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**CareerCode**  
KNOW YOUR CODE. FIND YOUR FIT.

*Did you know...*

The world of work and education looks almost **NOTHING** like it did 50 years ago.

- 40,000 different job titles in the US and Canada, each having a unique title and description as well as responsibilities and requirements with new titles created each and everyday.
- 2,000+ educational programs and 7,000+ post-secondary schools are available in the market today.
- Hundreds of industries and sub-specialties within each, plus thousands of companies and organizations among the hundreds of industries and sub-specialties.
- Is it any wonder a person can struggle finding their way in this ever-changing-maze!!

*And of course, there are other challenges, too.*

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**CareerCode**  
KNOW YOUR CODE. FIND YOUR FIT.

*Why CareerCode...*

- CareerCode is a unique process that first allows people to understand themselves in relation to the world of work. It was created to help people find their way in a constantly changing labor market...

*Helps to answer these simple questions:*

- What's available in the labor market today?
- Of these options, what matches to me?
  - How do I get there?

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 **CareerCode**  
KNOW YOUR CODE. FIND YOUR FIT.

Dr. John L. Holland  
(1919-2008)



*"The choice of a vocation is an expression of personality" – JH*

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 **CareerCode**  
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- Hi, this is Tracy
- John Holland here



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 **CareerCode**  
KNOW YOUR CODE. FIND YOUR FIT.

*Holland's Hexagon*



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**CareerCode**  
KNOW YOUR CODE. FIND YOUR FIT.

*Key points to remember about the Codes:*

- The Codes help describe and define your interests and passions – they are NOT a comprehensive personality evaluation.
- Each Code is a set of interests, likes, dislikes and attitudes that creates a work environment type
- No one Code is better or worse than the other
- Codes don't discriminate based on culture, gender, race, age, religion or anything else.
- Your CareerCode will reveal not only what you are interested in – but what you don't like as well.
- Your CareerCode may change a bit over time, however big upheavals in your codes over time are very unlikely.....slight adjustments are more likely

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**CareerCode**  
KNOW YOUR CODE. FIND YOUR FIT.

Realistic

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practical  
hands-on  
structured  
athletic  
reserved  
hardworking

CareerCode

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**CareerCode**  
KNOW YOUR CODE. FIND YOUR FIT.

**Realistic**

- Have athletic and/or mechanical abilities
- Prefer to work with objects, machines, tools, plants and animals
- Are often practical, concrete, conservative, and systematic
- Comments are usually frank, straight-forward and reserved
- They like to measurable and tangible results
- Hobbies may include sports, race tracks, using tools, gardening, farming, building structures and working on vehicles.
- They love the outdoors and are generally adventuresome
- Enjoy vacations may include parks, wilderness, camping and nature, fishing, hunting, golfing or participating in MUD RUNS, 5-Ks and other physical activities in your free time! 😊

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
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**CareerCode**  
KNOW YOUR CODE. FIND YOUR FIT.

*Investigative*

logical  
scientific  
intellectual  
independent  
curious  
reserved



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**CareerCode**  
KNOW YOUR CODE. FIND YOUR FIT.

*Investigative*

- Like to observe, learn, research, analyze, and evaluate problems
- Are often inquisitive, analytical, precise, scientific, independent, logical, curious and introspective.
- I's thinking abstractly, enjoy math and logic games, read about subjects that interests them deeply, explore a variety of ideas, and collect, research and analyze data.
- They enjoy being challenged and working independently
- Vacations may include independent activities such as visiting museums, historical sites or simply catching up on their reading...

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**CareerCode**  
KNOW YOUR CODE. FIND YOUR FIT.

*Artistic*

idealistic  
imaginative  
expressive  
original  
creative  
independent



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**Artistic**

- Are often, innovative, intuitive, original and talented.
- Enjoy working in unstructured settings where they can use their imagination, intuition and creativity.
- Can be expressive, idealistic, sensitive, impulsive and open.
- Hobbies may include any or all of the arts: drawing, painting, playing an instrument, singing and listening to music, writing, reading, designing things, and attending concerts, plays and art exhibits.
- Vacation destinations are probably big cities where they can be surrounded by the arts, boutiques and aesthetic experiences and stimulate their senses.

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Social

friendly  
connected  
accepting  
concerned  
loyal  
generous



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**Social**

- Enjoy training, teaching and working with others.
- They are often helpful, insightful, patient, collaborative, understanding, responsible, kind, communicative and nurturing.
- Hobbies may include volunteer activities where they help and develop others, leading group discussions, assist with groups or boards and organize fundraisers that may help improve the welfare of their community.
- Vacations are less about the destination and more about who they will be interacting with such as family members and good friends.

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


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nterprising

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dominant  
persuasive  
outgoing  
competitive  
optimistic  
ambitious



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Enterprising

- Enjoy influencing, persuading, leading and managing others in order to achieve organizational or sales objectives.
- Are often assertive, persuasive, self-confident, impulsive, popular, talkative, extroverted, dominant, enthusiastic and risk-takers.
- Interests and hobbies may include initiating new projects or activities, selling or promoting ideas, making deals, joining business or networking groups to make new connections, running for elected office and competition of any kind.
- Vacations may include being among the movers and shakers – such as in a luxury environment where they can network and be seen by others and they rarely leave their cell phones in their rooms. And let's be honest - It's highly possible that the BIG E won the trip for their top-selling performance. 😊

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


C

onventional

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organized  
detail oriented  
structured  
precise  
responsible  
careful



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**Conventional**

- Enjoy organizing activities, working with data and performing detailed tasks.
- Are often dependable, methodical, efficient, practical, accurate, systematic, structured polite, reliable and persistent.
- They are great at keeping records, making schedules, developing and following budgets and organizing tasks and environments.
- Hobbies may include collections (stamps, coins, dolls, etc), creating things that require precision such as cabinetmaking, quilting or beading.
- On vacation they will take the guided tours led by people who have an organized and detailed presentation about their surroundings. They will also have their plane tickets and hotel costs covered by the EXACT number of points they needed for their next trip ☺

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**Understanding YOUR CareerCode**

Your Interest Code	Your CodeCombo	Your CareerCode
1. _____	1. _____	1. _____
	2. _____	2. _____
		3. _____
		4. _____
		5. _____
		6. _____

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**Your Personalized CareerCode Ranking**

1. S
2. A
3. C
4. I
5. R
6. E

Figure 1

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**CareerCode**  
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**The CodeCombo**

- In almost everyone, two Codes are more prominent than the others
- And it's the first two Codes that exert the strongest influence on the individual
- As we will demonstrate in slides to come, it's the 2-Code Combo that narrows each individual to specific results and matches.
- This helps the coach and the client to narrow and specialize further in the labor market

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**CareerCode**  
KNOW YOUR CODE. FIND YOUR FIT.

*The Power of a CodeCombo*

- SA (Social/Artistic): music, art, English, and speech teachers
- SE (Social/Enterprising): school counselors
- SI (Social/Investigative): science and math teachers
- SR (Social/Realistic): physical education and industrial arts teachers
- SC (Social/Conventional): business skills and home economics teachers

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**CareerCode**  
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Enterprising Code Combos

**E CodeCombos**

- ER: The Broker
- EI: The Strategist
- EA: The Promoter
- ES: The Ambassador
- EC: The Director

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**CareerCode**  
KNOW YOUR CODE. FIND YOUR FIT.

*Time to....*

- Code yourself
- Code your parents
- Code your spouse/kids
- Code your best friend/significant other
- Code your boss

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**CareerCode**  
KNOW YOUR CODE. FIND YOUR FIT.

*Codes Make A Difference...*

- Money - \$\$
- Education
- Job Availability
- Job Search
- Geographical Areas
- Promotions

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**CareerCode**

KNOW YOUR CODE,  
FIND YOUR FIT



Jan Lowe • Tracy Lungrin

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