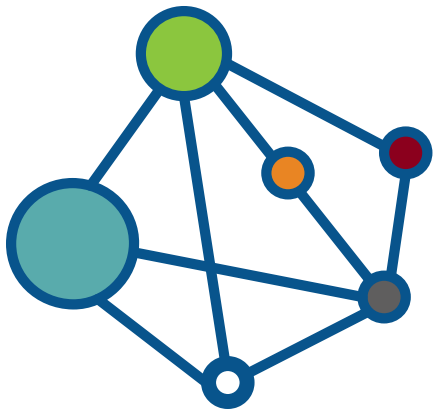


Benefits of Following Career Interests

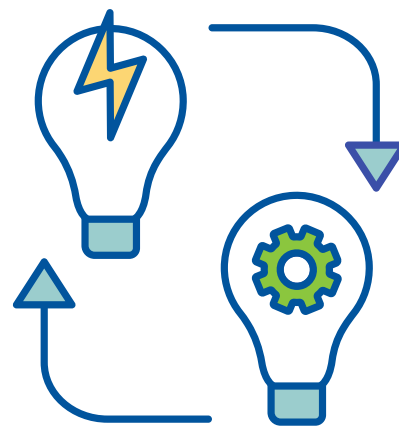


According to the most popular theory of career interests, Holland's RIASEC model, interests can be organized into six areas: Realistic, Investigative, Artistic, Social, Enterprising, and Conventional. Not only can a person's interests profile be defined by these six types, but work environments can also be classified into the same six categories.

Aligning one's work environments with his or her interests will not only increase satisfaction at work but also enhance the potential for achieving career success.

When a career is aligned with one's interest, they may have more motivation to devote effort into developing relevant knowledge and skills, set higher career-related goals, and take actions to achieve those goals.

All of these behaviors can help individuals improve their performance at work and enhance their career potential.



Source: <https://aai-assessment.com/blog/why-career-interests-are-important>

“Research indicates that school retention, stability of choice of college major, and job satisfaction are significantly enhanced when individuals are able to align their interests, skills, and/or work values with occupations, programs of study, and jobs.”

Dr. JoAnn Harris-Bowlsbey
Executive Director of Product Development
Kuder, Inc.

