



Enterprising types (Persuaders) like leadership and responsibility, are good at persuading others, and have good verbal skills.

Compare yourself with the Persuaders.

Would you describe yourself as:

- Assertive?
- Adventurous?
- Ambitious?
- Popular?
- Extroverted?
- Energetic?

Are you good at:

- Leading people?
- Convincing others to do things your way?
- Selling things?
- Making speeches?

Do you like to:

- Start projects and see them through?
- Earn recognition?
- Be involved in politics?
- Take risks for profit?
- Have power or status?

Do you avoid:

- Working solo?
- Repetitive, routine tasks?

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If your Holland Code is **ENTERPRISING**, and you think you would like to learn more about:

- Agriculture Business Management, check out the Pathways in Agriculture.
- Business Entrepreneurship, Banking or Business Management, check out the Pathways in Business.
- Advertising and Promotion, or Travel and Tourism, check out the Pathways in Family and Consumer Sciences.
- Marketing Entrepreneurship, Marketing Management, Advertising, or Retailing, check out the Pathways in Marketing.

Student career interests are most commonly described by six career personality types defined by John Holland in his theory of occupational choice. Known as “Holland Codes,” these six types are at the base of a common organizational structure around which CTE program areas, national career clusters, and other career information can be arranged. An individual will typically be compatible with up to three of the following personality types.

Technical

Realistic (Doers)

Scientific

Investigative (Thinkers)

Arts & Recreation

Artistic (Creators)

Social Humanitarian

Social (Helpers)

Marketing & Administration

Enterprising (Persuaders)

Business Operations

Conventional (Organizers)

Career Fields help to develop the academic knowledge, technical skills, and employment skills vital for entry into the evolving labor market.

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