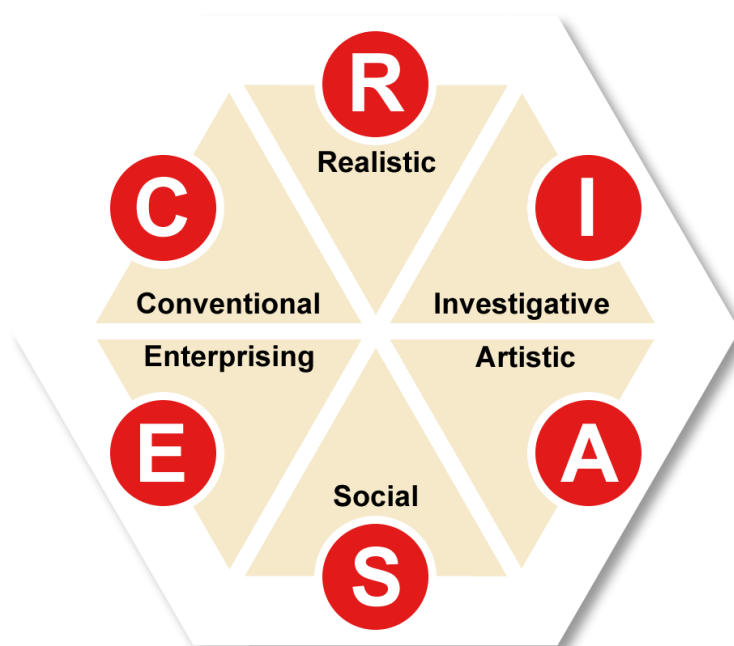


Holland's theory of career choice

John Holland's theory centres on the notion that most people fit into one of six personality types:

- realistic,
- investigative,
- artistic,
- social,
- enterprising, and
- conventional.



© John L. Holland

Realistic

Interest area:

You like working mainly with your hands making, fixing, assembling or building things, using and operating equipment, tools or machines.

You often like to work outdoors.

Key skills:

Using and operating tools, equipment and machinery, designing, building, repairing, maintaining, measuring, working in detail, driving, moving, caring for animals, working with plants.

Occupations with practical components:

Pilot, farmer, horticulturist, builder, engineer, armed services personnel, mechanic, upholsterer, electrician, computer technologist, park ranger, sportsperson.

Subjects to develop your skills:

English, Maths, Science, Workshop, Technology, Computing, Business Studies, Agriculture, Horticulture, Physical Education.

Investigative

Interest area:

You like to discover and research ideas, observe, investigate and experiment, ask questions and solve questions.

Key skills:

Thinking analytically and logically, computing, communicating by writing and speaking, designing, formulating, calculating, diagnosing, experimenting, investigating.

Occupations with practical components:

Science, research, medical and health occupations, chemist, marine scientist, forestry technician, medical or agricultural laboratory technician, zoologist, dentist, GP.

Subjects to develop your skills:

English, Maths, Science, Computing, Technology.

Artistic

Interest area:

You like using words, art, music or drama to express yourself, communicate or perform or you like to create or design things.

Key skills:

Expressing artistically or physically, communicating by speaking, writing and singing, performing, designing, presenting, planning, composing, playing, dancing.

Occupations with practical components:

Artist, illustrator, photographer, signwriter, composer, singer, instrument player, dancer, actor, reporter, writer, editor, hairdresser, fashion designer.

Subjects to develop your skills:

English, Social Studies, Music, Drama, Art, Graphic Design, Computing, Business Studies, Languages.

Social

Interest area:

You like working with people to teach, train, inform, help, treat, heal, cure, serve and greet.

You are concerned for others' well-being and welfare.

Key skills:

Communicating by writing and speaking, caring and supporting, training, meeting, greeting, assisting, teaching, informing, interviewing, coaching.

Occupations with practical components:

Teacher, nurse, counsellor, police officer, social worker, salesperson, customer secretary, service officer, waiter.

Subjects to develop your skills:

English, Social Studies, Maths, Science, Health, Physical Education, Art, Computing, Business Studies, Languages.

Enterprising

Interest area:

You like meeting people, leading, talking to and influencing others, encouraging others, working in business.

Key skills:

Selling, promoting and persuading, developing ideas, public speaking, managing, organising, leading and captaining, computing, planning.

Occupations with practical components:

Salesperson, lawyer, politician, accountant, business owner, executive or manager, travel agent, music or sports promoter.

Subjects to develop your skills:

English, Maths, Business Studies, Accounting, Economics, Social Studies, Drama, Computing, Languages.

Conventional

Interest area:

You like working indoors and at tasks that involve organising and being accurate, following procedures, working with data or numbers, planning work and events.

Key skills:

Computing and keyboarding, recording and keeping records, paying attention to detail, meeting and greeting, doing calculations, handling money, organising, arranging, working independently.

Occupations with practical components:

Secretary, receptionist, office worker, librarian, bank clerk, computer operator, stores and dispatch clerk.

Subjects to develop your skills:

English, Maths, Business Studies, Accounting, Economics, Computing.