Hello,

Thank you for your interest in the Learning for Life web site, Holland Code Career Model, and Holland Code Resources. We have enclosed additional information about Three Steps in the Career Planning Process, Holland Career Model, and the Self-Directed Search Assessment.

The Self-Directed Search Assessment is an excellent product. The Self-Directed Search is widely used by over 22 million people worldwide. The Search is translated into 25 different languages and is supported by over 500 research studies. The basis for the Self-Directed Search Assessments is the Holland Career Model. Assessments provide information that links job personalities and key characteristics to college majors, hobbies, abilities, and related careers. The basis of the assessments is the identification of a two or three-letter RIASEC or Holland code. The assessment will help you complete Step One in the Career Planning Process - Awareness, Knowledge, and Assessment.

We have created additional Holland Code materials. In our Career Planning Curriculum, there are –

- Exploring Careers and College Majors Career Planning Activity Sheets
- Self-Directed Search Assessment and Occupational Finder
- Holland Code Curriculum and Poster CD-ROM’s

Please visit the Holland Codes web page – http://www.learning4liferesources.com/hollandcodes.html

Have a great day,

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Three Steps in the Career Planning Process

Step One: Awareness, Knowledge, and Assessment
- Using internet career resources
- Personality styles
- Learning styles
- Abilities/Skills
- Values
- Occupations

Gaining knowledge of:
- Personality styles
- Learning styles
- Abilities/Skills
- Values
- Occupations

Step Two: Educational and Occupational Exploration
- Exploring subjects and careers:
  - Labor market
  - Salary and job outlook
  - Job shadowing
  - Informational interviews

- Researching Occupations:
  - English
  - Math
  - Science
  - Informational interviews

Step Three: Career Planning
- Planning for College:
  - Programs of study
  - Post-secondary courses

- Preparing for Careers:
  - Informational interviews
  - Job shadowing
  - Apprenticeships
  - Internships
  - Summer Jobs
  - Part-time Jobs

Occupations

John Holland (1985) developed a system of personality types to classify jobs into job categories, interest clusters, or work personality environments. The system is the Holland Hexagon Model or Holland Codes. In the Holland Model, these categories represent work personalities. The personalities were Realistic, Investigative, Artistic, Social, Enterprising, and Conventional. Assessments using Holland typology link vocational interests to job families using a three-letter RIASEC or Holland code. Different assessments provide information on the relationship between these job personalities and key characteristics, college majors, hobbies, abilities, related careers.

**Holland Career Assessments Web Sites**

- Career Key - http://www.careerkey.org/english
- Sample Self Assessment Exercise - http://www.soicc.state.nc.us/SOICC/planning/c1a.htm
## Holland Personalities

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>REALISTIC</th>
<th>INVESTIGATIVE</th>
<th>ARTISTIC</th>
<th>SOCIAL</th>
<th>ENTERPRISING</th>
<th>CONVENTIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Characteristics</strong></td>
<td>Frank, Practical, Focused,</td>
<td>Analytical, Intellectual,</td>
<td>Complicated, Original,</td>
<td>Helping, Informing, Teaching,</td>
<td>Persuasive, Energetic,</td>
<td>Careful, Conforming,</td>
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<tr>
<td></td>
<td>Mechanical, Determined,</td>
<td>Reserved, Independent,</td>
<td>Impulsive, Independent,</td>
<td>Inspiring, Counseling,</td>
<td>Sociable, Adventurous,</td>
<td>Conservative,</td>
</tr>
<tr>
<td></td>
<td>Rugged</td>
<td>Scholarly, Judgmental</td>
<td>Expressive, Creative</td>
<td>Serving</td>
<td>Ambitious, Risk-taking</td>
<td>Conscientious,</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Self-controlled,</td>
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<tr>
<td><strong>Strengths</strong></td>
<td>Manipulates tools,</td>
<td>Works with abstract ideas and</td>
<td>Uses imagination and feelings</td>
<td>Interacts with people,</td>
<td>Leads, manages, and organizes</td>
<td>Orders activities</td>
</tr>
<tr>
<td></td>
<td>Possesses mechanical, manual,</td>
<td>intellectual problems</td>
<td>in creative expression</td>
<td>concerned with the welfare of</td>
<td></td>
<td>paying attention to details</td>
</tr>
<tr>
<td></td>
<td>or athletic ability</td>
<td></td>
<td></td>
<td>people</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Prefers to deal</strong></td>
<td>Things</td>
<td>Ideas and Things</td>
<td>Ideas and People</td>
<td>People</td>
<td>Data and People</td>
<td>Data and Things</td>
</tr>
<tr>
<td>with**</td>
<td></td>
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<tr>
<td><strong>Careers</strong></td>
<td>Craftsman, Fitness Trainer,</td>
<td>Biologist, Chemist, Historian,</td>
<td>Artist, Musician, Actor/</td>
<td>Teacher, Clergy, Coach,</td>
<td>Manager, Producer, Lawyer,</td>
<td>Accountant,</td>
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<tr>
<td></td>
<td>Optician, Policemen, Fire</td>
<td>Researcher, Doctor, Mathematician</td>
<td>Actress, Designer, Writer,</td>
<td>Therapist, Nurse, Counselor,</td>
<td>Business/ Marketing, Executive,</td>
<td>Editor, Librarian,</td>
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<tr>
<td></td>
<td>Fighter, Physical Education</td>
<td></td>
<td>Photographer</td>
<td>Sociologist</td>
<td>Entrepreneur, Principal</td>
<td>Reporter</td>
</tr>
<tr>
<td><strong>Possible College</strong></td>
<td>Justice Studies, Fire Science,</td>
<td>Biology, Chemistry, Nursing,</td>
<td>Biology, History</td>
<td>Nursing, Christian Education,</td>
<td>Pre-Law, Business Management</td>
<td>Business, Accounting,</td>
</tr>
<tr>
<td><strong>Majors</strong></td>
<td>Athletic Training, Martial</td>
<td>Pre-Medicine, Medicine,</td>
<td></td>
<td>Counseling, Biblical Studies,</td>
<td>and Administration,</td>
<td>Management</td>
</tr>
<tr>
<td></td>
<td>Arts, Corporate Fitness,</td>
<td>Mathematics, History</td>
<td></td>
<td>Social Science, Education</td>
<td>International Business,</td>
<td></td>
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<tr>
<td></td>
<td>Physical Education</td>
<td></td>
<td></td>
<td></td>
<td>Political Science</td>
<td></td>
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</tbody>
</table>