

HOLLAND'S DESCRIPTORS

Realistic **Investigative** **Artistic** **Social** **Enterprising** **Conventional**

Likes activities and occupations that involve	Using machines, tools, and things	Exploring and understanding things and events	Reading books, musical or artistic activities, writing	Helping, teaching, counseling, or serving others	Persuading or directing others	Following orderly routines, meeting clear standards
Values	Monetary rewards for observable accomplishments, honesty, common sense	Knowledge, learning, achievement, independence	Creative ideas, self-expression, beauty	Social service, fairness, understanding	Financial and social success, loyalty, risk-taking, responsibility	Accuracy, making money, thrift, power in business or social affairs
Sees self as	Practical, conservative, and having better manual and mechanical skills than social skills	Analytical, intelligent, skeptical, and having better academic skills than social skills	Open to experience, imaginative, intellectual, and having better creative skills than clerical or office skills	Empathic, patient, and having more social skills than mechanical ability	Confident, sociable, and having more sale and persuasive ability than scientific ability	Having better technical skills in business or production than artistic abilities; conscientious, practical
Seen by others as	Humble, frank, self-reliant, persistent	Intelligent, introverted, scholarly, independent	Unusual, disorderly, creative, sensitive	Helpful, agreeable, outgoing, patient	Energetic, extroverted, shrewd, ambitious	Careful, rule-oriented, efficient, orderly
Avoids	Interaction with other people	Having to persuade others or sell them things	Routines and rules	Mechanical and technical ability	Scientific, intellectual, or complicated topics	Work that does not have clear directions
Requires	Manual and mechanical skills using machines, tools, and objects	Analytical, technical, scientific skills; writing or verbal skills	Creative ability, emotional expression	Interpersonal competencies; skill in teaching, treating, or healing others	Skill in persuading others or getting others to do things	Clerical skills, skill in meeting precise standards for performance
Rewards	Following rules, practical accomplishments	Analyzing information to understand and solve problems, writing about new knowledge	Imagination in writing, art, or music	Empathy, humanitarianism, sociability, friendliness	Initiative in the pursuit of financial or material accomplishment; dominance; self-confidence	Organizational ability, conformity, dependability
Values or personal styles allowed expression	Practical, productive, and concrete values; strong, risky, adventurous styles	Learning by reading, study, or investigation	Unusual ideas or manners, aesthetic values	Concern for the welfare of others	Acquisitive or power-oriented styles, responsibility	Conventional outlook and concern for orderliness and routine
Occupations involve	Physical or practical activity; use of machines, tools, materials	Analytical or intellectual activity aimed at trouble shooting or creation and use of knowledge	Creative work in music, writing, performance, sculpture; intellectual work	Working with others in a helpful or facilitative way	Selling, leading, persuading others to attain personal or organizational goals	Working with things, numbers, or machines to meet specified standards
Sample occupations	Carpenter, truck driver, rancher	Psychologist, microbiologist, chemist	Musician, interior designer, editor	Counselor, clergy member, teacher	Lawyer, retail store manager, manufacturer's representative	Production editor, bookkeeper, clerk

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