

# 01. BUILDING

IF YOU ARE A BUILDER, YOU WILL PROBABLY LIKE BEING OUTDOORS, PLAYING SPORTS, AND WORKING WITH PLANTS OR ANIMALS. YOU PROBABLY ENJOY BUILDING AND CRAFTING THINGS AND WORKING WITH TOOLS. MOST BUILDERS DO NOT ENJOY WORKING WITH PEOPLE AS MUCH AS THEY LIKE WORKING WITH THINGS. THEY ARE PRACTICAL AND NO-NONSENSE AND LIKE TO GET THE JOB DONE WITH A MINIMUM OF FUSS.

REALISTIC  
HOLLAND CODE

DR.  
JOHN  
L.  
HOLLAND

RIASEC  
SYSTEM

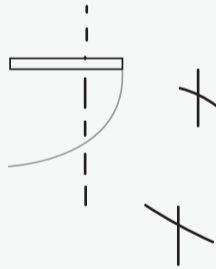
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# BUILDING



BUILDING  
REPAIRING  
CIVIL ACTION  
USING MACHINES  
USING TOOLS



AIRLINE COMMERCIAL PILOT  
ELECTRICAL ENGINEER  
CIVIL ENGINEER  
NUCLEAR TECHNICIAN  
MEDICAL SONOGRAPHER  
CARDIOVASCULAR TECHNOLOGIST  
POWER PLANT OPERATOR  
ELEVATOR INSTALLER/TECHNICIAN  
POLICE OFFICER OR DETECTIVE  
CONSERVATION SCIENTIST OR FORESTER

PRACTICALITY

PRODUCTIVITY  
STRUCTURE

INDEPENDENCE  
PHYSICAL SKILL

REALISTIC

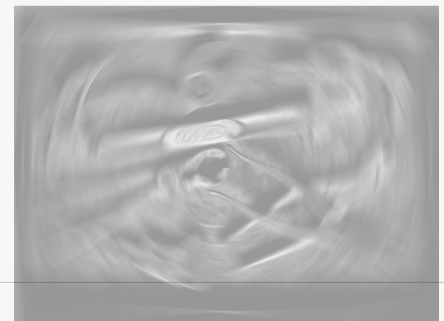
SENSIBLE

MECHANICAL

TRADITIONAL

DOWN-TO-EARTH

GOOD OPPORTUNITIES  
ARE AVAILABLE BY



INVESTIGATIVE  
HOLLAND CODE

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## 02. THINKING

IF YOU ARE A THINKER, YOU WILL PROBABLY LIKE WORKING WITH IDEAS AND THEORIES. YOU WILL ENJOY BUILDING YOUR KNOWLEDGE AND GAINING A GREATER UNDERSTANDING OF THE WORLD AROUND YOU. YOU WILL LIKELY BE INTERESTED IN SCIENCE AND TECHNOLOGY. MOST THINKERS DO NOT ENJOY WORKING WITH PEOPLE AS MUCH AS THEY LIKE WORKING WITH IDEAS. THEY ARE ACADEMIC AND RATIONAL AND ENJOY LOGICAL SYSTEMS OF THOUGHT.

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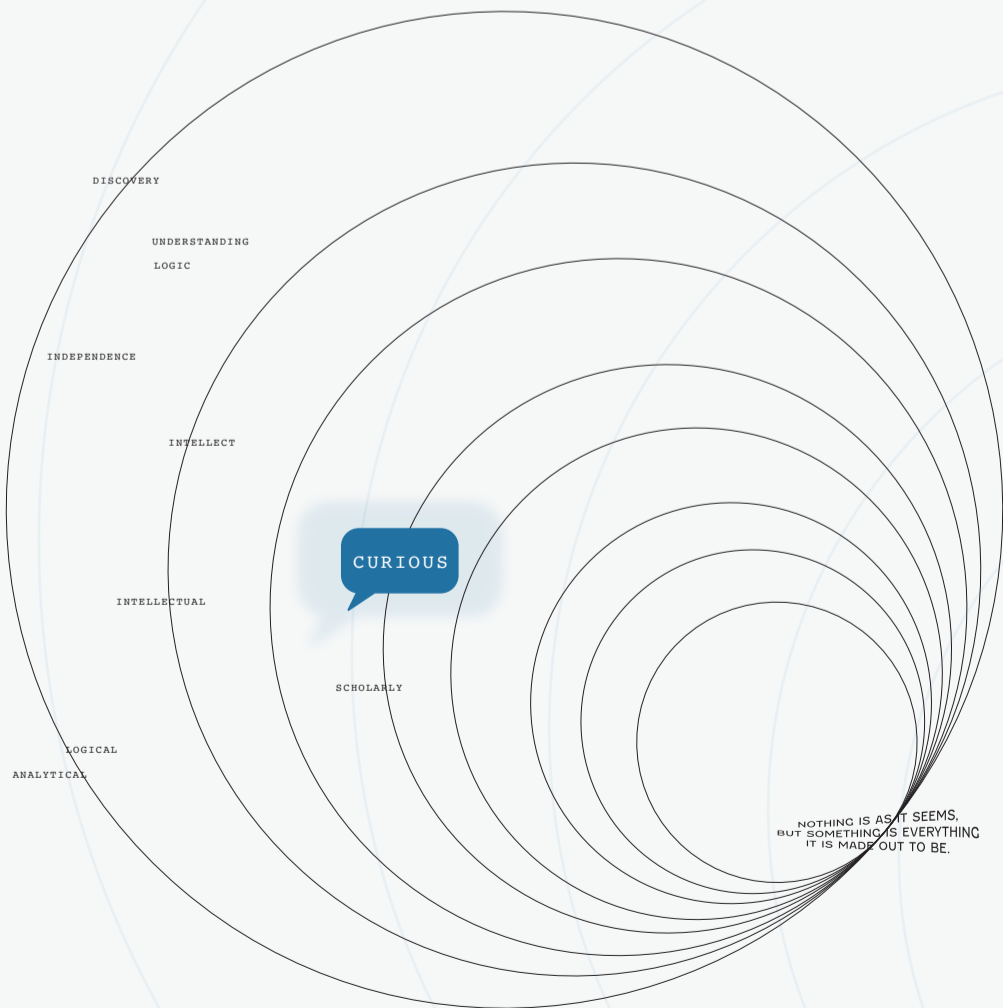


# THIN KING

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RESEARCHING  
EXPERIMENTING  
THEORIZING  
ANALYZING  
PROBLEM-SOLVING

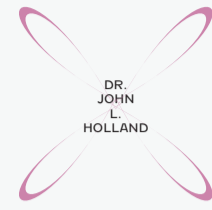
POLITICAL SCIENTIST  
COMPUTER RESEARCH SCIENTIST  
OPTOMETRIST  
SOFTWARE DEVELOPER  
ECONOMIST  
PHYSICIAN OR SURGEON  
DENTIST  
PETROLEUM ENGINEER  
PODIATRIST  
PHARMACIST  
ASTRONOMER



NOTHING IS AS IT SEEMS.  
BUT SOMETHING IS EVERYTHING  
IT IS MADE OUT TO BE.



ARTISTIC  
HOLLAND CODE



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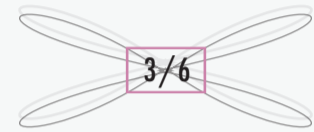
# 03. CREATING

IF YOU ARE A CREATOR, YOU WILL PROBABLY LIKE WORKING IN AN UNSTRUCTURED ENVIRONMENT WHERE YOU CAN CREATE SOMETHING ORIGINAL AND UNIQUE TO YOU. YOU MAY ENJOY ACTIVITIES LIKE PAINTING, DRAWING, CREATIVE WRITING, OR PLAYING AN INSTRUMENT. EVEN IF YOU DO NOT CONSIDER YOURSELF AN ARTIST, YOU WILL LIKELY ENJOY EXPERIENCING ART, MUSIC, AND DRAMA. MOST CREATORS DO NOT ENJOY REPETITIVE OR ROUTINE WORK. THEY LIKE AN ENVIRONMENT WITH A GOOD DEAL OF FREEDOM AND FLEXIBILITY TO EXPRESS THEMSELVES.



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# CREA TING



CREATING ART  
WRITING  
INTERPRETING  
DESIGNING  
EXPRESSING IDEAS

- EDITOR
- DRAFTER
- MUSICIAN OR SINGER
- INTERIOR DESIGNER
- GRAPHIC DESIGNER
- CRAFT/FINE ARTIST
- ARCHITECT
- ANIMATOR/MULTIMEDIA/COMPOSER
- FASHION DESIGNER
- WRITER/AUTHOR

CREATIVITY  
FREEDOM

IMAGINATIVE

INDIVIDUALITY

FLEXIBILITY

INDEPENDENT

INTUITIVE  
SENSITIVE

SPONTANEOUS

EXTENSION OF OUR

CREATIVITY IS A NATURAL  
ENTHUSIASM

SOCIAL  
HOLLAND CODE

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L.  
HOLLAND

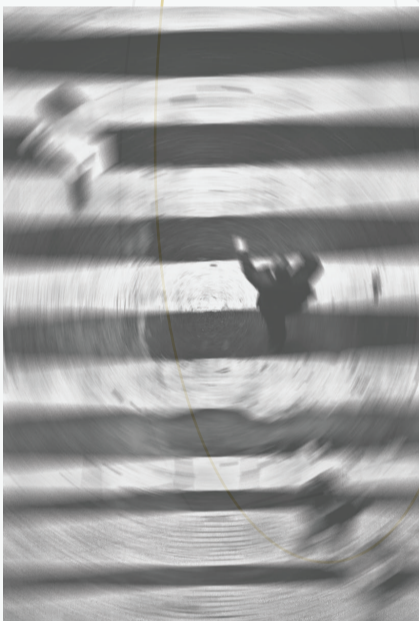
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# 04. HELPING

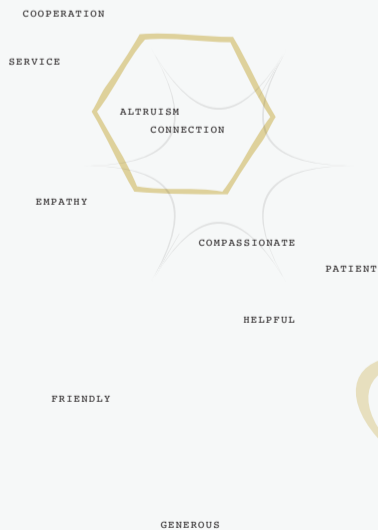
IF YOU ARE A HELPER, YOU WILL PROBABLY LIKE WORKING CLOSELY WITH OTHERS IN A WAY THAT ALLOWS YOU TO MAKE A POSITIVE IMPACT ON THEIR LIVES. YOU LIKELY ENJOY TEACHING, COUNSELING, AND CARING FOR OTHER PEOPLE. CHOOSING WORK THAT ALLOWS YOU TO LIVE OUT YOUR PERSONAL VALUES IS VERY IMPORTANT TO YOU. MOST HELPERS DISLIKE WORKING ALONE. THEY PLACE A HIGH VALUE ON THEIR RELATIONSHIPS AND WANT TO WORK IN COOPERATION AND HARMONY WITH OTHERS.



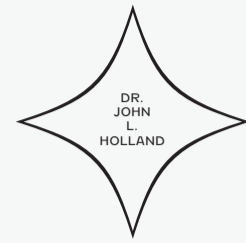
# HELPING

COUNSELING  
ASSISTING  
ADVISING  
TEACHING  
PROVIDING SERVICE

NURSE ANESTHETIST OR MIDWIFE  
PHYSICIAN ASSISTANT  
OCCUPATIONAL THERAPIST  
RADIATION THERAPIST  
GENETIC COUNSELOR  
SPEECH LANGUAGE PATHOLOGIST  
DENTAL HYGIENIST  
CHIROPRACTOR  
ORTHOTIST/PROSTHETIST  
RESPIRATORY THERAPIST  
REGISTERED NURSE



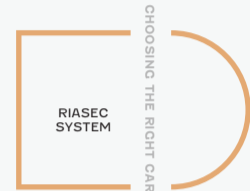
serve not to be a success, but rather to be successful



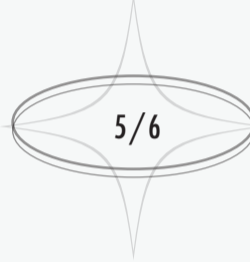
ENTERPRISING  
HOLLAND CODE

# 05. THINKING

IF YOU ARE A THINKER, YOU WILL PROBABLY LIKE WORKING WITH IDEAS AND THEORIES. YOU WILL ENJOY BUILDING YOUR KNOWLEDGE AND GAINING A GREATER UNDERSTANDING OF THE WORLD AROUND YOU. YOU WILL LIKELY BE INTERESTED IN SCIENCE AND TECHNOLOGY. MOST THINKERS DO NOT ENJOY WORKING WITH PEOPLE AS MUCH AS THEY LIKE WORKING WITH IDEAS. THEY ARE ACADEMIC AND RATIONAL AND ENJOY LOGICAL SYSTEMS OF THOUGHT.



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# PERSUADING

MANAGING  
DECIDING  
STRATEGIZING  
SELLING  
MOTIVATING

- COMPUTER AND I.S. MANAGER
- ARCHITECTURAL OR ENGINEERING MANAGER
- PROMOTIONS MANAGER
- AIR TRAFFIC CONTROLLER
- LAWYER
- SALES MANAGER
- JUDGE OR HEARING OFFICER
- PUBLIC RELATIONS MANAGER
- TOP EXECUTIVE
- SALES ENGINEER
- MEDICAL OR HEALTH SERVICES MANAGER

INFLUENCE  
LEADERSHIP  
RISK-TAKING  
ACHIEVEMENT  
ASSERTIVE  
INITIATIVE  
ENERGETIC  
CONFIDENT  
ADVENTUROUS  
AMBITIOUS

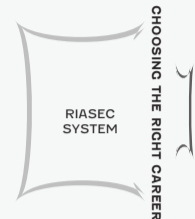
PERSUASION IS OFTEN MORE EFFECTUAL THAN FORCE



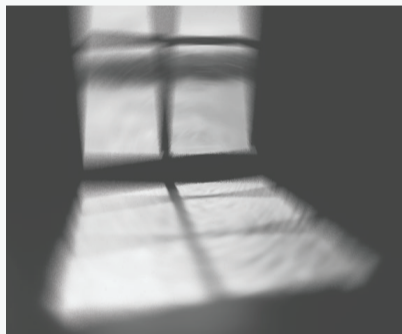
# 06. ORGANIZING

IF YOU ARE AN ORGANIZER, YOU WILL PROBABLY LIKE COMPLETING ORDERLY, WELL-DEFINED TASKS IN A STRUCTURED ENVIRONMENT. YOU MAY ENJOY WORKING WITH NUMBERS, DATA, AND FILES. YOU PROBABLY VALUE ACCURACY AND PRECISION, AND LIKE TO FOLLOW THE RULES. MOST ORGANIZERS DISLIKE UNSTRUCTURED WORK ENVIRONMENTS THAT LACK CLEAR EXPECTATIONS AND PROCEDURES. THEY LIKE TO WORK THROUGH TASKS IN A METHODOICAL, SYSTEMATIZED MANNER AND DO NOT WANT TO HAVE TO MAKE THINGS UP AS THEY GO.

CONVENTIONAL  
HOLLAND CODE



# ORGANIZING



CREATING ART  
WRITING  
INTERPRETING  
DESIGNING  
EXPRESSING IDEAS

EDITOR  
DRAFTER  
MUSICIAN OR SINGER  
INTERIOR DESIGNER  
GRAPHIC DESIGNER  
CRAFT/FINE ARTIST  
ARCHITECT  
ANIMATOR/MULTIMEDIA/COMPOSER  
FASHION DESIGNER  
WRITER/AUTHOR

