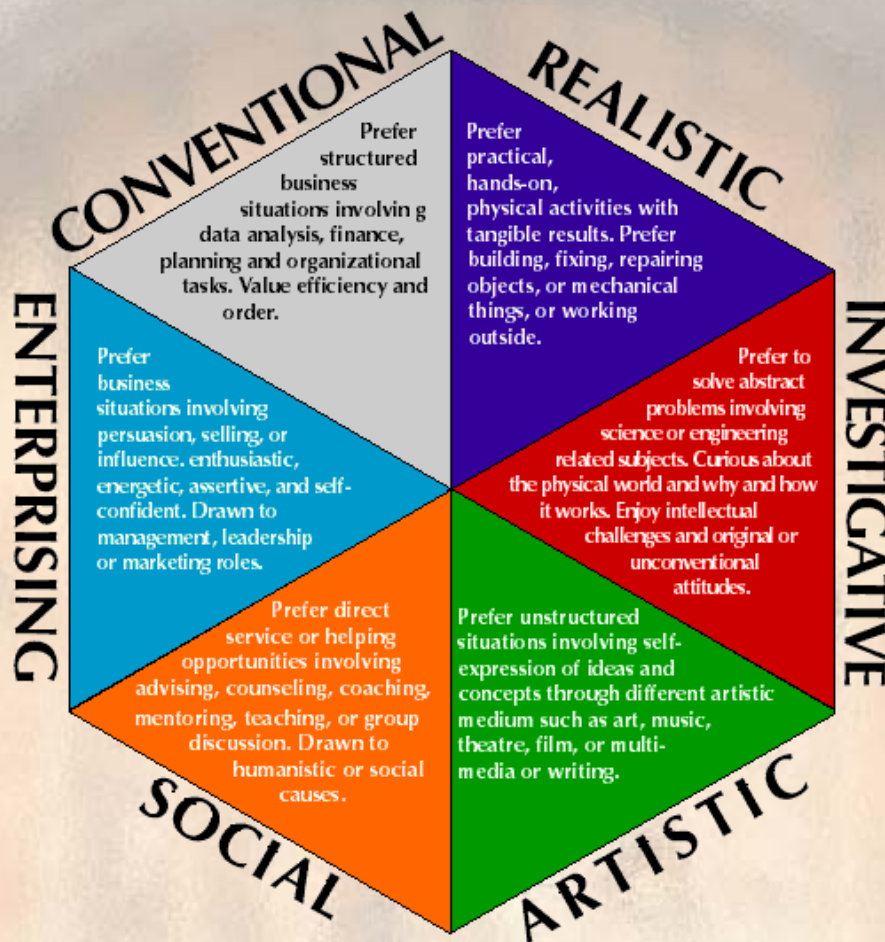


CVCHS Guide to Holland Codes



This introduction to career exploration is based on Dr. John Holland's theory that people and work environments can be loosely classified into six different groups. Each of the letters above corresponds to one of the six groups described in the following pages.

Different people's personalities may find different environments more to their liking. While you may have some interests in and similarities to several of the six groups, you may be attracted primarily to two or three of the areas. These two or three letters are your "Holland Code." For example, with a code of "RES" you would most resemble the Realistic type, somewhat less resemble the Enterprising type, and resemble the Social type even less. The types that are not in your code are the types you resemble least of all.

Most people, and most jobs, are best represented by some combination of two or three of the Holland interest areas. In addition, most people are most satisfied if there is some degree of fit between their personality and their work environment.

The rest of the pages in this booklet further explain each type and provide some examples of career possibilities.

Realistic (doers)

People who have athletic ability, prefer to work with objects, machines, tools, plants or animals, or to be outdoors.

Are you?

- practical
- straightforward/frank
- mechanically inclined
- stable
- concrete
- reserved
- self-controlled
- independent
- ambitious
- systematic

Can you?

- fix electrical things
- solve electrical problems
- pitch a tent
- play a sport
- read a blueprint
- plant a garden
- operate tools and machines

Do you Like to?

- tinker with machines/vehicles
- work outdoors
- be physically active
- use your hands
- build things
- tend/train animals
- work on electronic equipment

Career Possibilities (Holland Code):

Air Traffic Controller (SER)
Archaeologist (IRE)
Athletic Trainer (SRE)
Cartographer (IRE)
Commercial Airline Pilot (RIE)
Commercial Drafter (IRE)
Corrections Officer (SER)
Dental Technician (REI)
Farm Manager (ESR)

Fish and Game Warden (RES)
Floral Designer (RAE)
Forester (RIS)
Geodetic Surveyor (IRE)
Industrial Arts Teacher (IER)
Laboratory Technician (RIE)
Landscape Architect (AIR)
Mechanical Engineer (RIS)
Optician (REI)
Petroleum Geologist (RIE)

Police Officer (SER)
Practical Nurse (SER)
Property Manager (ESR)
Recreation Manager (SER)
Service Manager (ERS)
Software Technician (RCI)
Ultrasound Technologist (RSI)
Vocational Rehabilitation Consultant (ESR)



Investigative (thinkers)

People who like to observe, learn, investigate, analyze, evaluate, or solve problems.

Are you?

- inquisitive
- analytical
- scientific
- observant/precise
- scholarly
- cautious
- intellectually self-confident
- Independent
- logical
- complex
- curious

Can you?

- think abstractly
- solve math problems
- understand scientific theories
- do complex calculations
- use a microscope or computer
- interpret formulas

Do you Like to?

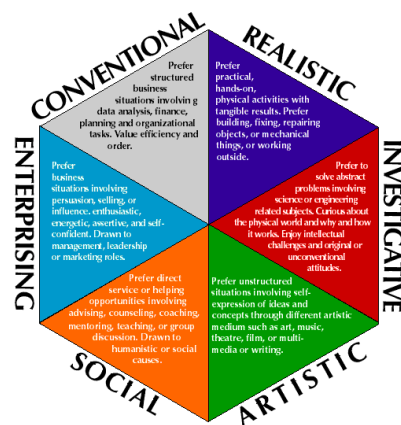
- explore a variety of ideas
- work independently
- perform lab experiments
- deal with abstractions
- do research
- be challenged

Career Possibilities (Holland Code):

Actuary (ISE)
Agronomist (IRS)
Anesthesiologist (IRS)
Anthropologist (IRE)
Archaeologist (IRE)
Biochemist (IRS)
Biologist (ISR)
Chemical Engineer (IRE)
Chemist (IRE)

Computer Systems Analyst (IER)
Dentist (ISR)
Ecologist (IRE)
Economist (IAS)
Electrical Engineer (IRE)
Geologist (IRE)
Horticulturist (IRS)
Mathematician (IER)
Medical Technologist (ISA)
Meteorologist (IRS)

Nurse Practitioner (ISA)
Pharmacist (IES)
Physician, General Practice (ISE)
Psychologist (IES)
Research Analyst (IRC)
Statistician (IRE)
Surgeon (IRA)
Technical Writer (IRS)
Veterinarian (IRS)



Artistic (creators)

People who have artistic, innovating, or intuitional abilities and like to work in unstructured situations using their imagination and creativity.

Are you?

- creative
- imaginative
- innovative
- unconventional
- emotional
- independent
- Expressive
- original
- introspective
- impulsive
- sensitive
- courageous
- complicated
- idealistic
- nonconforming

Can you?

- sketch, draw, paint
- play a musical instrument
- write stories, poetry, music
- sing, act, dance
- design fashions or interiors

Do you Like to?

- attend concerts, theatre, art exhibits
- read fiction, plays, and poetry
- work on crafts
- take photography
- express yourself creatively
- deal with ambiguous ideas

Career Possibilities (Holland Code):

Actor (AES)

Advertising Art Director (AES)

Advertising Manager (ASE)

Architect (AIR)

Art Teacher (ASE)

Artist (ASI)

Copy Writer (ASI)

Dance Instructor (AER)

Drama Coach (ASE)

English Teacher (ASE)

Entertainer/Performer (AES)

Fashion Illustrator (ASR)

Interior Designer (AES)

Intelligence Research Specialist (AEI)

Journalist/Reporter (ASE)

Landscape Architect (AIR)

Librarian (SAI)

Medical Illustrator (AIE)

Museum Curator (AES)

Music Teacher (ASI)

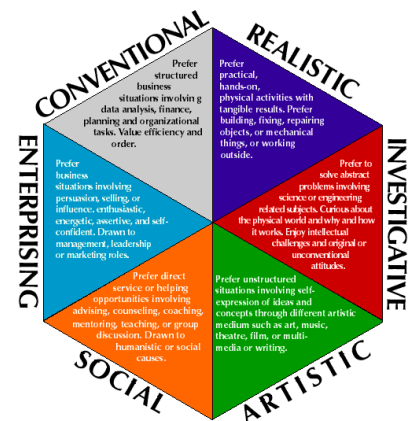
Photographer (AES)

Writer (ASI)

Graphic Designer (AES)



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S C H O O L S



Social (helpers)

People who like to work with people to enlighten, inform, help, train, or cure them, or are skilled with words.

Are you?

- friendly
- helpful
- idealistic
- insightful
- outgoing
- understanding
- cooperative
- generous
- responsible
- forgiving
- patient
- kind

Can you?

- teach/train others
- express yourself clearly
- lead a group discussion
- mediate disputes
- plan and supervise an activity
- cooperate well with others

Do you Like to?

- work in groups
- help people with problems
- do volunteer work
- work with young people
- serve others

Career Possibilities (Holland Code):

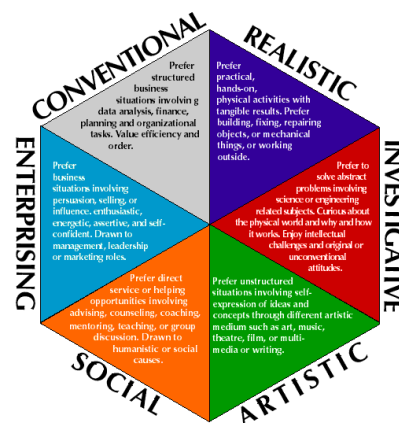
City Manager (SEC)
Clinical Dietitian (SIE)
College/University Faculty (SEI)
Community Org. Director (SEA)
Consumer Affairs Director (SER)
Counselor/Therapist (SAE)
Historian (SEI)
Hospital Administrator (SER)
Psychologist (SEI)

Insurance Claims Examiner (SIE)
Librarian (SAI)
Medical Assistant (SCR)
Minister/Priest/Rabbi (SAI)
Paralegal (SCE)
Park Naturalist (SEI)
Physical Therapist (SIE)
Police Officer (SER)
Probation and Parole Officer (SEC)

Real Estate Appraiser (SCE)
Recreation Director (SER)
Registered Nurse (SIA)
Teacher (SAE)
Social Worker (SEA)
Speech Pathologist (SAI)
Vocational-Rehab. Counselor (SEC)
Volunteer Services Director (SEC)



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Enterprising (persuaders)

People who like to work with people, influencing, persuading, leading or managing for organizational goals or economic gain.

Are you?

- self-confident
- assertive
- persuasive
- energetic
- adventurous
- popular
- ambitious
- agreeable
- talkative
- extroverted
- spontaneous
- optimistic

Can you?

- initiate projects
- convince people to do things your way
- sell things
- give talks or speeches
- organize activities
- lead a group
- persuade others

Do you Like to?

- make decisions
- be elected to office
- start your own business
- campaign politically
- meet important people
- have power or status

Career Possibilities (Holland Code):

Advertising Executive (ESA)
 Advertising Sales Rep (ESR)
 Banker/Financial Planner (ESR)
 Branch Manager (ESA)
 Business Manager (ESC)
 Buyer (ESA)
 Chamber of Commerce Exec (ESA)
 Credit Analyst (EAS)
 Customer Service Manager (ESA)

Education & Training Manager (EIS)
 Emergency Medical Technician (ESI)
 Entrepreneur (ESA)
 Foreign Service Officer (ESA)
 Funeral Director (ESR)
 Insurance Manager (ESC)
 Interpreter (ESA)
 Lawyer/Attorney (ESA)
 Lobbyist (ESA)

Office Manager (ESR)
 Personnel Recruiter (ESR)
 Politician (ESA)
 Public Relations Rep (EAS)
 Retail Store Manager (ESR)
 Sales Manager (ESA)
 Sales Representative (ERS)
 Social Service Director (ESA)
 Stockbroker (ESI)
 Tax Accountant (ECS)



Conventional (organizers)

People who like to work with data, have clerical or numerical ability, carry out tasks in detail, or follow through on others' instructions.

Are you?

- well-organized
- accurate
- numerically inclined
- methodical
- conscientious
- efficient
- conforming
- practical
- thrifty
- systematic
- structured
- polite
- ambitious
- obedient
- persistent

Can you?

- work well within a system
- do a lot of paper work in a short time
- keep accurate records
- use a computer terminal
- write effective business letters

Do you Like to?

- follow clearly defined procedures
- use data processing equipment
- work with numbers
- type or take shorthand
- be responsible for details
- collect or organize things

Career Possibilities (Holland Code):

Abstractor (CSI)
 Accountant (CSE)
 Administrative Assistant (ESC)
 Budget Analyst (CER)
 Business Manager (ESC)
 Business Programmer (CRI)
 Business Teacher (CSE)
 Catalog Librarian (CSE)
 Claims Adjuster (SEC)
 Computer Operator (CSR)
 Congressional-District Aide (CES)

Cost Accountant (CES)
 Court Reporter (CSE)
 Credit Manager (ESC)
 Customs Inspector (CEI)
 Editorial Assistant (CSI)
 Elementary School Teacher (SEC)
 Financial Analyst (CSI)
 Insurance Manager (ESC)
 Insurance Underwriter (CSE)
 Internal Auditor (ICR)
 Kindergarten Teacher (ESC)

Medical Records Technician (CSE)
 Museum Registrar (CSE)
 Paralegal (SCE)
 Safety Inspector (RCS)
 Tax Accountant (ECS)
 Tax Consultant (CES)
 Travel Agent (ECS)



Personality tests based on Holland Codes

Holland Codes are one of the most popular models used for career tests today. Holland argued that *the choice of a vocation is an expression of personality*. There are six personality types in Holland's model and most people will fit into a few of the categories:

Realistic type Holland code

Realistic occupations frequently involve work activities that include practical, hands-on problems, and solutions. They often deal with plants, animals, and real-world materials like wood, tools, and machinery. Many of the occupations require working outside, and do not involve a lot of paperwork or working closely with others.

Investigative type Holland code

Investigative occupations frequently involve working with ideas, and require an extensive amount of thinking. These occupations can involve searching for facts and figuring out problems mentally.

Artistic type Holland code

Artistic occupations frequently involve working with forms, designs, and patterns. They often require self-expression and the work can be done without following a clear set of rules.

Social type Holland code

Social occupations frequently involve working with, communicating with, and teaching people. These occupations often involve helping or providing service to others.

Enterprising type Holland code

Enterprising occupations frequently involve starting up and carrying out projects. These occupations can involve leading people and making many decisions. Sometimes they require risk taking, and they often deal with business.

Conventional type Holland code

Conventional occupations frequently involve following set procedures and routines. These occupations can include working with data and details more than with ideas. There is usually a clear line of authority to follow.

Creating your Holland Code

An easy way to remember the Holland Codes is RIASEC, the first letter of each type. Dr. Holland did not say that a person is just one of these types. Then there would be only six types of people in the world. Instead, any one person can have interests associated with all of the six types. When you rank the types, starting with those you have the most interest in to those you have the least interest in, you get your specific Holland Code.

There are some 720 different combinations possible, like ISERAC, AIRSEC, or CSERIA. Generally, however, only two or three letters are necessary to create a useful description, such as SC, IRC, or AIC. Such a description may apply to both a person and a work environment. By typifying both people and work environments with Holland Codes, we can calculate matches between them. This helps you assess a potential career or vocational choice.



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