

# Workshop: Career planning and occupational types

## The Holland Occupational Styles

Let's explore more fully how your personality can guide you in your career planning and decision making.

The 'Holland Occupational Styles' is one of the best known and well used models for identifying the type and style of work you would be most suited to. There are six different themes in total:

**Realist, Practical, Investigative, Artistic, Social and Conventional.**

Find out your style by completing this fun quiz based on Holland's theory. Highlight any activities you really enjoy.

- |   |   |
|---|---|
| <input type="checkbox"/> Do words and number puzzles (I)            | <input type="checkbox"/> Play sports (R)                                      |
| <input type="checkbox"/> Work on cars, bikes or machines (R)        | <input type="checkbox"/> Work with numbers or charts (I)                      |
| <input type="checkbox"/> Attend gigs, theatres or art exhibits (A)  | <input type="checkbox"/> Do volunteer service (S)                             |
| <input type="checkbox"/> Work/study in teams and groups (S)         | <input type="checkbox"/> Keep detailed and accurate study notes (C)           |
| <input type="checkbox"/> Organise things like my desk and room (C)  | <input type="checkbox"/> Lead a group discussion (E)                          |
| <input type="checkbox"/> Set goals for myself (E)                   | <input type="checkbox"/> Be outdoors (R)                                      |
| <input type="checkbox"/> Build things (R)                           | <input type="checkbox"/> Work in an office (C)                                |
| <input type="checkbox"/> Read fiction, poetry or plays (A)          | <input type="checkbox"/> Enjoy maths and science problems (I)                 |
| <input type="checkbox"/> Have clear instructions to follow (C)      | <input type="checkbox"/> Help my friends when they are upset (S)              |
| <input type="checkbox"/> Convince people to do things my way (E)    | <input type="checkbox"/> Draw, sketch or paint (A)                            |
| <input type="checkbox"/> Do experiments (I)                         | <input type="checkbox"/> Give speeches or talk in front of class (E)          |
| <input type="checkbox"/> Teach or tutor people (S)                  | <input type="checkbox"/> Be practical and down to earth (R)                   |
| <input type="checkbox"/> Understand others' feelings (S)            | <input type="checkbox"/> Do gardening (R)                                     |
| <input type="checkbox"/> Take care of animals (R)                   | <input type="checkbox"/> Plan and supervise activities for others (E)         |
| <input type="checkbox"/> Have my day planned and organised (C)      | <input type="checkbox"/> Take photographs (A)                                 |
| <input type="checkbox"/> Sell things (E)                            | <input type="checkbox"/> Read scientific and technical magazines/websites (I) |
| <input type="checkbox"/> Do creative writing (A)                    | <input type="checkbox"/> Start projects (E)                                   |
| <input type="checkbox"/> Work on science projects (I)               | <input type="checkbox"/> Always use a recipe to cook (C)                      |
| <input type="checkbox"/> Be elected as a student/school leader (E)  | <input type="checkbox"/> Work with young people (S)                           |
| <input type="checkbox"/> Do group activities (S)                    | <input type="checkbox"/> Tinker or work with my hands (R)                     |
| <input type="checkbox"/> Figure out how things work (I)             | <input type="checkbox"/> Work by myself and with little direction (I)         |
| <input type="checkbox"/> Put things together or assemble models (R) | <input type="checkbox"/> Do social activities with groups of friends (S)      |
| <input type="checkbox"/> Make crafts and gifts for friends (A)      | <input type="checkbox"/> Learn and use first aid (R)                          |
| <input type="checkbox"/> Pay attention to details (C)               | <input type="checkbox"/> Deal with an emergency or crisis (R)                 |
| <input type="checkbox"/> Do filing or typing (C)                    | <input type="checkbox"/> Design fashion or interiors (A)                      |
| <input type="checkbox"/> Learn about other cultures and travel (S)  | <input type="checkbox"/> Use a microscope (I)                                 |
| <input type="checkbox"/> Analyse problems, situations or trends (I) | <input type="checkbox"/> Be friendly, helpful and nurturing (S)               |
| <input type="checkbox"/> Play instruments or sing (A)               | <input type="checkbox"/> Be careful, methodical and efficient (C)             |
| <input type="checkbox"/> Dream about starting my own business (E)   | <input type="checkbox"/> Be flexible, spontaneous and imaginative (A)         |
| <input type="checkbox"/> Cook and bake (R)                          | <input type="checkbox"/> Be persuasive, assertive and make decisions (E)      |
| <input type="checkbox"/> Act, sing or dance in front of others (A)  | <input type="checkbox"/> Be analytical and figure things out (I)              |

Total up how many times you scored each letter:

**R (Realistic)    I (Investigative)    A (Artistic)    S (Social)    E (Enterprising)    C (Conventional)**

My Occupational Style/s is \_\_\_\_\_\*

(\*NB You may be a combination of 2 or even 3 styles if you score very similarly in a few of them)

## The 6 Occupational Styles

### (R) Realistic – The Doers

Realistic people are down to earth and practical types who respond well in an emergency. They like working with their hands (often outdoors) and using their good motor coordination and strength to make, build or tend to things or to solve concrete problems. They aren't so interested in working with ideas, data and people.

**Possible Careers:** construction, farming and agriculture, manufacturing, mechanic, animal care, park ranger, landscape gardener, carpenter, sound technician, fire fighter, pilot, police officer, diesel mechanic, forester, truck driver, locksmith

### (I) Investigative – The Thinkers

Investigative types tend to be highly analytical, intellectual and scholarly. They are unconventional and independent thinkers, who enjoy researching and solving complex abstract mathematical or scientific problems and theories. Their work must engage their minds, rather than being practical or hands on in nature.

**Possible Careers:** lawyer, academic, mathematician, analyst, doctor or dentist, psychiatrist, environmental or health scientist, anthropologist, private investigator, electrical engineer, pharmacist, computer programmer, meteorologist, surveyor

### (A) Artistic – The Creators

Artistic people love to use their imagination to create new things that express their ideas, thoughts and emotions. Obviously, this lends them to artistic and cultural pursuits such as design, writing, theatre, music, or film. They are independent, unconventional and dislike structure, rules and routine.

**Possible Careers:** artist, performer, TV and radio presenter, play writer, art teacher, marketing, media and communications, graphic designer, theatre production, clothes designer, book editor, musician, dancer

### (S) Social – The Helpers

Social types enjoy using their empathy and sensitivity to solve people problems and help or care for others. These individuals are friendly and skilled with words, and can pull people together to generate positive energy for a good cause. They enjoy shared experience, connection with others and unstructured activity in groups.

**Possible Careers:** counsellor, nurse, teacher, social worker, trainer, human resources, hospitality, customer service, tour guide, childcare worker, physiotherapist, team leader

### (E) Enterprising – The Persuaders and Leaders

Enterprising people are usually good business leaders. They are decisive risk takers who bring the energy and confidence needed to get a project started, and can persuade and manage others well. They value reputation, status and money, and will usually go after it with their natural ambition. They may lack scientific ability.

**Possible Careers:** marketing and sales, consulting, business management, entrepreneur, politician, sports promoter and agent, business development, real estate agent, hotel manager, travel agent

### (C) Conventional – The Organisers

A conventional personality type likes to work with data and numbers, carry out tasks in detail and follow through on the instructions. They are quiet, careful, responsible, well organised and task oriented. They dislike ambiguous or unclear work and interpersonal situations and may lack creativity.

**Possible Careers:** administrator, government worker, clerical worker, data analyst, records keeper, librarian, human resources, town planner, museum worker, event organiser, accountant, report writer, bookkeeper, bank teller, court clerk, and linguist

## Occupational Styles Activity: Working in a Museum

Let's imagine that the Museum of Science in Canberra plans to launch a high-profile exhibition next year on global warming. Read through some of the jobs involved in putting on this exhibition; each of them has quite a specialised role in its development and delivery. Can you identify the occupational style(s) most suited to each job? (The job may well be a combination of two styles so list both.) Which of the jobs do you like the sound of most?

### Exhibition Curator

*"My role is to come up with new ideas for exhibitions we could run at the Museum. I work with a designer to develop a concept. I also select the different elements for the exhibition that are going to tell the story in the best way."*

**Occupational Style(s):**

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### Marketing and Design Officer

*"I design all of the marketing flyers, brochures, posters and a website for each exhibition. I'm using a computer program most of the time, and making sure the final layout, graphics, text and images all look great, reflect the theme of the exhibition and appeal to our audience."*

**Occupational Style(s):**

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### Technician/Installation Assistant

*"My job is pretty hands on; I oversee the installation and taking apart of the whole exhibition, for example putting in all the exhibition cases and pedestals, but also sorting out things like the complementary lighting and sound in different parts of the exhibition. It's a huge job, but I love how physical and practical it is!"*

**Occupational Style(s):**

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### Sponsorship & Fundraising Manager

*"60% of our revenue comes from individual and corporate sponsors so I am constantly networking and using my negotiation and sales skills to get people to sponsor us and meet my targets. I'm quite driven by results, and so love the challenge."*

**Occupational Style(s):**

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### HR Coordinator

*"We have over 100 casual staff at the Museum working in the café, ticket sales, visitor information, cleaning etc. I recruit these staff, draft the contracts, and set them up on the HR system. I also create the staff schedules and oversee the payroll process. It really helps that I am super organised; the systems run like clockwork!"*

**Occupational Style(s):**

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### Visitor Services Officer

*"My job is very people focused and varied. I run museum tours for the public, deliver workshops for students to teach them about a specific exhibition, handle a lot of customer queries and assist people visiting the museum in all sorts of ways. It's satisfying to give people a great experience and help them learn at the same time!"*

**Occupational Style(s):**

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### Environmental Scientist and Research

*"I have been contracted by the Museum to provide scientific data and information related to climate change for their next exhibition. I also analyse whether the exhibits and activities represent current research in the field and advise accordingly. It's good to use my expertise and knowledge of this field."*

**Occupational Style(s):**

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## Occupational Styles Activity: Match it up!

Draw one or two lines from each job to match it with the relevant Occupational Styles. If you aren't familiar with the job, try researching on <http://www.gooduniversitiesguide.com.au/>.

<b>Realistic</b>	Tour guide
	TV or radio presenter
	Park ranger
	Dental clinician
	Marketing & communications specialist
	Book keeper
<b>Investigative</b>	Real estate agent
	Sports agent
	Grief counsellor
	Environmental scientist
	Farmer
<b>Artistic</b>	Graphic designer
	Psychiatrist
	Childcare worker
	Veterinary scientist
	Carpenter
	Meteorologist
<b>Social</b>	Gallery curator
	Administrator
	Zoo keeper
	Electrician
	Paediatric nurse
	Sales consultant
<b>Enterprising</b>	Personal trainer
	Private investigator
	Recruiting and training new staff
	Clothes/fashion designer
	Event organiser
<b>Conventional</b>	Art teacher
	Accountant and tax professional
	Customer service professional
	Urban planner
	Computer programmer

