

CAREER KEYS

From Holland's *Theory of Career Choice* (<https://www.careerkey.org/choose-a-career>)

Artistic (<http://www.careerkey.org/choose-a-career/conventional.html>)

Likes to do creative activities like art, drama, crafts, dance, music, or creative writing; generally avoids highly ordered or repetitive activities; has good artistic abilities - in creative writing, drama, crafts, music, or art.

Values the creative arts - like drama, music, art, or the works of creative writers; sees self as expressive, original, and independent.

Conventional (<http://www.careerkey.org/choose-a-career/conventional.html>)

Likes to work with numbers, records, or machines in a set, orderly way; generally avoids ambiguous, unstructured activities.

Is good at working with written records and numbers in a systematic, orderly way; values success in business; sees self as orderly, and good at following a set plan.

Enterprising (<http://www.careerkey.org/choose-a-career/enterprising.html>)

Likes to lead and persuade people, and to sell things and ideas; generally avoids activities that require careful observation and scientific, analytical thinking; is good at leading people and selling things or ideas; values success in politics, leadership, or business; sees self as energetic, ambitious, and sociable.

Investigative (<http://www.careerkey.org/choose-a-career/investigative.html>)

Likes to study and solve math or science problems; generally avoids leading, selling, or persuading people; has good skills at understanding and solving science and math problems; values science, and sees self as precise, scientific, and intellectual.

Realistic (<http://www.careerkey.org/choose-a-career/realistic.html>)

Likes to work with animals, tools, or machines; generally avoids social activities like teaching, counseling, nursing, and informing others.

Has good skills in working with tools, mechanical drawings, machines or animals; values practical things you can see and touch – like plants and animals you can grow, or things you can build or make better.

Social (<http://www.careerkey.org/choose-a-career/social.html>)

Likes to do things to help people - like teaching, counseling, nursing, or giving information; generally avoids using machines, tools, or animals to achieve a goal.

Has good skills in teaching, counseling, nursing, or giving information; values helping people and solving social problems.