

# Find the Right Career

CHRIS MILLER: Hi, everyone. Welcome to the Career Development webinar tonight. My name is Chris Miller. I am the Washington State University Global Campus Career Counselor.

Tonight our topic is Career Interest Assessment. Hopefully, you've all had a chance to complete the free O\*NET profiler to give you your Holland code for tonight. And I'm going to share some more information about that and what you can do with those results.

And if you have any questions during the webinar, you can go ahead and utilize the chat box. I will address questions at the end. But at one point, I'll also ask you-- if you want to, if you'd like to-- to enter your specific Holland code in the chat box and I will try to provide some more information about that specific one career matches. And yeah, we'll go ahead and get started. Thank you so much for joining. And let's get started.

If you've ever been to any of my webinars, you know I always, after the introductions, start out with a glimpse at the career development process. This is a decent little snapshot of it. It's not all encompassing, but I think it is kind of a nice synopsis of some of the steps that people go through hopefully when they're evaluating themselves and what they want to do for a career and how they can go about doing that.

Tonight with career interest assessment, you know, we're really mostly in the Know Yourself yellow section. We are going to talk about exploring options as well, but specifically, interest and traits tonight. Somewhat strengths and values. Depends on the specific interest assessment you take.

So I know later on I'll be talking about the best version of this Holland code assessment in my opinion. And that one tries to incorporate some other areas, but mainly focusing on what interests you, and for the strong interest inventory, what disinterests you also.

OK, whenever you're taking any kind of career assessment, I think it's important to consider the limitations of those and, you know, for all different types of career assessments, be it skills, values, interests, work preferences, work personality, like the Myers-Briggs, is that no test can fully measure you. It's important to let intuition be your guide.

Try not to predetermine how you want the test to turn out. So try not to think of, you know, if I were in a specific desirable career for me, how would I answer this question. You're looking for clues and suggestions and it's helpful to try out several different assessments really to get a bigger picture look at what could potentially be a good fit for you.

And these are some of the things that Richard Bolles lists on his Job Hunters Bible website, which is kind of a companion piece to his really famous text in the-- well, not just in the career development world, but kind of reaches outside of it, too-- but his book, What Color is Your

Parachute? He is the author of that. And that's some of the limitations he talks about on the website.

So these tests tend to put you into families and describe the family you're in, but not you specifically. Assessments will put you into categories, groups, families, things like that that have answered the tests in the same way. And so because they deal in kind of these generalizations, they can't tell you what's unique about you, but rather describe that group that you're in. It only describes the group, and you might be an outlier in that group.

Most people who answer the question the same way you did may be interested in the same career, but you know, like, say an accountant, but that's what the tests will suggest based on that information, but that's not necessarily means that it will be the perfect fit for you. It's just a test.

Like I said, always let intuition be your guide. You know more about yourself than any test does. So if something seems wrong, just reject that summary.

On the other hand, if you find it helpful, don't agonize about whether they're really worth investigating. Just go ahead and look into it and like I said, follow your intuition.

This is the Holland hexagon. And one of the interesting things I think about this, and most people don't know unless they've really spent some time reading the background of these assessments, but this, these are the six different sections of the Holland's typological theory. They are arranged in a significant pattern in this hexagon.

And just to share some of the background about the Holland typological theory, he posited that career choice is an expression of one's personality. And so the people will seek out occupational environments that will be congruent with their personalities. Congruence between personality and occupational environment leads to satisfaction, stability, and achievement. People usually develop a specific type between the ages of 18 and 30.

Some of the key concepts-- so some of the reasons why these are arranged this way is that there is what's said to be a calculus here. So the similarity relationships between these types are depicted in a hexagon, and the most similar types are adjacent to each other, and the least similar types are opposite each other.

So for example, social has an adjacent type of artistic, A, or enterprising, E. So these are correlated, social and enterprising are correlated, social and artistic are more highly correlated than say social and realistic, which are opposite one another on this hexagon.

And so it's the same for say enterprising and investigative. They're opposite one another, they are less correlated. So the traits that make up these areas are less similar.

Consistency is another concept of a person's code. And that is the extent to which the components of the subtype or code represent similar characteristics. So what that means is that a higher consistency code is a code that has adjacent letters, like S, A, I. S is adjacent to A, A is adjacent to I.

Something that would be a low consistent-- would have low consistency would be like S, R, I, because S and R are opposite one another. Another idea is differentiation. So how well-defined or peaked the pattern is. So that means what did you score in each area.

And so ideally, you'll have high differentiation. So you'll have one area that you scored really high in, a couple that you scored more in than others, and then some you didn't score much in at all because it just shows you have more consistent interests in given areas.

And then so high differentiation means you clearly know what you want to focus on. And if there's low differentiation, you're not so sure. You have varied interests, interest throughout all the types.

Which is fine. That's how some people are. All that means is it might be-- it's likely going to be more difficult to find a career that is a perfect fit for you because you have such varied interests. It's going to be hard to find something that's really going to fulfill all those interests and keep you interested in that work.

So the idea of congruence is the degree of match or similarity between your personality type, so your Holland code, and then the code of the work environment. So just like we have dominant codes or a three letter code, occupation also has a code. So maybe you're a very meticulous person, maybe you're a critical thinker, so you're really high in the investigative section, an I.

So then maybe like an IT job, like I know MIS-- I'll talk about academic majors a little bit later, but the MIS major, management information systems, it has its own code, ISR, investigative social realistic. So whatever kind of IT job has a dominant I code, it'll be a best fit for someone who has a dominant I code. That's kind of the idea behind congruence.

So what does it all mean? What does each section mean? We all have one dominant type or the one that we scored highest in ideally. And then one thing I should say is given that you've done the free assessment, it might not be 100% accurate. It's, you know, it's a pretty good free assessment. It's nice for people to start with a free assessment before they do the Strong Interest Inventory just to make sure it's a meaningful exercise for them.

So let's go ahead and explore some of these dominant types of the RIASEC hexagon. So the realistic type, these are the doers. Some of the examples of a realistic career would be computer engineering, forestry, farming, surveyors, poultry science. Typical traits of realistic, mechanical and athletic abilities; like to work outdoors, with tools and machines; might be described as frank, honest, humble, natural, persistent, shy, thrifty.

Investigative. Some of the examples of these occupations fields-- biology, chemistry, physicists, geologists, medical technicians. Math and science abilities and-- these are the traits-- likes to work alone and to solve problems, might be described as analytical, complex, critical, independent, pessimistic, rational.

Artistic. Some of the examples would be composer, musician, stage director, dancer, interior decorator, actor, writer. Typical traits, artistic skills, obviously, enjoy creating original work, imaginative, complicated, disorderly, idealistic, independent, introverted-- sorry, introspective--

[COUGHS]

--excuse me-- nonconforming.

[COUGHS]

Social. Teachers, speech therapists, religious workers, counselors, psychologists, nurses, these are social occupations. Like to help, teach, counsel. They are cooperative, friendly, generous, helpful, idealistic, kind, sympathetic, and understanding.

Enterprising. Example would be a promoter, TV producer, business executive, someone in sales, travel, a supervisor, and management. And some of the typical traits are leadership, public speaking, interested in politics and finances, like to influence. They are agreeable, ambitious, domineering, energetic, extroverted, impulsive, self-confident.

[COUGHS]

And lastly, conventional. Some of these occupations would be bookkeeping, financial analysts, tax experts, bankers, medical lab assistants. Some of the typical traits would be clerical and mathematical abilities, like to work indoors, organize things, described as careful, efficient, obedient, orderly, persistent, practical, thrifty, and unimaginative.

And even if we do have kind of high scores in two areas that are close, you still definitely have, most likely, have a dominant type. That I know a lot of people do an exercise called the party exercise where essentially they talk about the traits of these different sections, these six sections. And they ask you, if you were at a party with people that were like these six sections, which one would you first gravitate to? Which people would you first want to go talk to? So I think the vast majority of us have a dominant type.

OK, so now would be a good time, as I try to share a little bit more information about your code and how to use it, if you feel like sharing your Holland code in the chat box. And I will just go ahead and look at this, not a document but this resource I have that's called the Occupations Finder that was put together by John Holland. And it's from his self-directed search, which was just another version of the same O\*NET search that you've done. And I'm going to just talk

about some of the careers that are associated with that. I will do mine also. Actually, before I do that, let me share some of the academic majors and the codes for those.

And so when I'm asking about your Holland codes, that'd be the three areas that you scored the highest in. So for me, it's SEA, social, enterprising, and artistic. But for academic majors, like I said, people, through the viewpoint of John Holland, people have their codes. Careers, or I mean occupations have their codes. And then through the years and research it's found that academic majors also have codes.

So accounting has a code of CEI. Management has a code of RES. MIS has a code of ISR. Criminal justice has a code of IES. Human development has a code of IRS. Psych has a code of ISE. Social sciences has a code of SIE. Humanities, SAI.

Hospitality, business management, ESR. Econs would be ISE. And I don't know if there is anyone here who's in data analytics, but since that's one of the newer academic areas, they're still trying to nail down specifically what it is, but I know it's CI something. Yeah, so sociology is IER. And I don't think I missed any.

So I'll go ahead and share some of what you probably have already seen from your results from O\*NET. O\*NET is a really good free resource and it'll go through those. It'll go through those and it'll talk about, like it says here, a good fit versus a great fit, bright outlook, green jobs, training programs. But one of the things that John Holland talked about when doing these, when evaluating assessment results is that you need to utilize the rule of full exploration.

And so what that means is looking at the permutations of your code. So I see IES, Natalie, is your dominant type. And I'll put it in there. So you'd also want to look at-- takes me a second to formulate all these. SIE and SEI right there in the chat box I entered it. So these are the permutations. It's essentially just mixing around of the letters, the code types in your Holland results there.

And so for the real thoughtful exploration-- because these are your interest codes-- even if it's not your dominant one, you have interests in all these areas and that's why you're getting these results. And so you'll want to explore careers related to these areas too. And for some people who may have a code, especially with the free assessment, maybe they get a code where there are almost no job matches that they're seeing that are a perfect fit. And that's because of the things we talked about before.

There might be low consistency or low differentiation. Maybe you have a lot of interests in a lot of different areas, or not a lot of interests in all the areas. So you know, you're going to have a difficult time finding things.

Your Holland codes letters are not adjacent on the hexagon. They're opposite one another. It's another reason why it's hard to find matches for those because your interests are so dissimilar.

So that's some of the reasons why people do have a difficult time once they do get their assessment results. Other people, you know, it's right on the money and it's not the case.

So I'll go ahead and use this tool I was talking about. It's called The Occupations Finder. I have an older version I have to get updated on. So you know, some of these jobs wouldn't even exist now, and this is only 12 years old. So that's how things change. That's, obviously, how technology has changed the world in general and, especially, the world of work.

IES. I've got to investigate it. IES. So those matching careers would be things like electronics engineering manager, educational psychologist, industrial organizational psychologist-- so that's more of the business-- human resources, psychology. Safety managers, sociologist, appraiser, electronics test engineers, job analyst, pharmacist, psychometrist, things like that.

ASE code. So we have an I dominant A, S, and E, so let's get it all in different areas. Oh, and an SE like me. So we'll go to ASC. Composer, story editor, technical and scientific editor, humorous lyricist playwright, quick sketch artist-- that's cool. Stained glass artist, dance instructor, dramatic coach, exhibit designer, PR rep, art teacher, drama teacher, modeling instructor, show operations supervisor.

And these are-- like I said, this is called The Occupations Finder. It's a resource that some libraries actually do have, and you can pay a small fee online to get this too. I'll keep going through some more, but this is pulling very specific job titles.

And for this resource, I'm not saying your score is 100% accurate, because this is the free version. But these matches for these job types for these codes are for people with interests and disinterests that match-- if you have this code, you'd have a similar interest and disinterest. And also, this is people who are satisfied with the work they're doing, and I'll talk about that a little bit more when I talk about the Strong Interest Inventory.

SAI. Got to flip to it, bear with me. SAI. Speech pathologist, librarian, acquisitions librarian, so a different type. Dental assistant. And that's all I have for SAI. And that's not to say that's all that there is out there that can fit it. And, again, like I said, it's when you get something where, maybe, there are not a lot of recommendations, and I'm sure there were more with O\*NET, but that's where you'd look at permutations too.

And also, look at the specific score to say, eh, maybe mine's not right. Maybe it is. SEA, because we're in the S's. Radio and TV producer, special education director, arbitrator, family case worker, community organization director, dean of students, employee welfare manager, field contractor, home economist, research director, psychiatric social worker. Let's see. Yes

ESC. That's going to be towards the back here. ESC has a lot of matches here. So for ESC code, the suggested fits would be director of institutional research, administrative assistant, business manager circulation manager, credit and collection manager.

Let's see. Employee relations rep, employment manager, financial planner, insurance office manager, media director, registrar, barber. Barber, interesting. Buyer, chief dispatcher, chief detective, loan interviewer-- mortgage and financial-- radio director, stage manager, sightseeing guy. That's interesting. That one's really broad careers all within that same type. There are even more here, but, for brevity's sake, I think that covers us then.

So yeah, that's just-- I think my point there is that there are a lot of different suggestions, and, again, this is just a free resource. And the really important thing is, for a full exploration to look at, when you're doing this kind of career research and exploration, to look at all the potential matches that are suggested.

So we talked about exploring pure permutations. I have other resources for doing that O\*NET does a fine job, and these are resources I could send you if you're interested in. And these are just some of the free ones that are accessible to look at, your Holland codes and your Holland matches with those. And I was just reading from SDS Occupations Finder-- and there's an Education Opportunities Finder also-- but since I already touched on-- well, we only have a few in here.

So I'll go ahead and look to see what I can find that just suggests academic majors based on your Holland codes. So IES, academic studies. I'll just read a few. Criminal justice fits, I guess. Yep, that's what I said earlier. Educational psychology, industrial organizational, psych, pharmacy administration, urban studies, environmental and environmental health engineering.

There it is. American literature, comparative literature, drawing, English Composition, English creative writing, English language and literature, music theory composition, painting, playwriting, screenwriting, speech and rhetorical studies. S. I actually did that. That's right. Yeah. SAI and SEA. I went too fast.

SAI. Dental assistant, dental hygienist, humanities, humanistic studies. That's an old one. And then SEA. Adult and continuing education, agriculture teacher education, bilingual education, business teacher ed, child care Service Manager, social work, driver's Ed, educational supervision, elementary teacher Ed, library science, pastoral counseling and specialized ministries, public health education promotion, religious education.

SEA, SAI, ESC. This'll be interesting given the long list they had for the careers on this one. General finance funding, financial planning, financial service marketing operations, health systems, Health Services Administration, hospitality and recreation marketing. So HBM-- insurance risk management, insurance marketing operations, international business marketing, investments securities, occupational health and yeah. Interesting list.

So that's what I'm saying. When you get to a point where they're not a lot of matches, but, you know, there really are other things you can do to explore matches that could be a really good fit for you too. So what do we do with this information when we have it? How do we start compiling a list of just these job titles?

And I'm reading some from a little from a resource that's a little old, and so some of these careers have come and gone. And some of them I don't even know fully what it means to have that position. And that's where you can utilize the Occupational Outlook Handbook for your researching and I'm going to go ahead and show it off here.

So bear with me while I share my screen. It is [bls.gov/ooh](https://www.bls.gov/ooh), so that's the Bureau of Labor Statistics. And the resources, the Occupational Outlook Handbook-- it helps you research career areas, specific occupations, and clusters, talks about the work environment, how to get started in that career, what the pay is like, what is the outlook, so that's how we get the name Occupational Outlook Handbook. Similar occupations and additional info. So I'll go ahead and bring that up now, bear with me a second while I share my screen.

So again, [bls.gov/ooh](https://www.bls.gov/ooh). This is the main page. And let's see. If there's any kind of specific occupation you want me to look up, you can go ahead and enter that in the chat box, and I will do that. I'll see if I can just to do a little demo of something that I would. I'm going to enter speech pathologist in the chat box. Not in the chat box, in the search box. So speech language pathologists.

So just to give you an idea of what Occupational Outlook Handbook can do, or OOH. So it even has a video, which doesn't always work well. They don't play videos through. And all through here, so that's something interesting that you can look at too. Not every career area is going to have a little video snippet, but it starts with a summary that kind of encompasses all these different areas. It's the little abstract for it.

So speech language pathologist-- what do they do? They assess, diagnose, treat, and help to prevent communication and swallowing disorders in children and adults. Speech language and swallowing disorders results from a variety of causes. And talks about the duties-- evaluate levels of speech, language, swallowing difficulty, identify treatment options, create and carry out individualized treatment plans that address specific functions and needs.

And you can read so on and so forth about all the different duties. And sometimes here, it will break it down into different types. So I know like psychologists will break it down to clinical psychologists and community. Maybe I'm thinking of counseling, where it's more community counseling, career counseling, school counseling, but I'm sure psychologists has its own breakdowns too of what they do. What's the work environment like? Work schedules?

How do you become one? So this is very important part of it, of career researching-- is what kind of education, what kind of licensure, what kind of certification will I need to get started? And this one's an [INAUDIBLE] or mentions that professional association here. That's something I'm going to talk about in the More Info section.

Also, extremely important is the pay scales for these, for any career that's listed in here. And so they break it down here between health diagnosing and treating practitioners versus speech language pathologists. Nursing and residential care facilities versus offices of physical,

occupational, and speech therapists and audiologists. And so you can see there's a different range based on where those people are working. Outlook, where it gets its name.

So employment of these speech language pathologist is projected to grow 18% in 2016 to 2026, so much faster than the average for all occupations, which is just know to give you an idea that you're going into an area that should be fairly secure for the next eight years at this point.

And so there should be job opportunities. You know, it's going to vary, obviously, from market to market so something you're going to have to know about your own area. And there are sources here, too, for geographical research. State and area data, that's what I'm talking about. Similar occupations. So you get to one and maybe you say, oh this one is going to require some kind of graduate education, at least a master's degree. Not sure if I really want to invest in a graduate degree at this point.

So what are some other things that are relevant that I might want to try getting into? And these are mostly going to have graduate degrees because of the health care field, but see recreational therapists here, bachelors degree. Respiratory, therapist associate's degree. And so to see some things that are or related to that career of interest can be very helpful too.

And then more info can be great for the networking process to look into what professional associations are doing, find people to connect with, to kind of assess the best path for you if you are interested in a graduate program. There is just so much information here and on the Occupational Outlook Handbook for you to help with your career research. OK.

So that was the Occupational Outlook Handbook. It is my favorite career researching tool. If you really don't know what you want to do, you can really spend a lot of time with it and just do a little bit at a time. There is an A through Z index that lists all the jobs and job clusters, and you can really do it that way, especially if you go through these assessments and there's really nothing that's working for you. You know, there's a lot of reasons that could be the reason for that. But you can take your time and just work through the Occupational Outlook Handbook to research careers to see what you might find interesting.

So other career assessments. I'm going to show you just a brief sample of the Strong Interest Inventory, but, again, that's going to be another career assessment. Just like this O\*Net one, it's going to be another Holland code-based assessment. I focus on those because those are the ones that I like. The research shows that they're the most effective when it comes to efficacy.

They're actually valid assessments that have stood up over time for the Strong Interest Inventory, these Holland code-based ones, whereas things like personality assessments like the Myers Briggs-- they're very helpful team-building tools. They're helpful to understand other people communicate and work through problems, get energy. But for career exploration, specifically, it's been shown to not be a super effective tool. It can be helpful in conjunction with a Strong Interest Inventory, but it's just for career exploration. Strong Interest Inventory and these Holland code ones have been shown just to be the most effective.

But the ones for work values and skills-- there are all different kinds of different career assessments that you can do to help paint a better picture of what might be a good fit for you. So, yeah, I'll go ahead and share the Strong Interest Inventory now because it is available to WSU students. It's \$15 to complete the assessment. I'll show you what a sample looks like.

So if this was a meaningful exercise for you and your career development, then I would highly recommend that. And you can just contact me if you would like to complete the Strong Interest Inventory and I will let you know how you can do that. So let me share this sample with you right now.

So this is what a Strong Interest Inventory report will look like. This is for Jane Sample. And it talks about how these results can help you with your career exploration and your preferred learning environments, We'll have an educational part to it as well. But I'll go over some of the things that we talked about with the hexagon, the Holland hexagon-- interests, work activities, skills, and values.

This is a sample one, so it doesn't have a three-letter code. It has a two letter dominant code, and I have seen some people who don't get a three-letter code. It's like this one, it's based on how you score in the different sections. But with the Strong Interest Inventory, even in an area where you generally have little interest, it doesn't mean that there aren't occupations within there where you might have high interest after you break it down. And I'll show you what that looks like.

And I don't focus too much on the top 5, 10 interest scale things. It's more interesting to me to really break it down. The Strong Interest Inventory is also gender norms, so based on how you identify, and then it'll compare you to other men or women in these occupations. So again, if you have a similar interest pattern with these people, it's saying-- well, I'll wait until I get into the specific occupations instead of these areas, because these basic interest scales are more like clusters.

So for this sample, Jane Sample, social is the highest. So for religion, spirituality, she had a very high standard score. High in teaching education, but also in her highest area, social, health care services here, within this social bloc, and she had very little interest.

And that's the nice thing about this assessment, is it really does a deep dive into all these areas and finds that, even within this social area-- these are all social occupations or clusters-- but it doesn't mean everything is going to be a good fit for you. So that's really nice. And also, the inverse is the same. So in areas where there is little interest for most people, let's see how it came up for this fake one, for the sample one.

So it didn't work out as well for this one, but for conventional, it's a general area. Little area of interest, but in office management, there is a moderate amount. But for most people, when I'm evaluating their assessments, even in areas that there's little or very little there's-- well, maybe

not very little-- but in little or moderate, there is something that they're usually high in, that's a high interest level for them.

So again, top 10. These top five or 10 lists are usually right off base or way off, and it's more about just looking at how things fit into the scales. So the standard scores on the right side show for Jane Sample that she shares interests with women in these occupations and probably would enjoy the work. Mid-range means she shares some interests with these women and probably would enjoy some of the work. And so what I was saying before is that Strong Interest Inventory takes into account interests and disinterests in job satisfaction.

So these are people, these are women for Jane Sample-- elementary school teachers that have a very similar interest pattern and shared dissimilar interests also. And these people are happy doing their job. They have job satisfaction based on different criteria. And the suggestion is, because we have the similar interest and disinterest pattern, I like my job, you might also like my job. You might also want to do this job. And so this is where it really breaks down into the specific specifics, and these are good cues for the Occupational Outlook Handbook. You take this information and research it further.

Maybe we'll get a higher one here, above 40 for even this third one, right? They're doing two at a time on these pages. S, A, E. So even in this moderate area of enterprising for Jane Sample, she's got a standard score of 50. Let's see which ones are above 40. Florist, life insurance agent, cosmetologist, buyer, facilities manager.

So she shares interests with the women in those jobs and will probably enjoy the work, even in this just moderate interest area. Conventional. And then the least, just like the little interest areas, probably not going to be much above 40. So there's at least a mid-range there for realistic occupations, EMT, and nothing good in investigative for Jane Sample.

So personal style scales-- this was where I said the Strong Interest Inventory tries to go a little bit deeper also and has kind of a Myers Briggs little add-on flair to it that talks about the personal style skills of how you of your work style, your learning environment, your leadership style, risk-taking, and team orientation. And if you're kind of clearly one way or the other.

So work style-- Jane Sample prefers working with people, helping others and is outgoing. Learning environment, mid-range. That looks mid-range to me. Yup. Mid-range for leadership and learning. Risk-taking, dislikes risk-taking. Likes quiet activities, prefers to play it safe and makes careful decisions, and more mid-range for team orientation also.

So this is also of lesser import, I think, for the Strong Interest Inventory, but it's nice information too. Response summary is for me, to know how people are answering questions consistently or not, if they're just randomly picking things. General occupational themes, so just more of a breakdown of a summary here at the end.

It goes over some of the things again. Action stats you might want to consider taking. Areas of your similarity to occupations. And then, also, there's an educational piece, too, which I don't know if they have it in this sample, but it should be with the WSE one. I don't see it on this one. It just talks about academic areas that fit your type.

So that brings me to the end of the career interest assessment webinar and Holland codes and exploring your matches and your permutations. And I hope it was a meaningful exercise for you. Like I said, this was just the free version, but the strong interest inventory is the best career interest assessment in my opinion, and research kind of holds that shows that to be true.

So thank you so much for joining. Let me know if you have any questions. Here's my contact information on the last page. There's the career sport website for students just to connect with me, connect to me directly. And also the blog where I post internship listings, mostly in stories and information about events that we're doing. Career events, other Global Connections events, and other online events that are available to Global Campus students. So again, thank you so much. Let me know if you have any questions and I'll be here for a little bit.