Holland Theory and Types (RAISEC)


**Dr. John Holland** theorizes that six (6) personality types can characterize both individuals and occupations: Realistic, Investigative, Artistic, Social, Enterprising, and Conventional (Holland, 1997). The more closely a person emulates a particular type, the more likely he or she is to exhibit the personal traits and behaviours associated with that type. These interactions offer a tool for understanding academic interests, vocational interests, vocational satisfaction, achievement, and work histories.
Interpretations of the Types (RAISEC)

The Realistic Type
Experiences combined with the heredity of the Realistic person influences them towards a preference for activities that comprise concrete, ordered or systematic handling of objects, tools, machines and animals. These tendencies lead individuals towards acquiring manual, mechanical, agricultural, electrical, and technical competencies. (Repairing, building, working outdoors)

He or she is apt to be:

- Conforming
- Dogmatic
- Genuine
- Hard-headed
- Inflexible
- Materialistic
- Natural
- Normal
- Persistent
- Practical
- Reserved
- Robust
- Self-effacing

Realistic Careers: Carpenter, Skilled Trades, Drafter, Fitness Trainer, Optician, Dental Technician, Policemen, Fire Fighter, Truck Driver and Physical Education Teacher.

The Investigative Type
Experiences combined with the heredity of the Investigative person influences them towards a preference for activities that involve observational, abstract, organised, and creative investigation of cultural, physical, and biological phenomena. Investigative types are often wary to persuasive, social, and repetitive activities. These tendencies lead to an acquisition of scientific and mathematical competencies. (Analyzing, researching, inquiring)

She or he is apt to be:

- Analytical
- Cautious
- Complex
- Critical
- Curious
- Independent
- Intellectual
- Introspective
- Pessimistic
- Precise
- Radical
- Rational
- Reserved
- Retiring
- Unassuming

Investigative Careers: Biologist, Chemist, Historian, Researcher, Doctor, Computer Systems Analyst, Civil Engineer Actuary, and Mathematician.
The Artistic Type
Experiences combined with the heredity of the Artistic person influences them towards a preference for nebulous, free, un-structured activities that involve the manipulation of physical, or human materials to create music, art or products. Artistic types are often loath to explicit, systematic, and ordered activities. These tendencies lead to an acquisition of artistic competencies (Language, art, music, drama, and writing).

He or she is apt to be:
Complicated  Imaginative  Intuitive
Disorderly  Impractical  Nonconforming
Emotional  Impulsive  Open
Expressive  Independent  Original
Idealistic  Introspective  Sensitive

Artistic Careers: Artist, Musician, Actor/Actress, Graphic Designer, Architect, Film/Video Producer, Writer, and Photographer.

The Social Type
Experiences combined with the heredity of the Social person influences them towards a preference for activities that involve the influence of others to inform, train, develop, cure, or enlighten. Social types are often loath to explicit, systematic and ordered activities involving materials, tools, or machines. These tendencies lead to an acquisition of human relations competencies (Helping, interpersonal and instructional).

She or he is apt to be:
Agreeable  Helpful  Responsible
Cooperative  Idealistic  Sociable
Empathetic  Kind  Tactful
Friendly  Patient  Understanding
Generous  Persuasive  Warm

The Enterprising Type
Experiences combined with the heredity of the Enterprising person influences them towards a preference for activities that involve the influence of others to attain organizational goals or economic achievement. Enterprising types are often loath to observational, symbolic and systematic activities. These tendencies lead to an acquisition of leadership, interpersonal and persuasive competencies. (Managing, leading, selling, persuading)

He or she is apt to be:
- Acquisitive
- Adventurous
- Ambitious
- Assertive
- Domineering

Enterprising Careers: Manager, Producer, Lawyer, Business/Marketing, Executive, Entrepreneur, and Principal.

The Conventional Type
Experiences combined with the heredity of the Conventional person influences them towards a preference for activities that involve the definite, ordered, systematic manipulation of data. Conventional types are often loath to ambiguous, or un-systematized activities. These tendencies lead to an acquisition of clerical, computational, and business system competencies. (Keeping records, filing materials, reproducing materials, data processing)

She or he is apt to be:
- Careful
- Conforming
- Conscientious
- Dogmatic
- Efficient

Conventional Careers: Accountant, Banker, Editor, Office Manager, Librarian, Building Inspector and Reporter.

An individual generates a Holland Code through the relationship and combination of two (2) or more types, my Holland Code is (SEA – Social, Enterprising, Artistic). Once you identify your first, second and third preferences, you can input your top three into the following site and generate occupational preferences based upon the types selected.

Remember the occupations are just suggestions not predictions or prescriptions.