



**By. Team 5**

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# Holland Personality Types (RIASEC)

John L. Holland's Career & Personality Model



What specific reasons affected your choice of faculty after secondary school?

# Overview of Holland's Theory

- Holland's Personality Types Theory was developed by **John L. Holland** in **1959**.
- The theory explains how **personality types are connected to career choices**.
- Holland believed that people are more satisfied and successful at work when their **personality matches their work environment**.  
The theory identifies **six main personality types**, known as **RIASEC**.

# Why Do We Need to Know About Holland Personality Types?

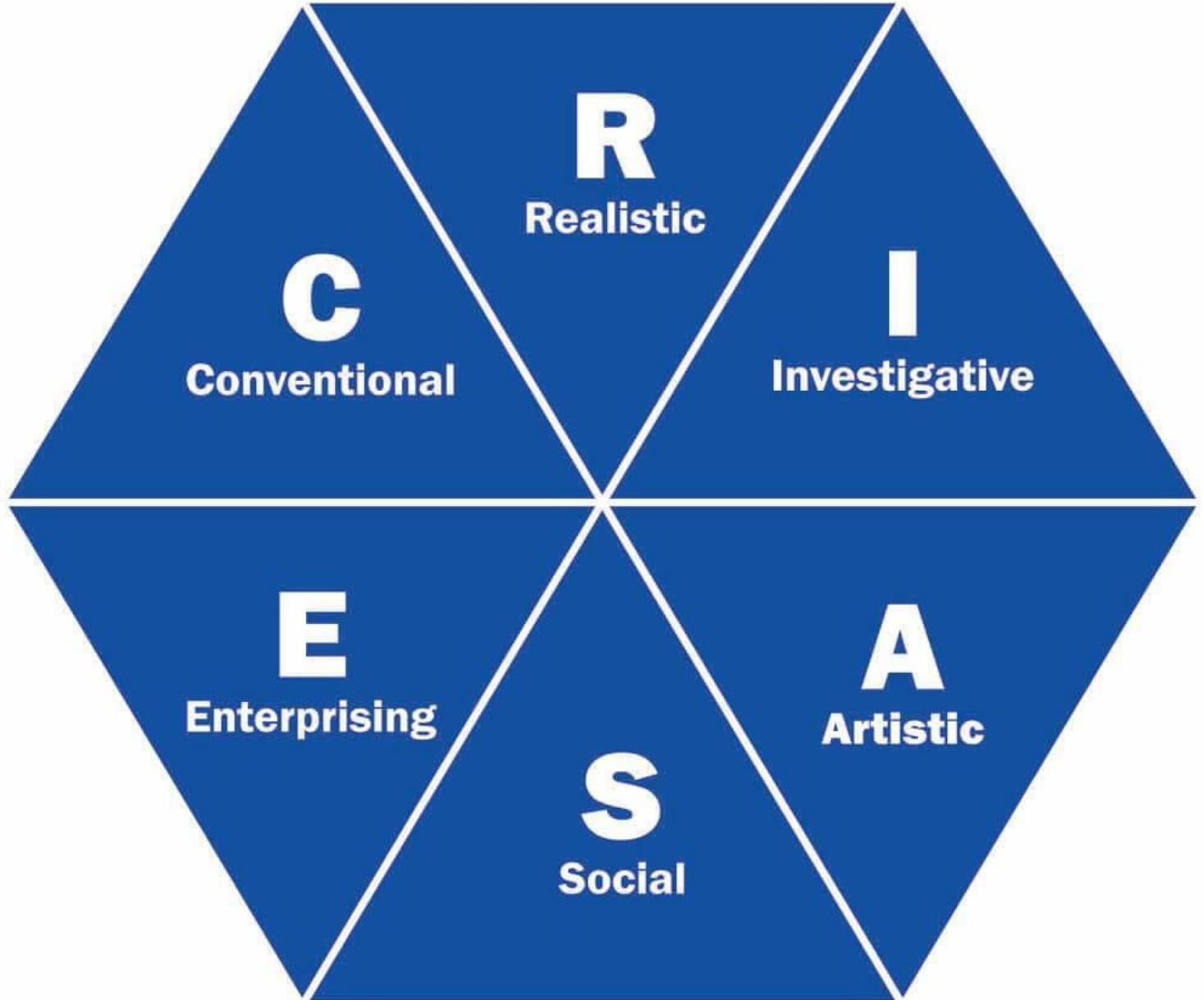
To understand **our strengths, interests, and preferences**

To increase **job satisfaction and success**

To help students select the **right major or field of study**

When personality matches the work environment, people  
feel **more motivated, confident, and productive**

# holland's six personality type





# Realistic (R)



- People with the **Realistic** personality type prefer **practical, hands-on activities**.



- They enjoy working with **tools, machines, or physical objects** rather than ideas or people.



- They value **strength, coordination, and technical skills**.



- Common careers include **engineer, technician, mechanic, electrician, and construction worker**



# Investigative (I)



- The **Investigative** type focuses on **thinking, analyzing, and problem-solving**.



- These individuals enjoy working with **data, theories, and research**.



- They prefer **independent work** and intellectual challenges.



- Typical careers include **scientist, researcher, data analyst, doctor, and programmer**.



# Artistic (A)



- People with an **Artistic** personality value **creativity, imagination, and self-expression**.



- They prefer **unstructured environments** and dislike routine tasks.



- They often express ideas through **art, writing, music, or design**.



- Common careers include **graphic designer, writer, artist, actor, and musician**.



# Social (S)



- The **Social** type enjoys **helping, teaching, and supporting others.**



- These individuals are usually **friendly, patient, and good communicators.**



- They prefer working with people rather than objects or data.



- Suitable careers include **teacher, counsellor, social worker, nurse, and trainer.**



# Enterprising (E)



- The **Enterprising** personality type focuses on **leadership, persuasion, and business-related activities**.



- People with this type enjoy **making decisions, managing teams, and influencing others**.



- They are often confident, energetic, and goal-oriented.



- Common careers include **manager, entrepreneur, marketer, sales executive, and business consultant**.



# Conventional (C)



- The **Conventional** personality type prefers **organization, structure, and clear rules.**



- These individuals enjoy working with **data, records, numbers, and systems.**



- They value **accuracy, efficiency, and attention to detail.**



- Typical careers include **accountant, administrator, banker, data entry specialist, and office coordinator.**

# conclusion

Holland's theory shows that there are **six personality types**, and people can have **more than one type**, not just one.

**Holland's theory helps people choose the right career by matching their personality with the work environment**, leading to **more satisfaction and success**.



Which personality type truly  
describes you?



If you knew your Holland type earlier, would you have chosen the same career?

# References

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**Thank you**