

## Holland Personality Types

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Attribute	Realistic	Investigative	Artistic	Social	Enterprising	Conventional
<b>Work Preferences</b>	Operating machines, tools, and equipment	Exploration, understanding and prediction or control of natural and social phenomena	Literary, musical, artistic activities, creative expression	Helping, teaching, training, counseling or serving others through personal interaction	Persuading, manipulating, entrepreneurial, and business-minded	Establishing or maintaining orderly routines, application of standards and regulations
<b>Values</b>	Material rewards for noticeable accomplishments	Development or acquisition of knowledge	Creative expression of ideas, emotions or sentiments	Fostering the welfare or support of others, social service	Material accomplishments and social status	Material or financial accomplishment and power in social, business or political arenas
<b>Self-Perception</b>	Practical, conservative and having manual and mechanical skills	Analytical, intelligent, skeptical and having academic talent	Open to new experiences, innovative, intellectual	Empathetic, patient, and having interpersonal skills	Persuasive abilities, sales desire and acumen	Technical skills and abilities in business or production

## Work Environment

Attribute	Realistic	Investigative	Artistic	Social	Enterprising	Conventional
<b>Requires</b>	Work with hands, manual, machines, tools, or objects, mechanical competencies	Work that is analytical or technical in nature, verbal competencies	Work that is creative, innovative, emotional expressive and involves interaction with others	Work that is interpersonal, competencies; skills in healing, mentoring, and teaching	Work that involves persuasion and influencing others, use of manipulative tactics	Work that involves clerical or administrative detail, meeting precise standards of performance
<b>Display of Demands &amp; Rewards</b>	Conforming behavior, practical accomplishment	Skepticism and persistence, problem solving, documents new knowledge, understanding or solutions of problems	Imagination in literary, artistic or musical accomplishment	Empathy, humanitarianism, social ability and friendliness	Initiative in the pursuit of financial or material accomplishment, dominance and self-confidence	Conformity, organizational ability, dependability
<b>Values or Personal Style</b>	Values that are concrete, practical, productive, robust, adventurous	Values based in the acquiring of knowledge through scholarship or investigation	Values unconventional ideas or manners, aesthetic appreciation	Values concern and welfare of others	Values acquisition of power and responsibility	Values conventional outlook and concern for order and routine