**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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