

The Holland Code Personality and Job-Match System

R-I-A-S-E-C Traits

Dr. John Holland's developed a 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.

R: Realistic (Doers)

I: Investigative (Thinkers)

A: Artistic (Creators)

S: Social (Helpers)

E: Enterprising (Persuaders)

C: Conventional (Organizers)



While there are many useful types of personality assessments, such as Clifton Strength Finders, The DISC, Myers-Briggs, what is so useful about the Holland Code system is that it not only has an individual component, but that thousands of occupations have also been analyzed and aligned with the model. This allows a matching of personality and temperament to jobs, an extremely valuable component of career search. The Holland Code Assessment is available for free use through the U.S. Department of Labor's O-NET Interest Profiler. (<https://www.onetcenter.org/IP.html?p=3>)

Each individual 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.

R - Realistic (Doers)

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

Realistic Attributes

Practical, straightforward/frank, mechanically inclined, stable, concrete, reserved, self-controlled, independent, ambitious, and systematic

Sampling of Realistic-Dominant Careers

Air Conditioning Mechanic (RIE), Aircraft Mechanic (RIE) , Automotive Engineer (RIE) , Bus driver (RES), Construction Worker (REC), Corrections Officer (RES) , Dental Assistant (REI), Electrician (REI) , Exercise Careers (RES), Farm Manager (RES) , Fiber Optics Technician (RSE) , Firefighter (RES) Fish Hatchery Manager (RES) , Floral Designer (RAE) , Furnace Installer (RES), Groundskeeper (RCE),, Industrial Supervisor (REI) , Instrument Repair (RIE) , Laboratory Technician (RIE), Line Installer (RSE), Machinist (RIE), Maintenance Repairer (RES), Mechanical Engineer (RIS), Oceanographer (RIE) , Optician (REI), Painter (RES), Petroleum Engineer (RIE), Plumber (REI), Practical Nurse (RSE) , Quality Control Manager (RSE), Structural Steelworker (REI), Tool and Die Maker (RIE) , Truck Driver (RSE) , Welder (RES)

Percentage of Realistic-Dominant jobs in U.S. Economy, 2010: 27%ⁱ

I - Investigative (*Thinkers*)

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

Investigative Attributes

Inquisitive, analytical, scientific, observant/precise, scholarly, cautious, intellectually self-confident, Independent, logical \complex, and curious

Sampling of Investigative-Dominant Careers

Actuary (ISE), Anesthesiologist (IRS), Biochemist (IRS), Chemical Engineer (IRE), Computer Systems Analyst (IER), Electrical Engineer (IRE), Horticulturist (IRS), Mathematician (IER), Medical Technologist (ISA), Nurse Practitioner (ISA), Pharmacist (IES), Physician, General Practice (ISE), Research Analyst (IRC), Statistician (IRE), Surgeon (IRA), Technical Writer (IRS), Veterinarian (IRS)

Percentage of Investigative-Dominant jobs in U.S. Economy, 2010: 10%

A- Artistic (*Creators*)

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

Artistic Attributes

Creative, imaginative, innovative, unconventional, emotional, independent, expressive, original, introspective, impulsive, sensitive, courageous, complicated, idealistic, and nonconforming

Sampling of Artistic-Dominant Careers

Actor (AES), Advertising Art Director (AES), Architect (AIR), Art Teacher (ASE), Drama Coach (ASE), English Teacher (ASE), Entertainer/Performer (AES), Intelligence Research Specialist (AEI), Journalist/Reporter (ASE), Landscape Architect (AIR), Museum Curator (AES), Music Teacher (ASI), Photographer (AES)

Percentage of Artistic-Dominant jobs in U.S. Economy, 2010: 2%

S- Social (Helpers)

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

Social Attributes

Friendly, helpful, idealistic, insightful, outgoing, understanding, cooperative, generous, responsible, forgiving, patient, empathic, kind, and persuasive

Sampling of Social-Dominant Careers

Air Traffic Controller (SER), Athletic Trainer (SRE), College Professor (SEI), Counseling Psychologist (SIA), Cosmetologist (SEA), Dental Hygienist (SAI), Dietician (SIE), Elementary School Teacher (SEC), Executive House Keeper (SCE), High School Teacher (SAE), Historian (SEI), Home Economics Teacher (SAE), Homemaker (S), Hospital Administrator (SER), Insurance Claims Examiner (SIE), Minister/Priest/Rabbi (SAI), Nurse/Midwife (SIR), Occupational Therapist (SRE), Personnel Recruiter (SEC), Physical Therapist (SIE), Police Officer (SER), Real Estate Appraiser (SCE), Registered Nurse (SIA), School Counselor (SAE), Social Worker (SEA), Speech Pathologist (SAI)

Percentage of Social-Dominant jobs in U.S. Economy, 2010: 24%

E- Enterprising (*Persuaders*)

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

Enterprising Attributes

Self-confident, assertive, sociable, persuasive, enthusiastic, energetic, adventurous, popular, impulsive, ambitious, inquisitive, agreeable, talkative, extroverted, spontaneous, and optimistic

Sampling of Enterprising-Dominant Careers

Advertising Sales Rep. (ESR), Barber/Hairdresser (ESR), Benefits Manager (ESA), Cook/Chef (ESR), Dental Assistant (E), Educational Administrator (ESA), Emergency Medical Technician (ESI), Flight Attendant (ESA), Food Service Manager (ESI), Health Care Executive (ECR), Insurance Manager (ESC), Journalism (EAS), Lawyer/Attorney (ESA), Real Estate Agent (ESR), Retail Store Manager (ESR), Sales Manager (ESA), Social Service Director (ESA), Stockbroker (ESI)

Percentage of Enterprising-Dominant jobs in U.S. Economy, 2010: 20%

C- 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.

Conventional Attributes

Well-organized, accurate, numerically inclined, methodical, conscientious, efficient, conforming, orderly, practical, thrifty, systematic, structured, polite, ambitious, obedient, and persistent

Sampling of Conventional-Dominant Careers

Abstractor (CSI), Accountant (CSE) , Administrative Assistant (ESC), Catalog Librarian (CSE), Court Reporter (CSE), Financial Analyst (CSI), Insurance Adjuster (CSE), Kindergarten Teacher (CSE) , Library Assistant (CSE), Medical Records Tech. (CSE), Tax Consultant (CES)

Percentage of Conventional-Dominant jobs in U.S. Economy, 2010: 17%

Number and Percentage of Persons Employed in Six Kinds of Work, 1960-2010			
	Census Year (Detailed Occupations)		
Kind of Work	1960	1990	2010
R (realistic)	35,029 55%	42,711 37%	31,868 27%
I (investigative)	1,986 3%	6,738 6%	11,457 10%
A (artistic)	756 1%	1,552 1%	2,027 2%
S (social)	5,611 9%	14,983 13%	29,563 24%
E (enterprising)	11,106 17%	29,668 26%	23,991 20%
C (conventional)	9,569 15%	20,086 17%	20,878 17%
Total	64,057	115,738	119,784

Note: Employment numbers are in millions rounded to the nearest thousands.
 Source: The U.S. Workforce from 1960 to 2010: a RIASEC View. Mary-Catherine McLain and Robert C. Reardon, The Professional Counselor, 2015, NBCC Inc. and Affiliates

This document is adapted from “The Power and Promise of Pathways” by Hans Meeder, NC3T Media, 2016

ⁱ McClain, Mary-Catherine, Reardon, Robert C., (2015), “The U.S. Workforce from 1960 to 2010: a RIASEC View, The Professional Counselor, Volume 5, Issue 1, Pages 1-14, NBCC, Inc. and Affiliates