

JOHN HOLLAND'S SIX PERSONALITY TYPES THEORY

A Framework for Understanding Career Interests

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INTRODUCTION



Who is John Holland?

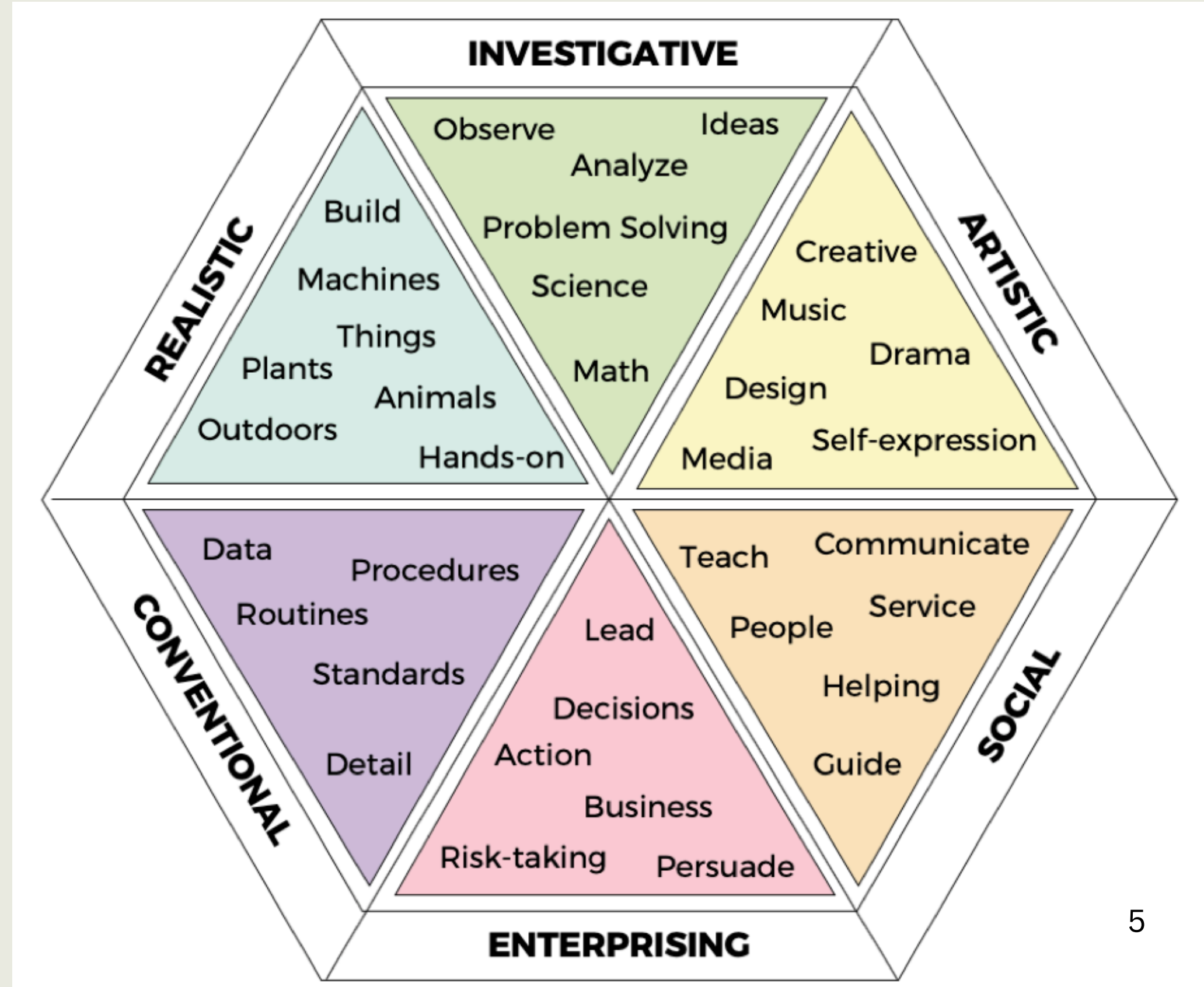
- John Holland was a psychologist who changed career counseling by creating a theory about different personality types and how they fit with various work environments.
- **Developed the Holland Code (RIASEC) in the 1950s.**
- Believed that people flourish in careers that match their personality.
- His theory is widely used in career assessments and guidance today.

JOHN HOLLAND'S THEORY

- A model of career choice based on personality types and work environments.
- People are more likely to be satisfied in work environments that match their personality type.
- The Six Personality Types:
 - **Realistic:** Doers
 - **Investigative:** Thinkers
 - **Artistic:** Creators
 - **Social:** Helpers
 - **Enterprising:** Persuaders
 - **Conventional:** Organizers

Holland's Hexagon (RIASEC)

- The six personality types are arranged in a hexagon.
- Adjacent types are more similar than opposite types.



PERSONALITY TYPES

Realistic (R): Doers, Practical, Hands-on

Characteristics:

- Prefer working with **tools** and **machines**
- Enjoy **physical activity** and **outdoor work**
- Value **direct** and **tangible results**
- May be **less** interested in social interaction

Potential Careers:

- Mechanic
- Construction
- Worker
- Plumber
- Electrician
- Farmer



PERSONALITY TYPES

Investigative (I): Thinkers, Curious, Analytical

Characteristics:

- Enjoy **scientific exploration** and **research**
- Prefer working with **ideas** and **concepts**
- Value **intellectual stimulation** and **problem-solving**
- May be **less** interested in routine or repetitive tasks

Potential Careers:

- Scientist
- Engineer
- Researcher
- Programmer
- Doctor



PERSONALITY TYPES

Artistic (A): Creators, Imaginative, Expressive

Characteristics:

- Enjoy **creative** and **self-expression**
- Prefer **unstructured** and **flexible work environments**
- Value **originality** and **nonconformity**
- May be **less** interested in rules and regulations

Potential Careers:

- Artist
- Musician
- Writer
- Actor
- Designer



PERSONALITY TYPES

Social (S): Helpers, Caring, Cooperative

Characteristics:

- Enjoy **helping others** and **building relationships**
- Prefer working with **people** and in **team settings**
- Sees self as **helpful, friendly**, and **trustworthy**.
- May be **less** interested in competition or confrontation

Potential Careers:

- Teacher
- Nurse
- Counselor
- Social Worker
- Therapist



PERSONALITY TYPES

Enterprising (E): Persuaders, Leaders, Ambitious

Characteristics:

- Enjoy **influencing** and **persuading** others
- Prefer **positions of power** and **authority**
- Values **success in politics, leadership, or business**
- May be **less** interested in detailed work or routine

Potential Careers:

- Manager
- Salesperson
- Lawyer
- Politician
- Entrepreneur



PERSONALITY TYPES

Conventional (C): Organizers, Detail-oriented, Practical

Characteristics:

- Enjoy **working with data** and following **procedures**
- Prefer **structured** and **organized** work environments
- Value **accuracy** and **efficiency**
- May be **less** interested in ambiguity or uncertainty

Potential Careers:

- Accountant
- Bookkeeper
- Secretary
- Data Entry
- Clerk
- Financial Analyst



THE HOLLAND CODE

Holland Code Combinations:

- Most people are a combination of two or three dominant types.
- This creates a more nuanced understanding of your personality and career preferences.
- **Example:**
 - Someone with a Social-Artistic-Enterprising (SAE) code might enjoy a career in **marketing, public relations, or event planning.**

USING YOUR HOLLAND CODE

- Explore careers that align with your code.
- Identify your strengths and weaknesses.
- Make informed decisions about your education and career path.
- Find work environments that complement your personality.

Holland Code Examples:

- Engineer: RIA (Realistic, Investigative, Artistic)
- Teacher: SEA (Social, Enterprising, Artistic)
- Nurse: SRA (Social, Realistic, Artistic)

LIMITATIONS OF HOLLAND'S THEORY

- May not capture the full complexity of personality.
- Doesn't account for all career factors (e.g., skills, interests, values).
- Cultural Bias:
- May not be applicable to all cultures.
- Static Nature:
- Doesn't account for personality changes over time.

CONCLUSION

- Holland's theory provides a valuable framework for understanding career interests.
- Matching your personality type to your work environment can lead to greater job satisfaction.
- Self-assessment and career exploration are essential for making informed career decisions.

Thank you.

