According to John Holland's theory, most people are one of six personality types: Realistic, Investigative, Artistic, Social, Enterprising, and Conventional. The Holland Theory is explained below.

### Holland’s Theory of Career Choice

#### Summary of Holland’s Theory

- Most people are one of six personality types. Each type has a matching work environment.

  1. Realistic
  2. Investigative
  3. Artistic
  4. Social
  5. Enterprising
  6. Conventional

- People who choose to work in an environment similar to their personality type are more 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. A dance teacher working at 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 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.

#### Research Sites for the Holland Theory

- The Career Interest Game
- California Career Zone
- The New York Career Zone
- New Holland Lite
- [http://career.missouri.edu/index.php/career-interest-game](http://career.missouri.edu/index.php/career-interest-game)
- [http://www.cacareerzone.org/quick](http://www.cacareerzone.org/quick)
- [https://careerzone.ny.gov/views/careerzone/guesttool/qa.jsf](https://careerzone.ny.gov/views/careerzone/guesttool/qa.jsf)
- [http://faculty.ccbcmd.edu/~hzlotow1/New_Holland_Lite.ppt](http://faculty.ccbcmd.edu/~hzlotow1/New_Holland_Lite.ppt)
According to John Holland’s theory, most people are one of six personality types: Realistic, Investigative, Artistic, Social, Enterprising, and Conventional. The characteristics of each of these are described below.

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
• Examples of Realistic work environments include: Farmer, Forester, Fire Fighter, Electrician, Pilot, Police Officer, Flight Engineer, Truck Driver, Diesel Mechanic, Carpenter, Locomotive Engineer

ARTISTIC
• Likes to do creative activities 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 Artistic work environments include: Dancer, Book Editor, Art Teacher, Clothes Designer, Musician, Graphic Designer, Comedian, Actor, Disc Jockey, Composer

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

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 and sees self as precise, scientific, and intellectual
• Examples of Investigative work environments include: Chemist, Mathematician, Meteorologist, Biologist, Dentist, Physician, Veterinarian, Pharmacist

SOCIAL
• Likes to do things to help people, 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 Social work environments include: Counselor, Parole Officer, Social Worker, Nurse, Dental Hygienist, Physical Therapist, Teacher, Librarian, Athletic Trainer

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 Conventional work environments include: Court Clerk, Secretary, Bookkeeper, Bank Teller, Mail Carrier, Post Office Clerk, Typist, Time Keeper, Title Examiner

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