

HOLLAND'S PERSONALITY "TYPES"

R - Realistic Personality

Realistic individuals are capable and confident when using their bodies to relate to the physical world. They focus on *things*, learn through their hands, and have little need for conversation. They prefer working with objects, tools, machines or animals, often in an outdoor setting. The realistic person usually has mechanical or athletic abilities and values concrete things or tangible personal characteristics like money, power, status, etc. Realistic people sometimes get so absorbed in putting *things* right that they can forget about everything else.

I - Investigative Personality

The investigative type deals with the "real world" of things, but at a distance. These individuals prefer observing, learning, investigating, analyzing and evaluating data instead of getting their hands on *things*. They seek to understand and control physical, biological or cultural phenomena. When involved with people, they tend to focus on ideas. They often have scientific and mathematical abilities and value intellectual pursuits. Wherever they are, they collect information and analyze the situation before making a decision. Their curiosity sometimes leads them to explore their ideas to the exclusion of all else.

A - Artistic Personality

The artistic type is creative, but not necessarily with paint and canvas. These individuals express creativity not only with material objects but with language, form, data or other systems as well. Creative people see possibilities beyond the usual. They would rather create ideas than study them. They like variety and are not afraid to experiment, often disregarding rules. The artistic type usually has artistic, innovative or intuitional abilities. They enjoy language, art, or music, and value aesthetic qualities. Their ideas don't always please others, but opposition doesn't discourage them for long.

S - Social Personality

The social personality prefers working with people to inform, train, develop, cure or enlighten them. Sensitive to people's moods and feelings, these individuals enjoy company and make friends easily. Their level of caring may range from one person to the entire human race. Their relationships with people depend on their ability to communicate both verbally and nonverbally, listening as well as speaking. Their empathy and ability to intuit emotional cues help them to solve problems sometimes even before others are aware of them. They can pull people together and generate positive energy for a good cause. They have abilities in the areas of interpersonal relations and teaching. Their main values focus on social and ethical concerns. The social personality types sometimes focus on people concerns to the exclusion of all else. They sometimes appear "impractical," especially to the realistic types.

E - Enterprising Personality

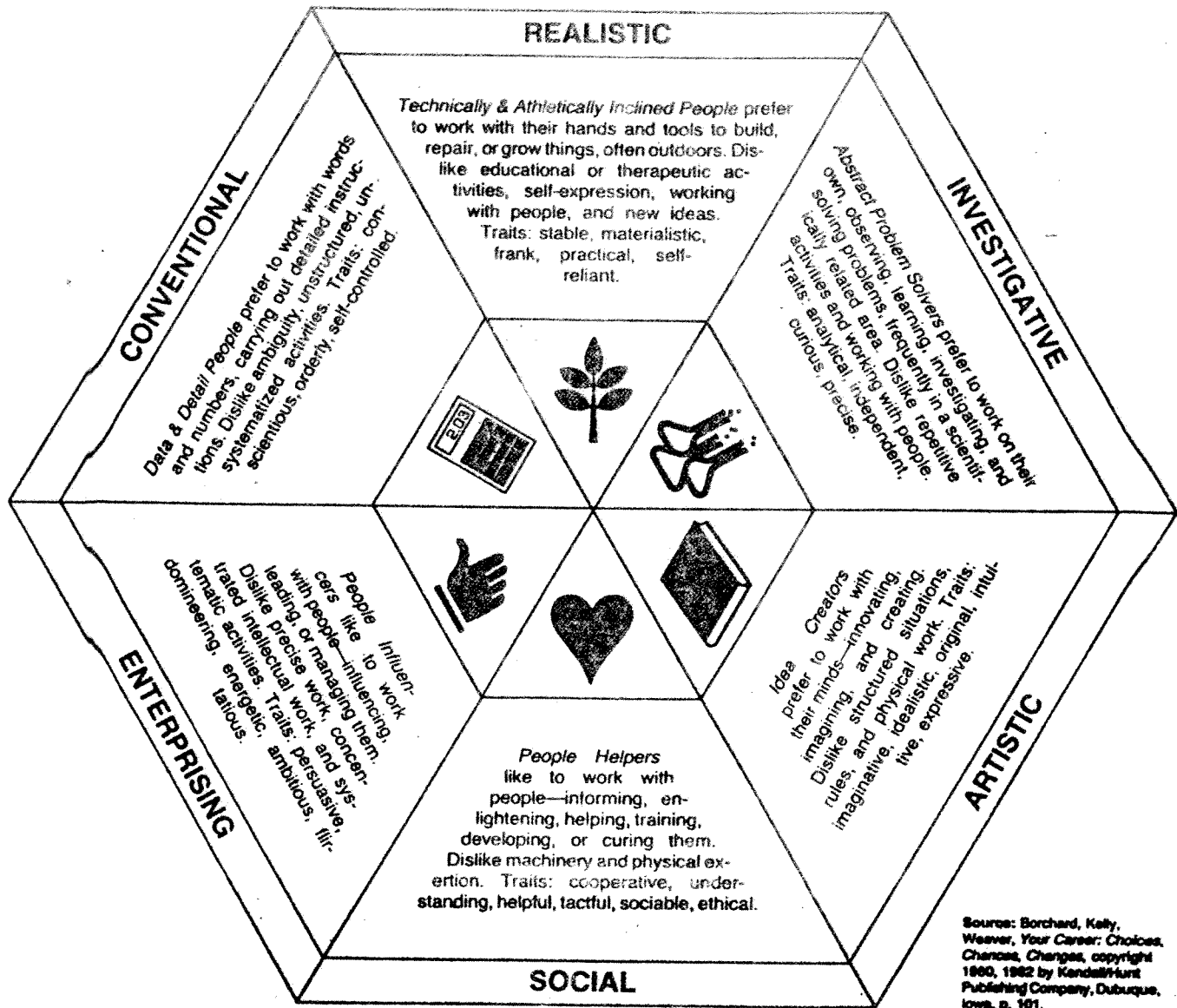
The enterprising person enjoys working with people to attain organizational goals or economic gain. This person is a leader who initiates projects but often gets others to carry them out. They have strong interpersonal and persuasive abilities and value political and economic achievement. Instead of doing research, these people rely on intuition about what will work. They may strike an observer as restless and irresponsible since they often drop these projects after the job is underway. But many activities would never get off the ground without their energizing influence. They need to be a part of the "in crowd," but since their relationships center around tasks, they may focus so dynamically on the project that the personal concerns of others (and even their own) go unnoticed.

C - Conventional Personality

The conventional person also is task oriented but prefers to carry out tasks initiated by others. They enjoy working with data in an ordered, explicit, systematic way. Since they are careful of detail, these individuals keep the world's records and transmit its messages. They obey rules and they value order in the world of data. They often have clerical, computational and business system abilities and value business and economic achievement. Their sense of responsibility keeps the world going as they focus on the tasks at hand to the exclusion of all else.

Figure 1

The Six Personality Types

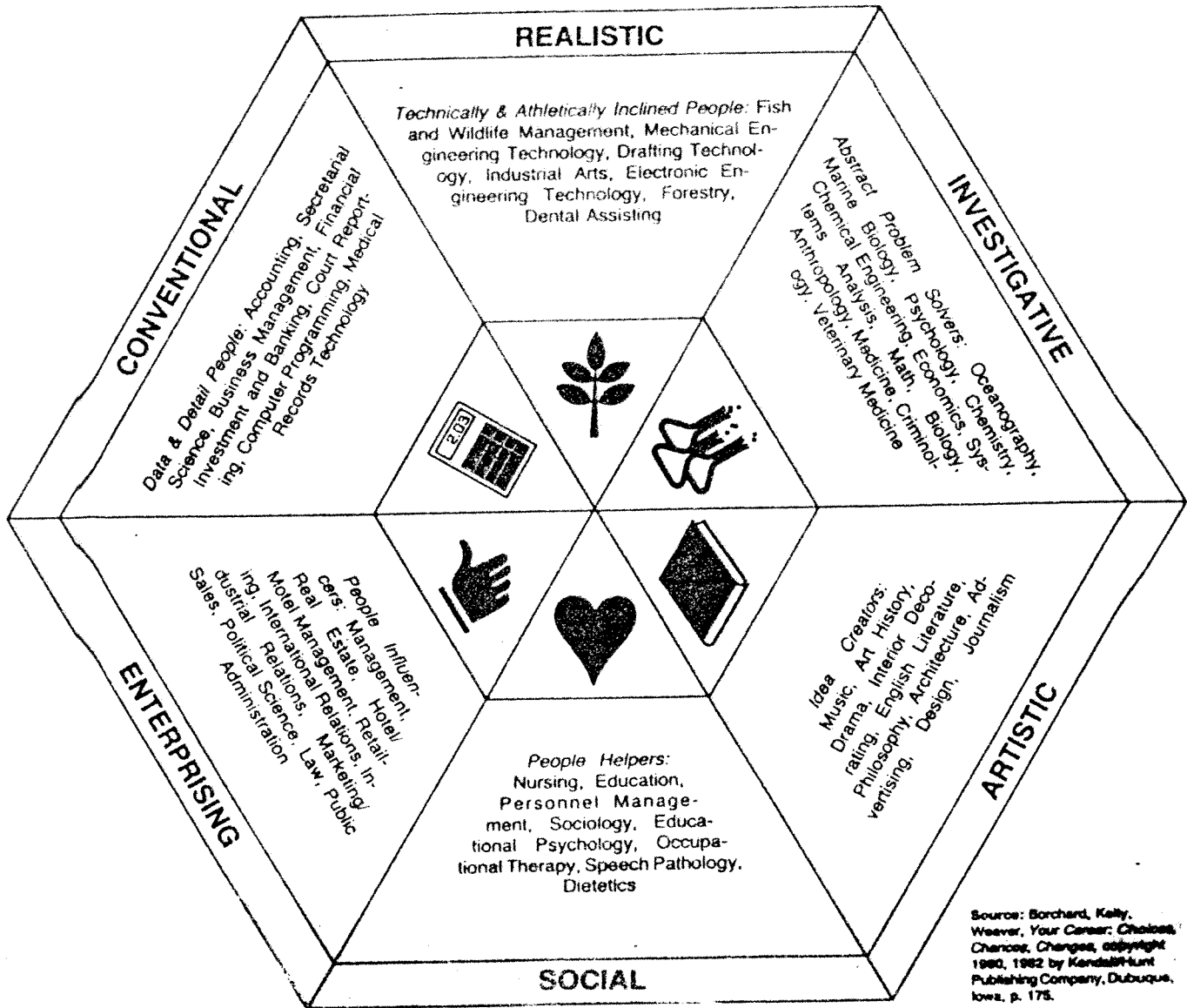


Source: Borchard, Kelly, Weaver, *Your Career: Choices, Changes, Changes*, copyright 1990, 1992 by Kendall/Hunt Publishing Company, Dubuque, Iowa, p. 161.

Psychologist John L. Holland's identification of six personality types is based on unique patterns of interests and skills. Most people can be placed in one to three of these categories, which can then be used to help them to discover the occupations for which they are best suited (see Figures 2 and 3).

Figure 2

Occupational Environments



Source: Borchard, Kelly, Weaver, *Your Career: Choices, Chances, Changes*, copyright 1980, 1982 by Kendall/Hunt Publishing Company, Dubuque, Iowa, p. 175.

This chart shows traditional occupations associated with the personality types identified by Holland (see Figure 1).