The Career Key ™

The Career Key is based on John Holland's theory of vocational choice. At its simplest, this theory proposes that "Birds of the same feather flock together." In other words, people like to be around others who have similar personalities. In choosing a career, it means that people choose jobs where they can be around other people who are like them.

It is the best known and most widely researched theory on this topic. It is used by most career counselors. Understanding it will help you make sense of your Career Key scores and how they relate to job success and satisfaction.

Which jobs interest you?

Forty-two jobs are listed below. Click the button next to each of the jobs that interest you -- jobs that attract you in some way. Do not click any job that you are undecided about, that does not sound interesting to you, or that you would dislike.

Bus Driver	Actor/Actress	Physical Therapist
Biologist	Carpenter	Sales Manager
Lawyer	Dancer	Bank Examiner
Librarian	Farmer	Truck Mechanic
Apartment Manager	Electrical Engineer	Astronomer
Teacher	Clothes Designer	Artist
Insurance Clerk	Salesperson	Counselor
Nurse	Chemist	Business Teacher
Novelist	Airplane Pilot	Insurance Sales Agent
Musician	Laboratory Technician	Speech Therapist
Tax Expert	Bookkeeper	Radio/TV Announcer
Social Worker	Research Scientist	Court Reporter
Fish & Game Warden	Mechanical Engineer	
Bank Teller	Chemical Technician	
Restaurant Manager	Singer	

HOBSONS ❯

What do you like to do?

Six activities are described below. Read each statement and decide if it describes you. If the statement is "true", click the button for "true". If it is "mostly true", click that button. If the statement is "not true" at all for you, click that button. When you are done, continue on to the next section of The Career Key by pressing the continue button at the bottom of the page.

1. I like to work with animals, tools, or machines.
2. I like to study and solve math or science problems.
3. I like to do creative activities like art, drama, crafts, dance, music, or creative writing.
4. I like to do things where I can help people -- like, teaching, first aid, or giving information.
5. I like to lead and persuade people, and to sell things and ideas.
6. I like to work with numbers, records, or machines in a set, orderly way.
7. I have good skills in working with tools, mechanical drawings, machines, or animals.
8. I am good at understanding and solving science and math problems.
9. I have good artistic abilities -- in creative writing, drama, crafts, music, or art.
10. I am good at teaching, counseling, nursing, or giving information.
11. I am good at leading people and selling things or ideas.
12. I am good at working with written records and numbers in a systematic, orderly way.
13. I am practical, mechanical, and realistic.
14. I am precise, scientific, and intellectual.
15. I am artistic, imaginative, original, and independent.
16. I am helpful, friendly, and trustworthy.
17. I am energetic, ambitious, and sociable.
18. I am orderly, and good at following a set plan.
19. I value practical things you can see and touch like plants and animals you can grow, or things you can build or make better.
20. I value science.
21. I value the creative arts -- like drama, music, art, or the works of creative writers.
22. I value helping people and solving social problems.
23. I value success in politics, leadership, or business.
24. I value success in business.

HOBSONS

Results

The Career Key measures how similar you are to six basic types of people.

1. Realistic
2. Investigative
3. Artistic
4. Social
5. Enterprising
6. Conventional

The higher your score, the more you are like that type. For example, if your highest score is on the "Artistic" scale, that means you are most like the Artistic personality type.

Generally, you will be happiest in a job that matches your personality type. It is a good idea to look at the jobs listed for the two or three personality types that you have the highest scores.

Realistic

- Likes to work with animals, tools, or machines; generally avoids social activities like teaching, healing, and informing others;
- Has good skills in working with tools, mechanical or electrical drawings, machines, or plants and animals;
- Values practical things you can see, touch, and use like plants and animals, tools, equipment, or machines; and
- Sees self as practical, mechanical, and realistic
- Persons having a Realistic personality type "dominate" this environment. There are more of them than there are people of other personality types. For example, at a construction site there will be more persons having a "Realistic" personality than there will be people who have a Social or Artistic type.
- "Realistic" people create a "Realistic" environment. For example, they particularly value people who are practical and mechanical -- who are good at working with tools, mechanical or electrical drawings, machines, or animals.

Examples of occupations that have a Realistic environment are:

Farmer	Forester	Fire Fighter
Police Officer	Flight Engineer	Pilot
Carpenter	Electrician	Diesel Mechanic
Locomotive Engineer	Truck Driver	Locksmith

The two work environments that are closest to the Realistic type are Conventional and Investigative. The farthest away is the Social type.

HOBSONS

Investigative

- Likes to study and solve math or science problems; generally avoids leading, selling, or persuading people;
- Is good at understanding and solving science and math problems;
- Values science; and
- Sees self as precise, scientific, and intellectual.
- Persons having an Investigative personality type "dominate" this environment. There are more of them than there are people of other personality types. For example, in a scientific laboratory there will be more persons having an "Investigative" personality than there will be people who have an Enterprising type.

- "Investigative" people create a "Investigative" environment. For example, they particularly value people who are precise, scientific, and intellectual -- who are good at understanding and solving science and math problems.

Examples of occupations that have an Investigative environment are:

Chemist	Mathematician	Meteorologist
Biologist	Dentist	Physician
Veterinarian	Pharmacist	Medical Technician
Architect	Surveyor	Electrical Technician

The two work environments that are closest to the Investigative type are Realistic and Artistic. The farthest away is the Enterprising type.

Artistic

- 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; and
- Sees self as expressive, original, and independent.
- Persons having an Artistic personality type "dominate" this environment. There are more of them than there are people of other personality types. For example, among a group of professional musicians there will be more persons of an "Artistic" personality than there will be people who have a Conventional type.

- "Artistic" people create an "Artistic" environment. For example, they particularly value people who are expressive, original, and independent -- who have good artistic abilities in creative writing, drama, crafts, music, or art.

HOBSONS ❯

Examples of occupations that have an Artistic environment are:

Dancer	Book Editor	Art Teacher
Clothes Designer	Graphic Designer	Comedian
Actor	Disk Jockey	
Composer	Musician	

The two work environments that are closest to the Artistic type are Investigative and Social. The farthest away is the Conventional type.

Social

- Likes to do things to help people -- like, teaching, nursing, or giving first aid, providing information; generally avoids using machines, tools, or animals to achieve a goal;
- Is good at teaching, counseling, nursing, or giving information;
- Values helping people and solving social problems; and
- Sees self as helpful, friendly, and trustworthy.
- Persons having a Social personality type "dominate" this environment. There are more of them than there are people of other personality types. For example, in a hospital, school, or counseling service there will be more persons having a "Social" personality than there will be people who have a Realistic type.

- "Social" people create an "Social" environment. For example, they particularly value people who are helpful, friendly, and trustworthy -- who are good at good at teaching, counseling, nursing, giving information, and solving social problems.

Examples of occupations that have a Social environment are:

Counselor	Parole	Officer Social Worker
Dental Hygienist	Nurse	Physical Therapist
Teacher	Librarian	Athletic Trainer

The two work environments that are closest to the Social type are Artistic and Enterprising. The farthest away is the Realistic type.

HOBSONS

Enterprising

- 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; and
- Sees self as energetic, ambitious, and sociable.
- Persons having an Enterprising personality type "dominate" this environment. There are more of them than there are people of other personality types. For example, in a business or legal setting there will be more persons having an "Enterprising" personality than there will be people who have a Investigative type.

- "Enterprising" people create an "Enterprising" environment. For example, they particularly value people who are energetic, ambitious, and sociable -- who are good at politics, leading people and selling things or ideas.

Examples of occupations that have a Enterprising environment are:

Auctioneer	Sales Person	Travel Agent
Recreation Leader	Judge	Lawyer
City Manager	Sales Manager	Bank President
TV Newscaster	Customs Inspector	Camp Director
Hotel Manager	Real Estate Agent	School Principal

The two work environments that are closest to the Enterprising type are Social and Conventional. The furthest away is the Investigative type.

Conventional

- 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; and
- Sees self as orderly, and good at following a set plan.
- Persons having a Conventional personality type "dominate" this environment. There are more of them than there are people of other personality types. For example, in an office of a bank or real estate company there will be more persons having a "Conventional" personality than there will be people who have a Artistic type.

- "Conventional" people create an "Conventional" environment. For example, they particularly value people who are orderly, and good at following a set plan -- good at working with written records and numbers in a systematic, orderly way.

HOBSONS ❭

Examples of occupations that have a Conventional environment are:

Court Clerk	Secretary	Bookkeeper
Bank Teller	Post Office Clerk	Mail Carrier
Typist	Title Examiner	Timekeeper

The two work environments that are closest to the Conventional type are Realistic and Enterprising. The farthest away is the Artistic type..

By Lawrence K. Jones, Ph.D., NCC

HOBSONS ❯