

# Holland Code

and Career Cluster Activities



The NHHEAF Network  
Organizations'  
Center for College Planning

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CENTER FOR

COLLEGE ★

PLANNING

# What's Your Personality Type?

Knowing your personality type may give you clues about your interests, qualities, skills, and talents, and how they can be applied to certain careers or industries. Dr. John Holland, a psychologist at Johns Hopkins University, was fascinated by career choices and extensively researched the field of career development. His theory of career choice proposes that an individual can be categorized into one of the six groups listed below. You may find that there is a combination of types that suit you. Circle the words below that best describe you. Add the total circled in each column. The top three areas will form your Holland Code. For your top three columns, use the first letter of the column header and place in the spaces below. Learn more about your personality and links to possible careers.

## SOCIAL "HELPERS"

### Are you:

Friendly  
Idealistic  
Outgoing  
Cooperative  
Responsible  
Kind or Helpful  
Persuasive  
Patient  
Insightful  
Understanding  
Generous  
Forgiving

### Can you:

Teach or train others  
Express yourself clearly  
Lead a group discussion  
Mediate disputes  
Cooperate with others  
Plan an activity

### Do you like to:

Work in groups  
Help people with problems  
Participate in meetings  
Do volunteer work  
Play team sports  
Work with younger people

## ENTERPRISING "PERSUADERS"

### Are you:

Self-confident  
Sociable  
Enthusiastic  
Adventurous  
Impulsive  
Inquisitive  
Talkative  
Spontaneous  
Assertive  
Persuasive  
Energetic  
Popular  
Optimistic

### Can you:

Initiate projects  
Sell things or promote ideas  
Give speeches or lead a group  
Persuade others

### Do you like to:

Make decisions affecting others  
Be the best  
Start your own business  
Campaign for office  
Meet important people  
Have power or status

## CONVENTIONAL "ORGANIZERS"

### Are you:

Well-organized  
Numerically-inclined  
Methodical  
Efficient  
Orderly  
Structured  
Ambitious  
Persistent  
Accurate  
Conscientious  
Practical/Thrifty  
Polite/obedient

### Can you:

Work well in a system  
Do paperwork quickly  
Keep accurate records  
Use a computer  
Write effective letters

### Do you like to:

Work with numbers  
Use a computer/keyboard  
Be responsible for details  
Collect/organize items  
Follow clearly defined procedures

# What's Your Personality Type?

Once you have determined your top three personality traits, write the three first corresponding letters in the space below:

**My Holland Code:** \_\_\_\_\_

## REALISTIC "DOERS"

### Are you:

Practical/thrifty  
Frank  
A nature lover  
Curious  
Concrete  
Self-controlled  
Ambitious  
Persistent  
Athletic  
Mechanical  
Stable  
Independent

### Can you:

Fix & solve electrical items  
Pitch a tent  
Play a sport  
Read a blueprint  
Plant a garden  
Operate tools

### Do you like to:

Tinker with machines and cars  
Work outdoors  
Be physically active  
Use your hands  
Build things  
Care for animals  
Work on electronics

## INVESTIGATIVE "THINKERS"

### Are you:

Inquisitive  
Scientific  
Precise  
Cautious  
Self-confident  
Reserved  
Independent  
Analytical  
Observant  
Scholarly  
Curious  
Logical

### Can you:

Think abstractly  
Solve math problems  
Do complex calculations  
Use a microscope  
Program computers

### Do you like to:

Explore ideas  
Use computers  
Do lab experiments  
Read technical journals  
Analyze data  
Be challenged

## ARTISTIC "CREATORS"

### Are you:

Creative  
Imaginative  
Unconventional  
Independent  
Original  
Impulsive  
Courageous  
Complicated  
Innovative  
Expressive  
Sensitive  
Idealistic

### Can you:

Sketch, draw, paint  
Play a musical instrument  
Write stories or poems  
Sing, act, or dance  
Design fashions or interiors

### Do you like to:

Go to concerts or theaters  
Go to art exhibits  
Read fiction, plays, or poetry  
Work on crafts  
Take photographs  
Be creative

# Holland's Personality Types

While no single word can be used to describe us, the following six personality types are helpful when we try to categorize our vocational interests, personalities, and abilities. Each type characterizes a pattern of traits that we tend to exhibit most.

Review the the description for your personality type and list of occupations for your Holland Code results (your top three types) and place a check in front of any occupation that interests you. Then choose your top five (5) favorite occupations from those that you checked and list them in the box on the next page. To learn about these favorite occupations, start with the web site [bls.gov/oco/](https://bls.gov/oco/).

Athletic Trainer	Human Resources
Counselor	Medical Assistant
Cosmetologist	Recruiter
Teacher/all levels	Dispatcher
Clergy	Paramedic
Nurse	Physical Therapist
Police/Detectives	Social Service
Hairstylist	Manager
Tour Guide	Dietitian
Real Estate Appraiser	Paralegal
Social Worker	Dental Hygienist
Human Services	Librarian
Assistant	Respiratory Therapist
Education Administrator	Recreation Worker

## SOCIAL TYPES

*Persons who like to work cooperatively with other people, have strong concerns for the welfare of others, like to train or inform them and want to help others solve their personal problems best illustrate the Social type. They like situations which involve establishing relationships with other persons, being in groups of people, getting along well with others, and resolving problems and difficulties by talking things out. Social people describe themselves as cooperative, friendly, humanistic, sociable, tactful, and understanding of others. They prefer occupations in areas such as teaching, social work, counseling, and recreation.*

Advertising	Travel Agent
Sales Agent	Specialist
Marketing Manager	Public Relations
Barber/Hairdresser	Real Estate Agent
Dental Assistant	Funeral Director
Lodging Manager	Chief Executive
Industrial Engineer	Legislator
Interpreter	Sales Worker
Lawyer	Marketing Manager
Lobbyist	Restaurant Manager
Buyer	Realtor
Financial Manager	Television Producer
Administrator	Talent/Athlete
Stockbroker	Marketing Agent

## ENTERPRISING TYPES

*People who score high on the Enterprising scale like activities where they can lead, control, or persuade other people in order to attain a personal or organizational goal. They often seek a higher-than-average income, enjoy the use of power, are concerned about status, and want to accomplish things. Enterprising people seem to gravitate towards business and politics. They see themselves as energetic, ambitious, enthusiastic, self-confident, adventurous, in control of situations, skilled in leadership and speaking, and oriented toward political and economic achievement. Representative occupations for the Enterprising type include small business owner, lawyer, political campaigner, salesperson, marketing or sales manager, sports promoter, restaurant manager, Realtor, and television producer.*

Advertising	Travel Agent
Sales Agent	Specialist
Marketing Manager	Public Relations
Barber/Hairdresser	Real Estate Agent
Dental Assistant	Funeral Director
Lodging Manager	Chief Executive
Industrial Engineer	Legislator
Interpreter	Sales Worker
Lawyer	Marketing Manager
Lobbyist	Restaurant Manager
Buyer	Realtor
Financial Manager	Television Producer
Administrator	Talent/Athlete
Stockbroker	Marketing Agent

## CONVENTIONAL TYPES

*Individuals who score high on the Conventional scale prefer structured jobs and activities. In other words, they want to know precisely what is expected of them and exactly what they are supposed to do. They like everything neatly in its place. Conventional people describe themselves as self-controlled, stable, dependable, orderly, systematic, persistent, efficient, oriented toward accomplishment, and skilled in clerical and numerical tasks. Typical occupations for the Conventional type include accountant, bank teller, customs inspector, statistician, financial planner, and computer operator.*

# Holland's Personality Types

After you have read through the list of careers that you may enjoy based on your "Holland Code," list the top five that you would like to investigate further in this box:

Aircraft Mechanic  
Corrections Officer  
Architectural Drafter  
Auto Mechanic  
Oceanographer  
Opticians, Dispensing  
Carpenter  
Dental Assistant  
Air Traffic Controller  
Construction Laborer  
Electrical Engineer  
Electrician  
Groundskeeper  
EMT

Farmer  
Baker  
Firefighter  
Repair Worker  
Truck Driver  
Mechanical Engineer  
Fish & Wildlife  
Manager  
Plumber  
Military Personnel  
Engineer  
Logger  
Construction and  
Building Inspector

## REALISTIC TYPES

People who score high on the realistic scale show a preference for working with their hands and using tools to build and repair things. They like to work with material things rather than with ideas or people. Realistic people often prefer to work outside or with a machine rather than sit at a desk in an office. They see themselves as practical, physically strong, rugged, stable, and mechanically and physically skilled. They are likely to seek such occupations or fields as building contractor, fish and wildlife management, skilled trade worker, mechanic, forestry, and certain engineering specialties and military jobs. Sometimes, Realistic types have difficulty expressing themselves in words or telling other people about their feelings.

Anesthesiologist  
Biological Scientist  
Chemical Engineer  
Meteorologist  
Computer Software  
Engineer  
Economist  
Ecologist  
Electrical Engineer  
Psychologist  
Chiropractor  
Database Administrator  
Science/Math Teacher  
Environmental Scientist  
Physician/Surgeon

Travel Agent  
Specialist  
Public Relations  
Real Estate Agent  
Funeral Director  
Chief Executive  
Legislator  
Sales Worker  
Marketing Manager  
Restaurant Manager  
Realtor  
Television Producer  
Talent/Athlete  
Marketing Agent

## INVESTIGATIVE TYPES

This type of individual likes research activities that involve ideas in mathematics and the physical, biological, and social sciences. Such people enjoy working on abstract problems that require analytical thinking. Investigative people often perceive themselves as intellectual, creative, scholarly, original, critical, and talented in mathematics and science. They like working independently, although they are frequently found as part of a research team. Such occupations as research laboratory worker, biologist, chemist, social scientist, design engineer, physicist, and computer programmer are great for Investigative types.

Actor/Actress  
Art/Creative Director  
Photographer  
Fashion Designer  
Writer  
Teacher  
Editor  
Graphic Designer  
Museum Curator  
Landscape Designer  
Radio and Television  
Announcer  
Author  
Artist

Author  
Musician  
Analyst  
Choreographer  
Poet  
Cartoonist  
Reporter  
Composer  
Interior Designer  
Music Director  
Producer  
Copy Writer  
Singer

## ARTISTIC TYPES

People who have high scores on the Artistic scale like opportunities for self-expression and artistic creation in writing, music, art, and theater. Artistic people often try to avoid highly structured environments and situations. They like to involve themselves totally in projects of their own making. They look upon themselves as expressive, intuitive, imaginative, creative, artistically talented (acting, writing, composing, speaking), and aesthetically oriented. Occupational choices for Artistic types include author, artist, musician, choreographer, poet, cartoonist, actor, drama coach, composer, orchestra conductor, and interior designer.

# Career Search Form

## What is a Career Cluster?

Contrary to popular opinion, you don't need to know what you want to do for the rest of your life... today. However, you should be familiar with various options that relate to your interests and talents. Choose the occupations that you would like more information about.

Also, while you're at it, you can compare your list of Holland related career options that interest you with these Career Cluster activity interests. Chances are that you'll see some similarities when you look at interests from both lists. Be sure to check out interests that keep coming up over and over again.

For more information and to see the descriptions for these careers, visit [bls.gov/oco/](https://bls.gov/oco/).

### AGRICULTURE, FOOD, & NATURAL RESOURCES

- Animal Scientist
- Farmer
- Fish & Game Warden
- Forest Conservation Technician
- Greenhouse Manager
- Health Inspector
- Microbiologist
- Rancher
- Veterinarian

### ARCHITECTURE & CONSTRUCTION

- Architect
- Carpenter
- Construction Manager
- Electrician
- Engineering and Natural Science Manager
- Fire Prevention Specialist
- Landscape Architect
- Plumber
- Regional Planner
- Safety Engineer
- Surveyor

### ARTS, AUDIO-VIDEO TECHNOLOGY, & COMMUNICATIONS

- Actor
- Announcer
- Commercial Photographer
- Composer
- Costume Designer
- Curator
- Dancer & Choreographer
- Editor
- Graphic Designer
- Interior Designer
- Journalist
- Reporter
- Videographer
- Web Designer

### BUSINESS, MANAGEMENT, & ADMINISTRATION

- Accountant
- Art Director
- Budget Analyst
- Human Resource Manager
- Management Analyst
- Market and Survey Researcher
- Meeting & Convention Planner
- Office Manager
- Sales Manager

### EDUCATION & TRAINING

- Administrator
- Athletic Director
- Coach
- College and University Faculty
- Education
- Elementary School Teacher
- High School Teacher
- Instructional Coordinator
- Principal
- Professor
- Psychologist
- Social Worker
- Special Education Teacher
- Speech-Language Pathologist

### FINANCE

- Bank Teller
- Bill & Account Collector
- Economist
- Insurance Sales Agent
- Investment Advisor
- Loan Counselor
- Loan Officer
- Personal Finance Advisor
- Tax Preparer

### GOVERNMENT & PUBLIC ADMINISTRATION

- 911 Operator
- Chief Executive, Government
- City Planner
- Federal Bureau of Investigation
- Immigration Inspector
- Lobbyist
- Nuclear Technician
- Postal Service Worker

### HEALTH SCIENCE

- Anesthesiologist
- Athletic Trainer
- Biochemist
- Dentist
- EMT
- Massage Therapist
- Medical Assistant
- Nutritionist
- Occupational Therapist
- Physical Therapist
- Physician
- Radiologist
- Registered Nurse
- Veterinarian

### HOSPITALITY & TOURISM

- Animal Trainer
- Bartender
- Events Manager
- Food & Beverage Director
- Food & Beverage Serving & Related Worker
- Host/Hostess
- Recreation Supervisor
- Restaurant Manager
- Travel Agent



### HUMAN SERVICES

- Certified Financial Planner
- Childcare Worker
- Clinical Psychologist
- Cosmetologist
- Counseling Psychologist
- Dietitian
- Masseur
- Mental Health Counselor
- School Counselor
- Sociologist

### INFORMATION TECHNOLOGY

- Account Executive
- Audio/Control Engineer
- Computer Hardware Engineer
- Computer Programmer
- Computer Software Engineer
- Network Architect
- Technical Support Specialist
- Video Game Designer
- Webmaster

### LAW, PUBLIC SAFETY, CORRECTIONS, & SECURITY

- Animal Control Officer
- Attorney
- Corrections Officer
- Criminal Investigator
- Firefighter
- Judge
- Paralegal
- Park Naturalist
- Police Detective

### MANUFACTURING

- HVAC (Heating, Ventilation, & A/C)
- Labor Relations Manager
- Logistical Engineer
- Machine Operator
- Major Appliance Repairer
- Plumber
- Purchasing Agent
- Quality Control Technician
- Safety Technician
- Welder

### MARKETING, SALES, & SERVICE

- Advertising Manager
- Creative Director
- Customer Service Representative
- Director of Marketing
- Graphic Designer
- Market & Survey Researcher
- Marketing Coordinator
- Marketing Manager
- Merchandising Manager
- Public Relations Manager
- Sales Agent
- Sales Manager
- Store Manager

### SCIENCE & TECHNOLOGY

- Anthropologist
- Geoscientist
- Astronomer
- Biomedical Engineer
- Computer Software Engineer
- Oceanographer
- Broadcast - Sound Technician
- Research Chemist
- Science Teacher
- Textile Engineer
- Forensic Technician
- Biological Technician

### TRANSPORTATION, DISTRIBUTION, & LOGISTICS

- Air Traffic Controller
- Aircraft Pilot
- Auto Mechanic
- Civil Engineer
- Commercial Pilot
- Facility Manager
- Marine Equipment Mechanic
- Railroad Repairer
- Railroad Engineer
- Small Engine Mechanic

## Free Online College Planning Tools



[bigfuture.collegeboard.org](http://bigfuture.collegeboard.org)

Helps you find colleges, explore careers, and learn about paying for college.



[nces.ed.gov/collegenavigator/](http://nces.ed.gov/collegenavigator/)

Helps find, organize, and keep track of the schools best suited for you.

### Need help planning for college?

The Center for College Planning at The NHHEAF Network Organizations can help. Set up an appointment with a college counselor today or learn about our events and programs online.  
**888.747.2382, x119 • collegeplanning@nhheaf.org • nhheaf.org**



# THINKING ABOUT COLLEGE?

The NHHEAF Network Organizations'  
**Center for College Planning**  
is Proud to Bring New Hampshire  
Free College Planning  
Programming and Events



- Workshops and College Planning Presentations
- Special Events Including Destination College<sup>SM</sup> & Discover U
- College Planning Lending Library
- Assistance with FAFSA Filing
- Monthly College Planning e-Newsletters
- Toll-Free College Planning Hotline
- Early College Awareness Programs Featuring our College Planning Bear Mascot