



# JOHN HOLLAND'S THEORY OF VOCATIONAL CHOICE

# Work Environments



## REALISTIC

### THE "DOERS"

- Likes to work with tools, objects, machines, or animals.
- Develops manual, mechanical, agricultural, and/or electrical skills.
- Prefers occupations that involve building or repairing things.
- Tends to be down-to-earth and practical.
- Gains satisfaction from seeing a tangible job completed.

## CONVENTIONAL

### THE "ORGANIZERS"

- Likes activities that permit organization of information or things.
- Develops organizational, clerical, and arithmetical skills.
- Prefers occupations involving record keeping, mathematical, keyboarding, or computer operation.
- Tends to be responsible, dependable, and detail-oriented.
- Gains satisfaction by organizing activities so that they function smoothly.

## ENTERPRISING

### THE "PERSUADERS"

- Likes activities that permit leading or influencing other people.
- Develops leadership ability, persuasiveness, and other important "people" skills.
- Prefers occupations involving sale of products or management of people.
- Tends to be ambitious, outgoing, energetic, and self-confident.
- Works with people for the purpose of selling them a product or managing them.

## INVESTIGATIVE

### THE "THINKERS"

- Likes activities involving the biological and physical sciences.
- Develops math and science ability.
- Prefers occupations in scientific and medical fields.
- Tends to be curious, studious, and independent.
- Likes and has the ability to develop new ways of doing things.

## ARTISTIC

### THE "CREATORS"

- Likes creative activities free from routine.
- Develops skills in language, art, music, and drama.
- Prefers occupations using creative talents.
- Tends to be creative and free thinking.
- Tends to avoid activities that require a schedule or conformity.

## SOCIAL

### THE "HELPERS"

- Likes activities that involve informing, teaching, and helping others.
- Develops ability to work with people.
- Prefers jobs such as teaching, nursing, and counseling.
- Tends to be helpful and friendly.
- Gains satisfaction from helping others.