



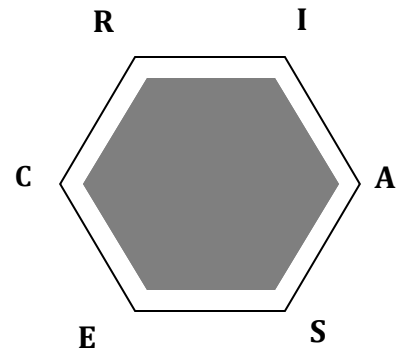
**Holland's Theory & Assumption:** People of certain personalities drift to certain types of careers. Career satisfaction is greater when the personality type and chosen career are matched appropriately. The *Self-Directed Search*®, the instrument developed by Holland, combines a questionnaire asking the client about interests and their abilities (skills) in order to arrive at a personality profile. Potential careers are then listed by the possible combination of personality codes

**Personality Types Identified by Holland: [RIASEC]**

- ◇ Realistic
- ◇ Investigative
- ◇ Artistic
- ◇ Social
- ◇ Enterprising
- ◇ Conventional

**RIASEC Chart**

Notice how Holland arranges the personalities on the chart. They are arranged in a deliberate manner as some personality traits do have some overlap, while some are complete opposites.



**Career**

**Business Oriented:** Conventional and Enterprising

**Ideas:** Investigative and Artistic

**People Orientated:** Social and Enterprising

**Personality**

**Introverted:** Realistic, Conventional, Investigative, and some Artistic personalities.

**Extraverts:** Enterprising, Social, and some Artistic personalities.

(Keep in mind there are exceptions as these are generalizations.)

**In example, notice** Holland's placement of Conventional across from Artistic. Conventional personalities like structure and will avoid careers in which the expectations are unclear. They also tend to be more practical and down to earth. Artistic types are more spontaneous and open to ambiguity. They are quite opposite of conventional types ~ impractical, creative, and idealistic.

## So how do we sort this out?

### Ask the client or student...

- ◆ Can you account for this close score by anything going on in your real world? (Work, life, school, home, family influences, etc.) The Real World is the external world that bombards us with influences and input to our senses.
- ◆ What are the things you really find interesting that may account for this?
- ◆ Any hobbies or experiences?



### Realistic

#### *Personality*

These are typically conforming, frank, genuine, honest, humble, materialistic, hardheaded, modest, persistent, practical, shy, and thrifty.

#### *Interests and Likes*

Realistic types usually have mechanical abilities, preferring to work with things rather than people. They may enjoy working outdoors, with tools, often prefer to be able to physically move around. Other interests are hands on work such as tinkering with computers and other equipment.



### Investigative

#### *Personality*

This type is analytical, cautious, complex, critical, curious, independent, and introverted. They are intellectual and curious by nature. They are often seen as modest, methodical, pessimistic, reserved, and rational.

#### *Interests and Likes*

They enjoy academic pursuits and like to understand things. Interests include the scientific, analytic, ideas, theories, and facts. They prefer this over trying to persuade others.



### Artistic

#### *Personality*

Creative, disorderly, idealistic, original, and imaginative are words describing the artistic type. They tend towards the impulsive, impractical, independent, introspective, intuitive, and nonconforming.

#### *Interests and Likes*

Artistic people enjoy creating original work and using their imaginations. Their orientation is more toward intellectual and cultural areas.



## **Social**

### ***Personality***

This type is generally perceived as empathic, friendly, helpful, caring, patient, and kind. Social types tend to be idealistic, generous, understanding, and warm. They are service oriented and often excellent listeners.

### ***Interests and Likes***

Social types usually like to be around people, help others solve problems, and are interested in how people interact. These are the ones who teach, counsel, guide, and care for others. Mechanical aptitude is not their strength or of interest to them.



## **Enterprising**

### ***Personality***

Enterprising personalities are avarice, ambitious, attention seeking, can be domineering, energetic, and optimistic. They are adventurous, impulsive, extroverted, self-confident, and sociable. These people have the ability to persuade others. Think of those traits one would stereotypically associate with business success or acumen.

### ***Interests and Likes***

Enterprising types like to influence, persuade, lead, and direct. They will often have leadership and speaking abilities. They can also have an interest in politics and money.



## **Conventional**

### ***Personality***

The conventional personality is a highly structured type of person in their thinking and lifestyle. They are careful, thrifty, efficient, orderly, persistent, and practical. Because of their need for order and detail they can be unimaginative. Other traits include being shy, conscientious, obedient, and conforming.

### ***Interests and Likes***

Conventional types prefer orderly routines and clear expectations and standards. They enjoy work that is indoors and involves organization of things and systems.