

The Holland Model

A Personality and Work Environment Guide

Name: Charlene Bioas
Purpose: Management

Date: 06/27/94
Code: 9326-423-08

Research has established that personality is the single most important factor in job choice, job satisfaction and long term career success. The Holland Model correlates personality types to work environments by integrating the latest in handwriting analysis technology with computer science and psychometric research. The Holland Model is a six-sided hexagon career classification system created by sociologist John L. Holland, Ph.D. of Johns Hopkins University. The hexagon displays six occupational and personality types. The categories are:

- (R)ealistic category includes skilled trades, technical and some service types.
- (I)ntellectual category includes the sciences and some technical types.
- (A)rtistic category includes the creative arts, musical, and literary types.
- (S)ocial category includes educational and social welfare types.
- (E)nterprising category includes managerial and sales types.
- (C)onventional category includes office, clerical and those working with numbers and data.

Contents:

PAGE 2. *Holland Model*

This page is a graphic display of the Holland Model depicting the six different personality and work categories. The hexagon illustrates how adjoining categories are similar to one another, whereas categories on opposite sides of the hexagon describe opposite personalities and work environments. One's scores and assigned Holland code are provided.

PAGE 3. *Holland Graph*

This page lists specific personality attributes and provides a sample list of job functions that typify the six Holland categories. One's scores are displayed by vertical bars.

PAGE 4. *Holland Definitions*

This page provides an expanded definition of the six Holland categories.

Applications:

- * Team building
- * Evaluating job applicants
- * Personal growth
- * Career development/exploration
- * Corporate culture assessment

Benefits:

- * Increase job satisfaction
- * Identify areas of strength
- * Understand how personality affects how you do your job
- * Gain insight into interpersonal dynamics
- * Improve working relationships

Additional profiles available:

For information on other personality profiles, call (602) 957-8870. Additional profiles can be produced from the handwriting sample you have already provided us.

Proper use of the tool:

This assessment is a tool and should be used in conjunction with other data, observations and facts to support a decision. It is designed for the sole and confidential use of the client.

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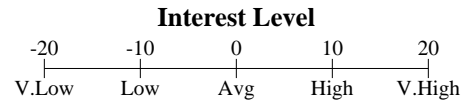
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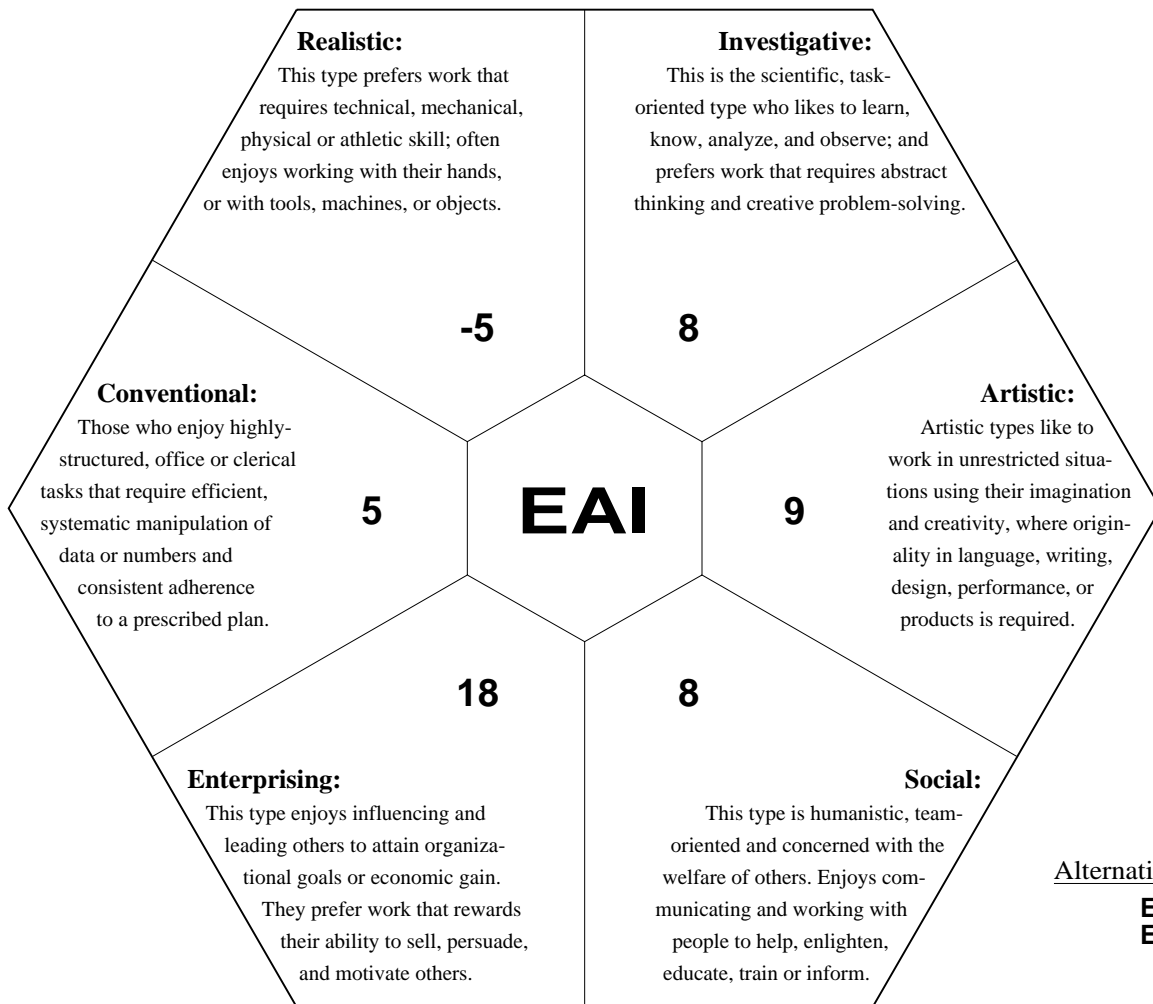
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Interpretation:

This model classifies all jobs, and their respective personality types, into six major categories. Adjoining categories are temperamentally most similar to one another, while those on the opposite end of the hexagon are least similar. In the center is the derived code identifying which three categories one most closely resembles. (This code correlates to specific job environments.) The numerical ratings range from 35 to -35 and reflect the level of interest and similarity one has to each category. Consider how close or distant the numbers are from one another, as this can provide additional insight. If the higher numbers are close in strength, alternative code combinations may be listed which broadens the scope of working possibilities that can be explored, (see bottom right).

See following pages for more interpretation.



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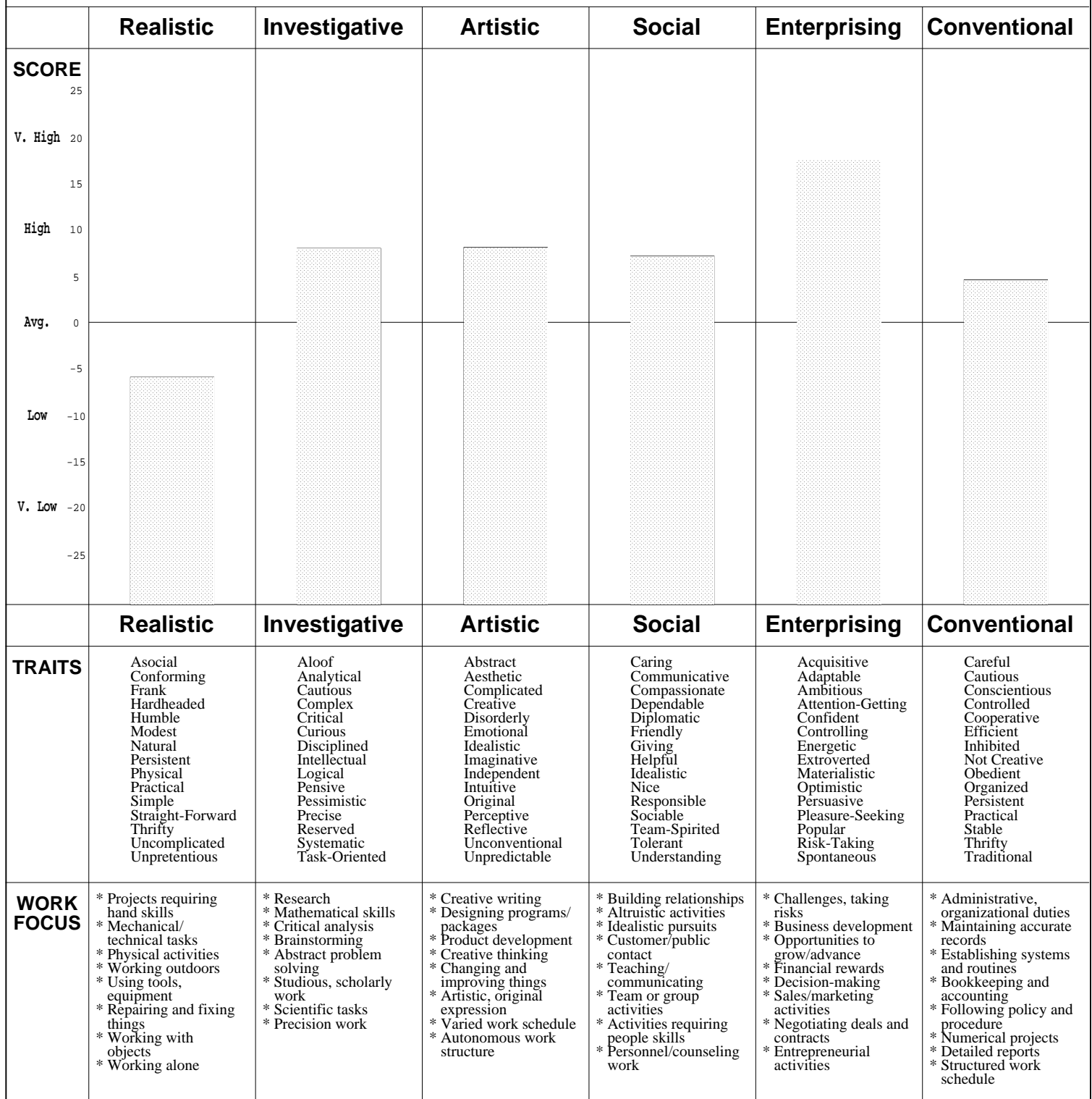
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Holland Graph

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Interpretation: Bars indicate one's similarity to the lists of personality traits. The job functions are a sampling representative of each category, and are based upon Holland's theory that people will be most satisfied in work environments that reinforce their individual personalities.



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Holland Definitions

Interpretation: This page explains the uniqueness of each of the six Holland career categories. Each category describes the extreme representation of someone in that category. High scores in more than one category requires a synthesis of those categories in order to obtain a true picture.

REALISTIC: Extremes of this type usually have good physical skills, but may have trouble expressing themselves or in communicating their feelings to others. They like to work outdoors and to work with tools and machines. They prefer to deal with things rather than with ideas or people. They enjoy creating things with their hands, and prefer responsibilities with a technical, mechanical, or engineering focus.

INVESTIGATIVE: This category centers around science and scientific activities. Extremes of this type are task-oriented; they are not particularly interested in working around other people. They enjoy solving abstract problems, and they have a great need to understand the physical world. They prefer to think through problems rather than act them out. Such people enjoy ambiguous challenges and do not like highly structured situations with many rules. They frequently are original and creative, especially in scientific areas. They enjoy responsibilities that offer opportunities for research and study.

ARTISTIC: The extreme type here is artistically oriented, and likes to work in artistic settings that offer many opportunities for self-expression. Such people have little interest in problems that are highly structured or require gross physical strength, preferring those that can be solved through self-expression in artistic media. They resemble Investigative types in preferring to work alone, but have a greater need for individualistic expression, and usually are less assertive about their own opinions and capabilities. They describe themselves as independent, original, unconventional, expressive, and intense. They enjoy responsibilities that provide opportunities to utilize their imagination and creativity such as writing, artistic design, or dramatic performance.

SOCIAL: The pure type here is sociable, responsible, humanistic, and concerned with the welfare of others. These people usually express themselves well and get along well with others; they like attention and seek situations that allow them to be near the center of the group. They prefer to solve problems by discussion with others, or by arranging or rearranging relationships between others; they have little interest in situations requiring physical exertion or working with machinery. Such people describe themselves as cheerful, popular, and achieving, and as good leaders. They enjoy responsibilities with a social emphasis that provide opportunities to help or relate to others.

ENTERPRISING: The extreme of this type has great facility with words, especially in selling, dominating, and leading; frequently these people are in sales work. They see themselves as energetic, enthusiastic, adventurous, self-confident, and dominant, and they prefer social tasks where they can assume leadership. They enjoy persuading others to their viewpoints. They are impatient with precise work or work involving long periods of intellectual effort. They like power, status, and material wealth, and enjoy working in expensive settings. They enjoy challenging, enterprising tasks that result in organizational or personal growth and advancement.

CONVENTIONAL: Extremes of this type prefer the highly ordered activities, both verbal and numerical, that characterize office work. People scoring high fit well into large organizations but do not seek leadership; they respond to power and are comfortable working in a well-established chain of command. They dislike ambiguous situations, preferring to know precisely what is expected of them. Such people describe themselves as conventional, stable, well-controlled, and dependable. They have little interest in problems requiring physical skills or intense relationships with others, and are most effective at well-defined tasks. Like the Enterprising type, they value material possessions and status. They enjoy organizational and routine responsibilities involving the manipulation of data, and prefer following established policies and procedures.

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