**HOLLAND’S DESCRIPTORS**

**Realistic Investigative Artistic Social Enterprising Conventional**

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| --- | --- | --- | --- | --- | --- | --- |
| **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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