

Holland's Six Personality Types

According to John Holland's theory, most people are one of six personality types: Realistic, Investigative, Artistic, Social, Enterprising, and Conventional. The characteristics of each of these are described below:

Realistic – “Do-er”

Realistic occupations frequently involve work activities that include practical, hands-on problems and solutions. They often deal with plants, animals and real-world materials like wood, tools and machinery. Many of the occupations require working outside and do not involve a lot of paperwork or working closely with others.

- Likes to work with animals, tools, or machines; generally avoids social activities like teaching, healing, and informing others;
- Has good skills in working with tools, mechanical or electrical drawings, machines, or plants and animals;
- Values practical things you can see, touch, and use like plants and animals, tools, equipment, or machines; and
- Sees self as practical, mechanical, and realistic.

Investigative – “Thinker”

Investigative occupations frequently involve working with ideas and require an extensive amount of thinking. These occupations can involve searching for the facts and figuring out problems mentally.

- Likes to study and solve math or science problems; generally avoids leading, selling, or persuading people;
- Is good at understanding and solving science and math problems;
- Values science; and
- Sees self as precise, scientific, and intellectual.

Artistic - “Creator”

Artistic occupations frequently involve working with forms, designs and patterns. They often require self-expression, and the work can be done without following a clear set of rules.

- Likes to do creative activities like art, drama, crafts, dance, music, or creative writing; generally avoids highly ordered or repetitive activities;
- Has good artistic abilities -- in creative writing, drama, crafts, music, or art;
- Values the creative arts -- like drama, music, art, or the works of creative writers; and
- Sees self as expressive, original, and independent.

Social - “Helper”

Social occupations frequently involve working with, communicating with, and teaching people. These occupations often involve helping or providing service to others.

- Likes to do things to help people -- like, teaching, nursing, or giving first aid, providing information; generally avoids using machines, tools, or animals to achieve a goal;
- Is good at teaching, counseling, nursing, or giving information;
- Values helping people and solving social problems; and
- Sees self as helpful, friendly, and trustworthy.

Enterprising – “Persuader”

Enterprising occupations frequently involve starting and carrying out projects. These occupations can involve leading people and making decisions. Sometimes they require risk taking and often deal with business.

- Likes to lead and persuade people, and to sell things and ideas; generally avoids activities that require careful observation and scientific, analytical thinking;
- Is good at leading people and selling things or ideas;
- Values success in politics, leadership, or business; and
- Sees self as energetic, ambitious, and sociable.

Conventional – “Organizer”

Conventional occupations frequently involve following set procedure and routines. These occupations can include working with data and details more than ideas. Usually there is a clear line of authority to follow.

- Likes to work with numbers, records, or machines in a set, orderly way; generally avoids ambiguous, unstructured activities
- Is good at working with written records and numbers in a systematic, orderly way;
- Values success in business; and
- Sees self as orderly, and good at following a set plan.

What is your Holland Personality Type?

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