Guide to Holland Codes

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Career and Major Exploration Guide Series:
   ⇒ Guide to Exploring Majors and Careers
   ⇒ Guide to Holland Code

Career and Major Exploration
Job Search Preparation After College Planning Diversity
What Are Your Career Interests?

This is based on Dr. John Holland’s theory that people and work environments can be loosely classified into six different groups. Each of the letters above corresponds to one of the six groups described in the following pages.

Different people’s personalities may find different environments more to their liking. While you may have some interests in and similarities to several of the six groups, you may be attracted primarily to two or three of the areas. These two or three letters are your “Holland Code.” For example, with a code of “RES” you would most resemble the Realistic type, somewhat less resemble the Enterprising type, and resemble the Social type even less. The types that are not in your code are the types you resemble least of all.

Most people, and most jobs, are best represented by some combination of two or three of the Holland interest areas. In addition, most people are most satisfied if there is some degree of fit between their personality and their work environment.

The rest of the pages in this booklet further explain each type and provide some examples of career possibilities, areas of study and co-curricular activities for each code. To take a more in-depth look at your Holland Code, take one of the self-assessments listed on this site or contact a Career Counselor at your school.

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2 - Holland Code
### Realistic (Doers)

People who have athletic ability, prefer to work with objects, machines, tools, plants or animals, or to be outdoors.

<table>
<thead>
<tr>
<th>Are you?</th>
<th>Can you?</th>
<th>Like to?</th>
</tr>
</thead>
<tbody>
<tr>
<td>practical</td>
<td>fix electrical things</td>
<td>tinker with machines/vehicles</td>
</tr>
<tr>
<td>straightforward/frank</td>
<td>solve electrical problems</td>
<td>work outdoors</td>
</tr>
<tr>
<td>mechanically inclined</td>
<td>pitch a tent</td>
<td>be physically active</td>
</tr>
<tr>
<td>stable</td>
<td>play a sport</td>
<td>use your hands</td>
</tr>
<tr>
<td>concrete</td>
<td>read a blueprint</td>
<td>build things</td>
</tr>
<tr>
<td>reserved</td>
<td>plant a garden</td>
<td>tend/train animals</td>
</tr>
<tr>
<td>self-controlled</td>
<td>operate tools and machine</td>
<td>work on electronic equipment</td>
</tr>
</tbody>
</table>

**Career Possibilities (Holland Code):**

- Air Traffic Controller (SER)
- Archaeologist (IRE)
- Athletic Trainer (SRE)
- Cartographer (IRE)
- Commercial Airline Pilot (RIE)
- Commercial Drafter (IRE)
- Corrections Officer (SER)
- Dental Technician (REI)
- Farm Manager (ESR)
- Fish and Game Warden (RES)
- Floral Designer (RAE)
- Forester (RIS)
- Geodetic Surveyor (IRE)
- Industrial Arts Teacher (IER)
- Laboratory Technician (RIE)
- Landscape Architect (AIR)
- Mechanical Engineer (RIS)
- Optician (REI)
- Petroleum Geologist (RIS)
- Police Officer (SER)
- Practical Nurse (SER)
- Property Manager (ESR)
- Recreation Manager (SER)
- Service Manager (ERS)
- Software Technician (RCI)
- Ultrasound Technologist (RSI)
- Vocational Rehabilitation Consultant (ESR)

### Investigative (Thinkers)

People who like to observe, learn, investigate, analyze, evaluate, or solve problems.

<table>
<thead>
<tr>
<th>Are you?</th>
<th>Can you?</th>
<th>Like to?</th>
</tr>
</thead>
<tbody>
<tr>
<td>inquisitive</td>
<td>think abstractly</td>
<td>explore a variety of ideas</td>
</tr>
<tr>
<td>analytical</td>
<td>solve math problems</td>
<td>work independently</td>
</tr>
<tr>
<td>scientific</td>
<td>understand scientific theories</td>
<td>perform lab experiments</td>
</tr>
<tr>
<td>observant/precise</td>
<td>do complex calculations</td>
<td>deal with abstractions</td>
</tr>
<tr>
<td>scholarly</td>
<td>use a microscope or computer</td>
<td>do research</td>
</tr>
<tr>
<td>cautious</td>
<td>interpret formulas</td>
<td>be challenged</td>
</tr>
</tbody>
</table>

**Career Possibilities (Holland Code):**

- Actuary (ISE)
- Agronomist (IRS)
- Anesthesiologist (IRS)
- Anthropologist (IRE)
- Archaeologist (IRE)
- Biochemist (IRS)
- Biologist (ISR)
- Chemical Engineer (IRE)
- Chemist (IRE)
- Computer Systems Analyst (IER)
- Dentist (ISR)
- Ecologist (IRE)
- Economist (IAS)
- Electrical Engineer (IRE)
- Geologist (IRE)
- Horticulturist (IRS)
- Mathematician (IER)
- Medical Technologist (ISA)
- Meteorologist (IRS)
- Nurse Practitioner (ISA)
- Pharmacist (IES)
- Physician, General Practice (ISE)
- Psychologist (IES)
- Research Analyst (IRC)
- Statistician (IRE)
- Surgeon (IRA)
- Technical Writer (IRS)
- Veterinarian (IRS)
Artistic (Creators)

People who have artistic, innovating, or intuitional abilities and like to work in unstructured situations using their imagination and creativity.

Are you?
creative
imaginative
innovative
unconventional
emotional
independent
Expressive

Can you?
original
introspective
impulsive
sensitive
courageous
complicated
idealistic
nonconforming

Like to?
attend concerts, theatre, art exhibits
read fiction, plays, and poetry
work on crafts
take photography
express yourself creatively
deal with ambiguous ideas

Career Possibilities
(Holland Code):
Actor (AES)
Advertising Art Director (AES)
Advertising Manager (ASE)
Architect (AIR)
Art Teacher (ASE)
Artist (ASI)
Copy Writer (ASI)
Dance Instructor (AER)
Drama Coach (ASE)
English Teacher (ASE)
Entertainer/Performer (AES)
Fashion Illustrator (ASR)

Interior Designer (AES)
Intelligence Research Specialist (AEI)
Journalist/Reporter (ASE)
Landscape Architect (AIR)
Librarian (SAI)
Medical Illustrator (AIE)
Museum Curator (AES)
Music Teacher (ASI)
Photographer (AES)
Writer (ASI)
Graphic Designer (AES)

Social (Helpers)

People who like to work with people to enlighten, inform, help, train, or cure them, or are skilled with words.

Are you?
friendly
helpful
idealistic
insightful
outgoing
understanding

Can you?
cooperative
generous
responsible
forgiving
patient
kind

Like to?
work in groups
help people with problems
do volunteer work
work with young people
serve others

Career Possibilities
(Holland Code):
City Manager (SEC)
Clinical Dietitian (SIE)
College/University Faculty (SEI)
Community Org. Director (SEA)
Consumer Affairs Director (SER) Counselor/Therapist (SAE)
Historian (SEI)
Hospital Administrator (SER)
Psychologist (SEI)
Insurance Claims Examiner (SIE)
Librarian (SAI)
Medical Assistant (SCR)
Minister/Priest/Rabbi (SAI)
Paralegal (SCE)
Park Naturalist (SEI)
Physical Therapist (SIE)
Police Officer (SER)
Probation and Parole Officer (SEC)
Real Estate Appraiser (SCE)
Recreation Director (SER)
Registered Nurse (SIA)
Teacher (SAE)
Social Worker (SEA)
Speech Pathologist (SAI)
Vocational-Rehab. Counselor (SEC)
Volunteer Services Director (SEC)

4 - Holland Code
Enterprising (Persuaders)

People who like to work with people, influencing, persuading, leading or managing for organizational goals or economic gain.

**Are you?**
- self-confident
- assertive
- persuasive
- energetic
- adventurous
- popular

**Can you?**
- initiate projects
- convince people to do things your way
- sell things
- give talks or speeches
- organize activities
- lead a group
- persuade others

**Like to?**
- make decisions
- be elected to office
- start your own business
- campaign politically
- meet important people
- have power or status

Career Possibilities (Holland Code):

- Advertising Executive (ESA)
- Advertising Sales Rep (ESR)
- Banker/Financial Planner (ESR)
- Branch Manager (ESA)
- Business Manager (ESC)
- Buyer (ESA)
- Chamber of Commerce Exec (ESA)
- Credit Analyst (EAS)
- Customer Service Manager (ESA)
- Education & Training Manager (EIS)
- Emergency Medical Technician (ESI)
- Entrepreneur (ESA)
- Foreign Service Officer (ESA)
- Funeral Director (ESR)
- Insurance Director (ESC)
- Interpreter (ESA)
- Lobbyist (ESA)
- Office Manager (ESR)
- Personnel Recruiter (ESR)
- Politician (ESA)
- Public Relations Rep (EAS)
- Retail Store Manager (ESR)
- Sales Manager (ESA)
- Sales Representative (ERS)
- Social Service Director (ESA)
- Stockbroker (ESI)
- Tax Accountant (ECS)

Conventional (Organizers)

People who like to work with data, have clerical or numerical ability, carry out tasks in detail, or follow through on others’ instructions.

**Are you?**
- well-organized
- accurate
- numerically inclined
- methodical
- conscientious
- efficient
- conforming

**Can you?**
- work well within a system
- do a lot of paper work in a short time
- keep accurate records
- use a computer terminal
- write effective business letters

**Like to?**
- follow clearly defined procedures
- use data processing equipment
- work with numbers
- type or take shorthand
- be responsible for details
- collect or organize things

Career Possibilities (Holland Code):

- Abstractor (CSI)
- Accountant (CSE)
- Administrative Assistant (ESC)
- Budget Analyst (CER)
- Business Manager (ESC)
- Business Programmer (CRI)
- Business Teacher (CSE)
- Catalog Librarian (CSE)
- Claims Adjuster (SEC)
- Computer Operator (CSR)
- Congressional-District Aide (CES)
- Cost Accountant (CES)
- Court Reporter (CSE)
- Credit Manager (ESC)
- Customs Inspector (CEI)
- Editorial Assistant (CSI)
- Elementary School Teacher (SEC)
- Financial Analyst (CSI)
- Insurance Manager (ESC)
- Insurance Underwriter (CSE)
- Internal Auditor (ICR)
- Kindergarten Teacher (ESC)
- Medical Records Technician (CSE)
- Museum Registrar (CSE)
- Paralegal (SCE)
- Safety Inspector (RCS)
- Tax Accountant (ECS)
- Tax Consultant (CES)
- Travel Agent (ECS)
### COLLEGE OF AGRICULTURE, FOOD & NATURAL RESOURCES
- Agricultural Econ. (EAS)
- Agricultural Education (RIE)
- Agricultural Journalism (ESR)
- Animal Sciences (IRS)
- Biochemistry (IRE)
- Entomology (IRS)
- Food Science & Nutrition (SEI)
- General Agriculture (RIS)
- Horticulture (IRS)
- Hotel & Restaurant Mgmt. (ESR)
- Plant Pathology (IRS)
- Plant Sciences (IRS)
- Rural Sociology (IES)

### COLLEGE OF ARTS & SCIENCE
- Anthropology (IRE)
- Art History & Archaeology (EAS/IRE)
- Biological Sci. (IRE)
- Chemistry (IRE)
- Classics: Classical Humanities (AIS)
- Classics: Greek (ASE)
- Classics: Latin (ASE)
- Communication (EAS)
- Computer Science (IEC)
- Economics (IAS)
- English (AES)
- French (ASE)
- Geography (IRE)
- Geological Sci. (IRE)
- German (ASE)
- History (SEI)
- Intl. Studies: East Asian Studies (SEI)
- Intl. Studies: Environmental Studies (IRE)
- Intl. Studies: European Studies (SEI)
- Intl. Studies: Intl Agric/Comm Dev. (SEI/IRS)
- Intl. Studies: International Business (ESR)
- Intl. Studies: Latin Amer. Studies (SEI)
- Intl. Studies: Russian Studies (SEI)
- Intl. Studies: South Asian Studies (SEI)
- Mathematics (IRE)
- Microbiology (IRS)
- Peace Studies (SEI)
- Philosophy (SAI)
- Political Science (SEI)
- Psychology (SEI/AES)
- Physics (IRE)
- Religious Studies (SAI)
- Romance Languages (ASE)
- Russian (ASE)
- Sociology (IES)
- Spanish (ASE)
- Statistics (IRE)

### COLLEGE OF BUSINESS
- Business Administration (ESC)
- Business Administration: Finance & Banking (ESR)
- Business Administration: Intl. Business (ESR)
- Business Administration: Mgmt (ESR)
- Business Administration: Real Estate (ESR)
- Public Administration (ESR)

### COLLEGE OF EDUCATION
- Early Childhood Education (SEC)
- Educational Studies (SEC)
- Elementary Education (SEC)
- Elementary Education: School Art (ASE); School Music (AES)
- Practical Arts & Vocational-Technical Education (RIE)
- Special Education (SEC)
- Special Education (SAE/ASE)

### COLLEGE OF ENGINEERING
- Agricultural Engineering (IRE)
- Chemical Engineering (IRS) (Biochem & Chem Environmental Options)
- Civil Engineering (IRE) (Environmental Option)
- Comp. Engineering (IRE)
- Elec. Engineering (IRE)
- Industrial Engineering (EIR)
- Mechanical Engineering (RIS/IRE)

### COLLEGE OF HUMAN ENVIRONMENTAL SCIENCES
- Architectural Studies (IRE)
- Communication Science & Disorders: Speech - Language Pathology (SAI)
- Human Devel. & Family Studies (SEA)
- Personal Financial Planning (SEA)
- Radiologic Sci.: Radiography (IRS)
- Textile & Apparel Management (ESA)

### COLLEGE OF VETERINARY MEDICINE
- Veterinary Biomedical Science (IRS)
- Veterinary Pathobiology (IRS)

### SCHOOL OF ACCOUNTANCY
- Accountancy (CRS)

### SCHOOL OF FINE ARTS
- Art (AEI)
- Music (ASI)
- Theatre (ASE)

### SCHOOL OF HEALTH PROFESSIONS
- Clinical Laboratory Sciences: Cytotechnology (ICR)
- Comm. Science & Disorders (SAI)
- Nuclear Medicine (RIS)
- Occupational Therapy (SRE)
- Physical Therapy (SIE)
- Radiography (RIS)
- Respiratory Therapy (SIR)

### SCHOOL OF JOURNALISM
- Journalism (EAS)
- Journalism: Advertising (ESA)
- Journalism: Broadcast News (AES)
- Journalism: Magazine (AES)
- Journalism: News Editorial (ESA)
- Journalism: Photojournalism (AES)

### SCHOOL OF NATURAL RESOURCES
- Fisheries & Wildlife (RIE)
- Forestry (RIS)
- Soil, Atmospheric Sci. (IRS)
- Parks, Rec & Tourism (ESA)

### SCHOOL OF NURSING
- Nursing (SIA)

### SCHOOL OF SOCIAL WORK
- Social Work (SEC)

### HONORS COLLEGE
- Pre-med (IRS)

### SCHOOL OF LAW
- Law (ESA)

### SCHOOL OF MEDICINE
- Health Services Mgmt. (ESC)