



# Quick Guide: Work Preferences for Each Motivator Type

Holland Code matches employee career preferences with the roles best suited to their Motivator types, boosting job satisfaction and productivity.

## REALISTIC – R

**Primary Motivation:** Using Physical Skill

**Tasks They Excel At:** Building, Operating Equipment, Providing, Security, Repairing, Taking Action, Using Tools

**Energized By:** Practical, Hands-on Problems & Solutions

**Drained By:** A lot of paperwork or collaboration

### MOTIVATOR COMBINATIONS

- Realistic + Investigative = Using Physical Skill and Analyzing
- Realistic + Artistic = Using Physical Skill and Expressing Creativity
- Realistic + Social = Using Physical Skill and Helping Others
- Realistic + Enterprising = Using Physical Skill and Persuading & Influencing
- Realistic + Conventional = Using Physical Skill and Organizing

## INVESTIGATIVE – I

**Primary Motivation:** Analyzing

**Tasks They Excel At:** Experimenting, Performing Lab Work, Problem-Solving, Researching, Theorizing

**Energized By:** Ideas, Thinking, Searching for Facts

**Drained By:** A lot of collaborative projects

### MOTIVATOR COMBINATIONS

- Investigative + Realistic = Analyzing and Using Physical Skill
- Investigative + Artistic = Analyzing and Expressing Creativity
- Investigative + Social = Analyzing and Helping Others
- Investigative + Enterprising = Analyzing and Persuading & Influencing
- Investigative + Conventional = Analyzing and Organizing

## ARTISTIC – A

**Primary Motivation:** Expressing Creativity

**Tasks They Excel At:** Creating Art/Music, Designing, Interpreting, Performing, Writing

**Energized By:** Forms, Designs, Patterns, and Self-expression

**Drained By:** A lot of paperwork or collaboration

### MOTIVATOR COMBINATIONS

- Artistic + Realistic = Expressing Creativity and Using Physical Skill
- Artistic + Investigative = Expressing Creativity and Analyzing
- Artistic + Social = Expressing Creativity and Helping Others
- Artistic + Enterprising = Expressing Creativity and Persuading & Influencing
- Artistic + Conventional = Expressing Creativity and Organizing

## SOCIAL – S

**Primary Motivation:** Helping Others

**Tasks They Excel At:** Advising, Assisting, Counseling, Teaching, Training Employees

**Energized By:** Helping or Providing Service to Others

**Drained By:** A lot of conflict or working alone

### MOTIVATOR COMBINATIONS

- Social + Realistic = Helping Others and Using Physical Skill
- Social + Investigative = Helping Others and Analyzing
- Social + Artistic = Helping Others and Expressing Creativity
- Social + Enterprising = Helping Others and Persuading & Influencing
- Social + Conventional = Helping Others and Organizing

## ENTERPRISING – E

**Primary Motivation:** Persuading & Influencing

**Tasks They Excel At:** Marketing, Managing, Motivating, Selling, Strategizing

**Energized By:** Starting Up Projects, Leading People, Making Decisions, Risk-taking

**Drained By:** A lot of paperwork or collaboration

### MOTIVATOR COMBINATIONS

- Enterprising + Realistic = Persuading & Influencing and Using Physical Skill
- Enterprising + Investigative = Persuading & Influencing and Analyzing
- Enterprising + Artistic = Persuading & Influencing and Expressing Creativity
- Enterprising + Social = Persuading & Influencing and Helping Others
- Enterprising + Conventional = Persuading & Influencing and Organizing

## CONVENTIONAL – C

**Primary Motivation:** Organizing

**Tasks They Excel At:** Calculating, Filing, Keeping Records, Processing, Systematizing

**Energized By:** Following set procedures and routines, Data and details, Clear lines of authority

**Drained By:** Working in unstructured environment with unclear expectations or procedures

### MOTIVATOR COMBINATIONS

- Conventional + Realistic = Organizing and Using Physical Skill
- Conventional + Investigative = Organizing and Analyzing
- Conventional + Artistic = Organizing and Expressing Creativity
- Conventional + Social = Organizing and Helping Others
- Conventional + Enterprising = Organizing and Persuading & Influencing