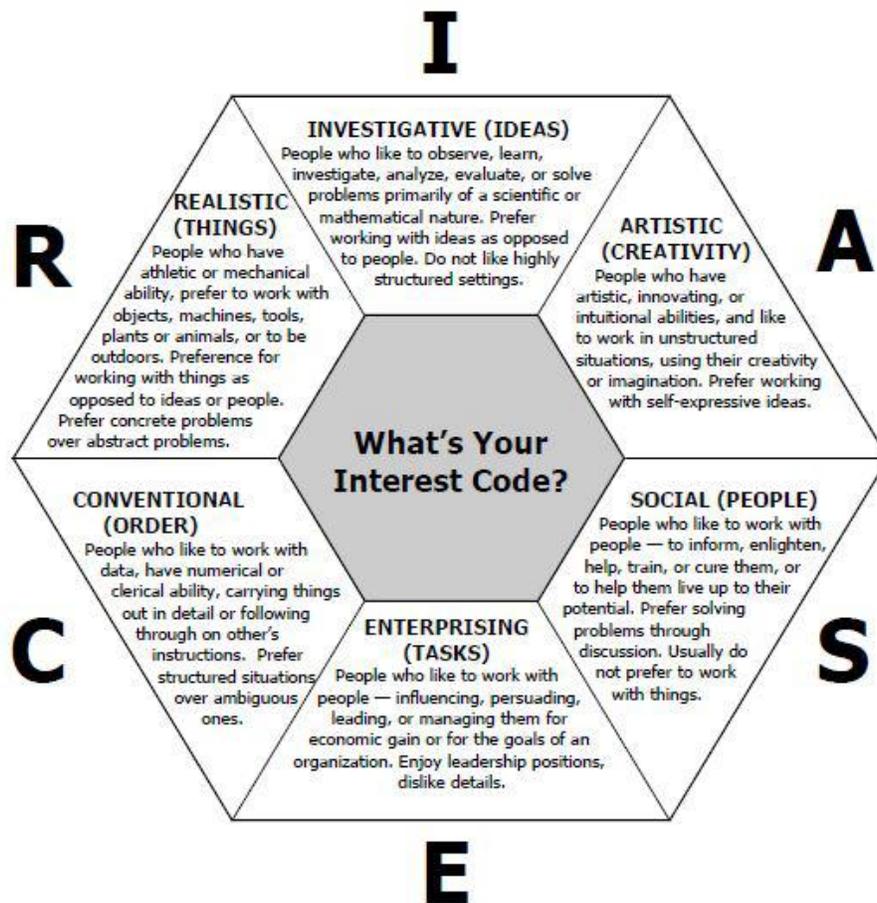# The Holland Career Assessment

Choosing a career path or major can be confusing and overwhelming. One way to help narrow the choices is to find the right fit between your interests and those of different types of careers. The leading assessment that does this is Dr. John Holland's Career Assessment, and is used by several major universities in the US to advise their students in choosing their major and career.

The Holland Assessment places people loosely into six different groups based upon their personality types and occupational interests.   Different combinations of these six, along with varying degrees of interest, yields infinite possibilities. Because people are too complex to describe with a single interest, this career assessment provides a three-letter code, referred to as one's Holland Code that identifies the top three areas of interest.

The Six Areas he named are abbreviated as: **R-I-A-S-E-C.**

I

INVESTIGATIVE (IDEAS)
People who like to observe, learn, investigate, analyze, evaluate, or solve problems primarily of a scientific or mathematical nature. Prefer working with ideas as opposed to people. Do not like highly structured settings.

R

REALISTIC (THINGS)
People who have athletic or mechanical ability, prefer to work with objects, machines, tools, plants or animals, or to be outdoors. Preference for working with things as opposed to ideas or people. Prefer concrete problems over abstract problems.

A

ARTISTIC (CREATIVITY)
People who have artistic, innovating, or intuitional abilities, and like to work in unstructured situations, using their creativity or imagination. Prefer working with self-expressive ideas.

What's Your Interest Code?

CONVENTIONAL (ORDER)
People who like to work with data, have numerical or clerical ability, carrying things out in detail or following through on other's instructions. Prefer structured situations over ambiguous ones.

C

ENTERPRISING (TASKS)
People who like to work with people — influencing, persuading, leading, or managing them for economic gain or for the goals of an organization. Enjoy leadership positions, dislike details.

SOCIAL (PEOPLE)
People who like to work with people — to inform, enlighten, help, train, or cure them, or to help them live up to their potential. Prefer solving problems through discussion. Usually do not prefer to work with things.

S

E

1. **R**ealistic: *"Doers"*. People who prefer working with their hands, and working with things, rather than people or ideas. Based on the level of training and education, they could be a carpenter or a brain surgeon.
2. **I**nvestigative: *"Thinkers"*- People who like to observe, investigate, analyze and solve problems. Prefer working with ideas, rather than people. This includes IT professionals and researchers.
3. **A**rtistic: *"Creators"*- People who are artistic, like unstructured situations, and like using their imagination and creativity. This includes writers or graphic artists.
4. **S**ocial: *"Helpers"*- People who like to work with people to help, teach, or cure them; they often possess excellent verbal skills. These include therapists, nurses, and social workers.
5. **E**nterprising: *"Persuaders"*- People who like to influence, persuade, or manage others to achieve goals or earn profit. These include salesmen and entrepreneurs.
6. **C**onventional- *"Organizers"*- People who have clerical and numerical skills; they're very detailed oriented, and follow others' instructions. These include secretaries and bookkeepers.
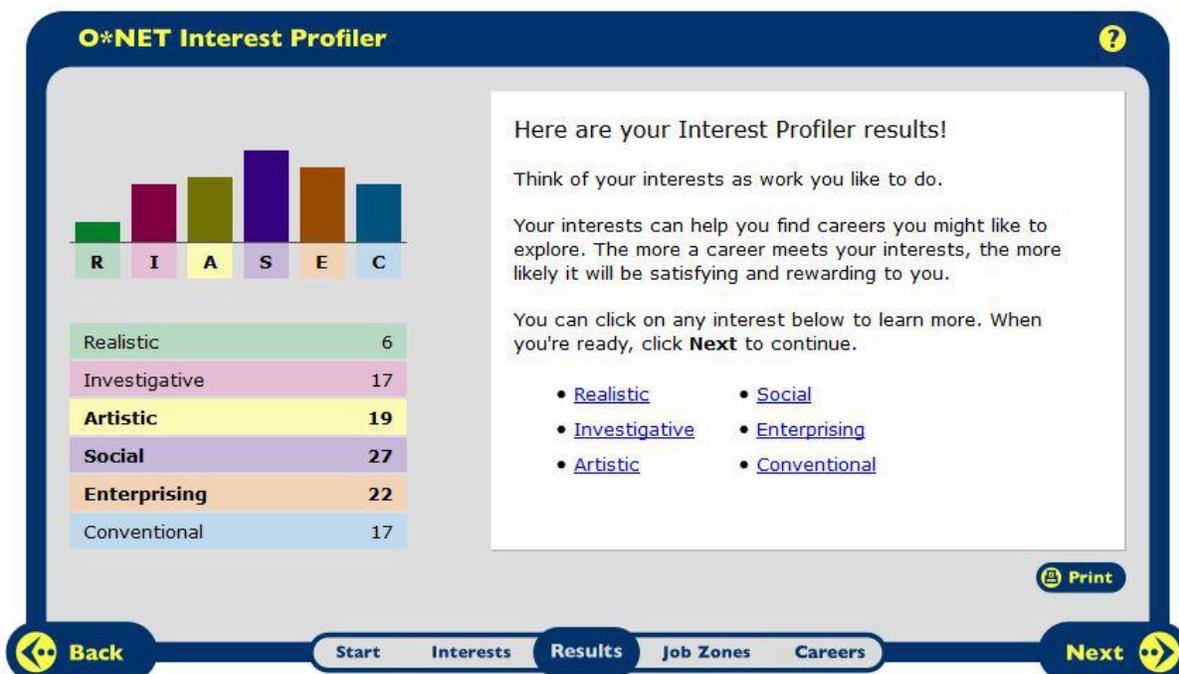
TAKING THE ASSESSMENT:

A) Go to: https://www.mynextmove.org/explore/ip

This takes you to the O*Net Interest Profiler – Your Interest Profile is another name for your Holland Code.
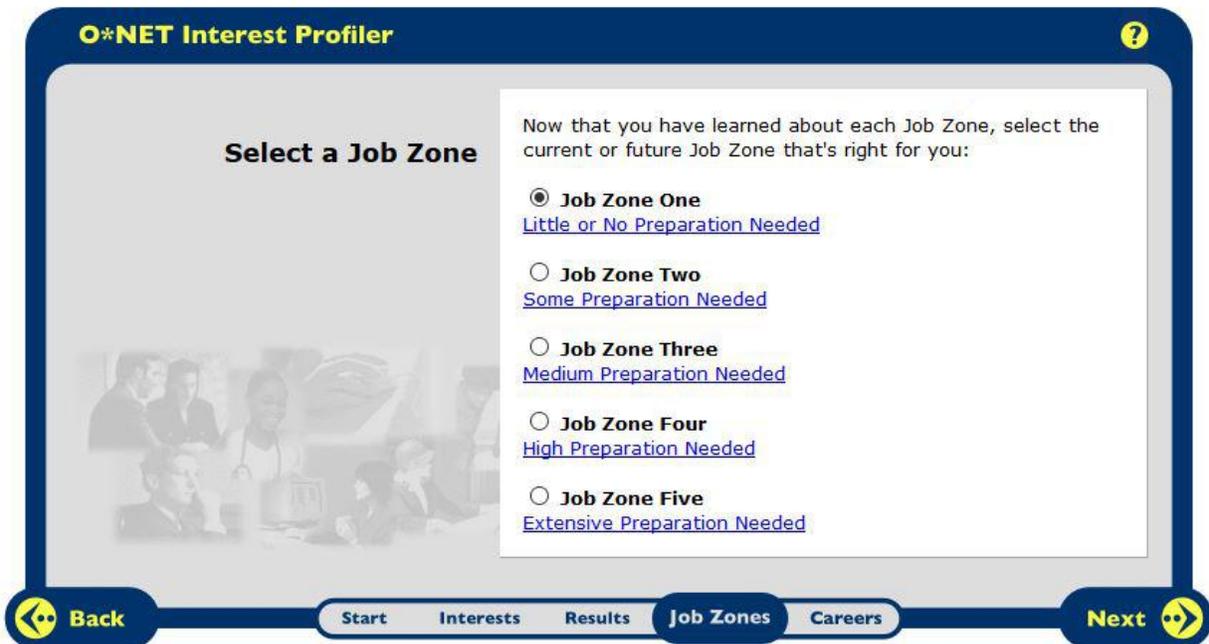
B) Follow all instructions, then press Next Button on bottom right.

C) On the page that says "Here are your Interest Profiler results!" – the interest categories will be ranked with a numerical value. Take the top three interests and record the first letter of each. For example:

My Code would be SEA: **S**ocial / **E**nterprising / **A**rtistic. I recommend printing out your results.

O*NET Interest Profiler

R | I | A | S | E | C

Realistic	6
Investigative	17
Artistic	**19**
Social	**27**
Enterprising	**22**
Conventional	17

Here are your Interest Profiler results!

Think of your interests as work you like to do.

Your interests can help you find careers you might like to explore. The more a career meets your interests, the more likely it will be satisfying and rewarding to you.

You can click on any interest below to learn more. When you're ready, click **Next** to continue.

- Realistic
- Investigative
- Artistic
- Social
- Enterprising
- Conventional

Print

Back | Start | Interests | Results | Job Zones | Careers | Next

D) Job Zones – This next section allows you to explore different career suggestions based on your Profile, and the level of education and training you are willing to get. Each of the 5 Job Zones offers different careers levels. You can explore all 5 by using the Back button to visit the next one.

In PART 2 of "THE LIFEMASTER SERIES" we show you many more options for career research, using the Holland Profile as a starting point.

Here are two examples of where universities use the Holland Code to advise their students.

OKLAHOMA UNIVERSITY

UNIVERSITY OF NORTHERN FLORIDA

UNF Academic Majors

Listed By Holland Code

Realistic   Investigative
You And
Conventional   Artistic
Your Interests
Enterprising   Social

Career Services Student Page

What Can You Do With A UNF Major In...?

Salary Information

Career Services Calendar

Career Programs-Job Fairs

About Us

Site Map Career Resources

UNF Academic Majors Listed With Holland Codes

The **Holland Code** or the **Holland Occupational Themes (RIASEC)**, is a theory of careers and vocational choice based upon personality types. It was developed by the psychologist John L. Holland. Each letter or code stands for a particular "type":

To view a list of UNF Academic Majors by Holland Code click on the link below

Holland Codes Listed Alphabetically