John Holland, PhD
SDS Self-Directed Search

• Used by over 22 million people
• Translated into over 25 languages
• Supported by 500+ research studies
• Helps identify academic direction
• Helps identify career direction
• Helps identify personal style
• Helps you to know....You!
Unlocking the mystery of YOU
Six Sides of the Same Coin.....

- Artistic
- Social
- Investigative
- Enterprising
- Conventional
- Realistic
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My Personal Code

• What is your code: ___ ___ ___ ___
  – Letter #1 is **What** you want to do
  – Letter #2 is **Where** you want to focus
  – Letter #3 is **How** you accomplish this

Example: E (Enterprise) A (Artistic) S (Social)
Wants to “lead” in a “creative” setting, focused on “people”
Maximizing Your Code

1. Letter #1 = 60%
2. Letter #2 = 30%
3. Letter #3 = 10%

When reviewing career, academic or life decisions, be sure and match the job requirements to your top two letters!
How we relate to each other...
How does this fit into my educational journey?
Holland Code Doesn’t tell you what you should identifies what you “want” to do....
What does my “Code” say about my career choices?

- **Realistic**
  - Hands on, athletic, technical, works with tools and machines, enjoys bring outdoors
- **Conventional**
  - Clerical abilities, likes working with numbers, prefers indoors, organizer
- **Investigative**
  - Mathematical/scientific abilities, enjoys working alone, likes problem solving
- **Artistic**
  - Artistic skills, good imagination, enjoys working with ideas more than things, creates original works
- **Social**
  - Human relationships, helping others with problems, works with people more than things
- **Enterprising**
  - Leadership, Persuading, speaking abilities, economics, politics, works with people
Academic: High School & College/University

**Realistic:**
- Welding
- Animal Care Technology
- Heating/Air Technology
- Forestry
- Marine Technology
- Building Construction
- Robotic Technology
- Electrical Engineering

**Investigative:**
- Environmental Science
- Veterinary Technology
- Chemical Engineering
- Drafting Technology
- Operating Room Technology
- Computer Technology
- Genetics
- Physician Assistant
- Medicine
Academic: High School & College/University

**Artistic**
- Clay Production Crafts
- Commercial Art
- Commercial Graphics
- Interior Design
- Art/Art Teacher
- Architecture
- Fine & Creative Wood Working
- Music, Drama, Dance

**Social**
- Child Care Worker
- Early Childhood Associate
- Nurse Education
- Home Health Care
- Physical Therapist Assistant
- Basic Law Enforcement
- Paralegal Technology
- Recreation Associate
Academic: High School & College/University

Enterprising
Banking & Finance
Fashion Merchandising
Marketing
Food Service Management
Hospitality/Tourism
Business Administration
Personnel Management
Real Estate
Law, J.D.

Conventional
Business Administration
Computer Programming
Data Entry Operational
General Office
Secretarial – Legal
Medical Records
Broadcast Technology
Accounting
Risk Management
Realistic

- Carpenter
- Cook
- Electrician
- Industrial Arts Teacher
- Materials Engineer
- Metal Shop Supervisor
- Paramedic
- Animal Care
- Computer Hardware Support
- Engineering
- Facilities Maintenance
- Manufacturing
- Production
- Security
- Transportation

**Characteristics…..**

- Value nature, common sense, honesty, practicality
- Reliable, straightforward, self-reliant, generally conservative in political opinions
- Enjoy manual and mechanical activities, using machines, tools, and objects
Investigative

Chemical Engineer
Computer Programmer
Surgeon
Systems Analyst
Pharmacist
Laboratory Assistant
Drafter
Strategic Planning
Product Development

Discovery Research
Information Technology
Medical/Clinical Research
Statistics
Toxicology
Quality Control Labs
Patent Law

Characteristics.....
• Value inventiveness, accuracy, achievement, independence
• Are curious, logical, precise, analytical, reserved
• Enjoy analytical or intellectual activity and learning by reading, study or investigation
Artistic

- Advertising Executive
- Architect
- Author
- English Teacher
- Film Editor
- Interior Designer
- Musician
- Photographer

Alliances, Joint Ventures
Corporate or Internal Communications
Law (Litigation only)
Writing (Non-technical)
Training (Non-technical)
Process Improvement
Marketing (Also Enterprising)

Characteristics...
- Value beauty, self-expression, imagination, creativity
- Are creative, independent, open, unconventional, original
- Enjoy creative work in music, writing, performance, sculpture, intellectual work
Social

Counsellor
Elementary School Teacher
Employee Relations Specialist
Nurse
Employee Health Services
Occupational Therapist
Personnel Manager
Police Officer
Political Scientist

Benefits Administration
Career/Employee Development
HR Direct
Shared Support Services
Health Care Administration
Customer Support Call Centers
Guest Relations
Training and Development

Characteristics.....
• Value service to others, fairness, understanding, empathy
• Are friendly, trusting, helpful, kind, generous, warm
• Enjoy working with others, prefer team approaches and will sacrifice personally to forward group goals
Enterprising

Financial Planner  Business Planning
Judge  HR Representative
Lawyer  Marketing (Also Artistic)
Management Trainee  Management
(any industry)  Organizational Effectiveness
Operations Manager  Recruiting
Project Director  Sales
Sales Manager  Supervision
Urban Planner

Characteristics.....

• Value success, status, responsibility, initiative
• Are ambitious, extroverted, enthusiastic, persuasive, self-confident
• Enjoy leading, selling, motivating, persuading others, producing a lot of work
Conventional

Accountant
Bookkeeper
Building Inspector
Editorial Assistant
Investment Analyst
Mortgage Processor
Payroll Clerk
Website Editor
Quality Assurance

Accounting/Financial
Administration
Auditing (Financial or Medical Quality Assurance
Compensations and Benefits
Editing, proofreading
Procurement
Project Management
Regulatory Compliance
Quality Control

Characteristics.....
• Organized and analytical
• Orderly, persistent, value stability and calm environments
• Enjoy seeing how one’s input contributes to the smooth operation of an enterprise or community
Next Steps: Talk to your academic coach!

• How can this knowledge help me?
• How can I live in this awareness?
• How does it affect:
  – Work
  – Relationship
  – Free time
  – Family
  – Kids
• Make a personal plan for your life
• Get a good accountability partner
• Schedule monthly meetings/conversations
• Don’t be afraid of success! Stick to your plan.
• Ask for help when you need it
• Set Reasonable Timelines
CLD *Principles for Success*

Character Development
Educational Excellence
Leadership Effectiveness
Community Service
Career Achievement

*Center For Leadership Development*
*Empowering Youth Strengthening Community*