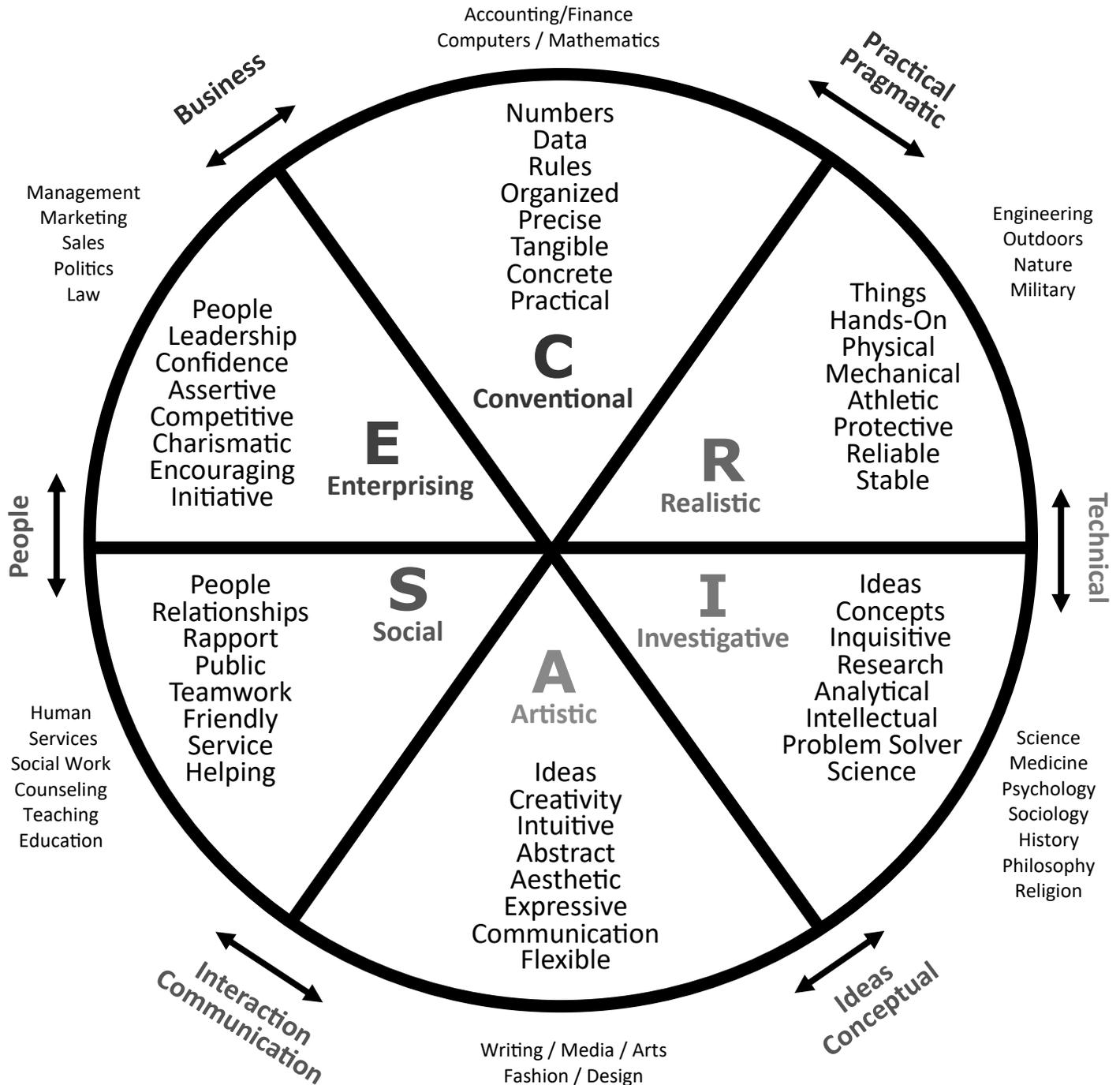




# Personality Map



John Holland's Self-Directed Search is a popular interest inventory used to help students match their personality traits to appropriate career environments. This map shows the relationship between the six different personality designations and their related occupational activities.

## REALISTIC

Realistic people are independent, stable, persistent, genuine, practical, and thrifty. They prefer to deal with things rather than ideas or people. They are doers. They are no-nonsense, down-to-earth individuals. They excel at tasks that are tactile, physical, athletic, or mechanical. They value things that are natural, concrete, and tangible. They like being outdoors, using tools, operating machines, interacting with animals, and working with their hands. They like to build or repair things. They might also tend toward protective, life-saving, and military professions.

## INVESTIGATIVE

Investigative people are intellectual, introspective, and inquisitive. They are curious, methodical, rational, analytical, and logical. They excel at tasks that are scholarly, scientific, technical, or medical. They enjoy activities that involve thought, observation, investigation, exploration, and discovery. They are avid readers. They like to solve problems, perform experiments, and conduct research. They enjoy engaging their mental capacities. Their personality is generally expressed in philosophy, religion, history, social sciences, behavioral sciences, and physical sciences.

## ARTISTIC

Artistic people are creative, intuitive, sensitive, articulate, and expressive. They are unstructured, original, non-conforming, and innovative. They rely on feelings, imagination, and inspiration. They like to work with ideas, abstractions, and concepts. They are spontaneous and open-minded. They are flexible thinkers. They excel at tasks that are literary, verbal, visual, and aesthetic. They like art, music, dance, drawing, painting, sculpting, drafting, writing, drama, language, communicating, design, and fashion.

## SOCIAL

Social people typically are kind, generous, cooperative, patient, caring, helpful, empathetic, tactful, and friendly. They excel at socializing, helping others, and teaching. They like collaborative tasks that involve teamwork, establishing rapport, social interaction, relationship building, and the overall improvement of society. They enjoy activities that are public, humanitarian, educational, philanthropic, interpersonal, and service-oriented. They desire to make a difference in people's lives.

## ENTERPRISING

Enterprising people are charismatic, adventurous, ambitious, assertive, extroverted, confident, and optimistic. They tend to be energetic and enthusiastic. They are inspirational, persuasive, and motivational. They are promoters, preachers, and cheerleaders. They excel at leadership, law, business, politics, public speaking, and salesmanship. They possess a strong sense of initiative and an entrepreneurial spirit. They like influencing others, being in charge, controlling situations, taking risks, debating, and competing.

## CONVENTIONAL

Conventional people are conscientious. They are logical, efficient, orderly, and organized. They are thorough and detail-oriented. They value precision and accuracy. They are reliable. They enjoy practical tasks, quantitative measurements, and structured environments. They are good planners. They enjoy "crunching numbers" and making calculations. They do well with calendars, schedules, and time management. They are good with rules, regulations, policies, and procedures. They excel at accounting, statistics, computers, and clerical tasks. They like mathematics, numerical activities, and office settings.

