

# Lesson Plan - Career Interests

**Objective:** To introduce the idea of career interests as a basis for career choice.

**Resources Needed:**

Worksheet - Community Project Exercise  
Online - Interest test from CareersPortal.ie

## Discussion:

Introduce the idea that motivation is an important factor in choosing and sustaining a satisfying career. Choosing a career in an area that the student is drawn to provides the initial motivation for career investigation. However, as the student goes through life, their interests evolve, and new career options will emerge.

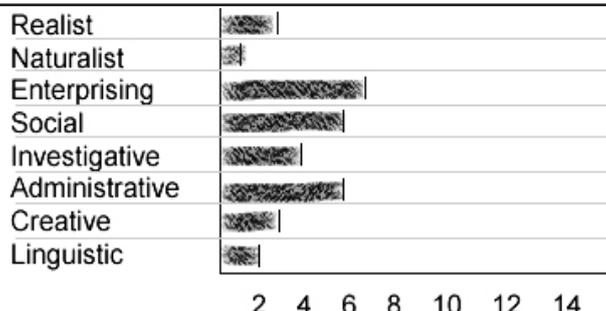
People seem to be disposed to particular categories of interest, such as Artistic, or Practical. John Holland (USA) is the most ardent theorist in this area. This is a summary of his main thesis:

- ➔ People can be generally described using six categories of interests and attitudes
- ➔ People are best described using combinations of two or three of these categories.
- ➔ The categories that represent an individual's interests are the result of many influences, including family, upbringing, cultural environment, educational opportunities, school and work experience and so on.
- ➔ Occupations can also be described using the same six categories.
- ➔ Work environments also have distinct characteristics, and can equally be classified using the same six categories.
- ➔ People who work in occupations and environments that have characteristics matching their own categories are more likely to feel comfortable and motivated with their work and develop satisfying careers.

NOTE: In this exercise we use the same concept as Holland, but eight categories instead of six. We have split Holland's 'Realistic' into Realistic and Naturalist - the latter being a subset in Holland's version. Likewise, Holland's 'Artistic' has been split into Creative and Linguistic. We also renamed Holland's 'Conventional' to Administrative as the term conventional has negative connotations in our culture.

## Method:

- ➔ Distribute the 'Community Project Exercise' worksheet to each student and ask them to complete it [5 - 10 mins]
- ➔ When completed, create a graph on the blackboard/whiteboard similar to that shown (data for illustration only).
- ➔ Do a survey of the class and populate the graph according to the students' first interest preference.



*Optional: Divide the class into groups based on their first preferred interest.  
Discuss the class distribution - comment on importance of individual differences*

- ➔ Read out some sample occupations and ask which group they are most likely to belong to. Examples:

**Builder, Mechanic** - Realist      **Farmer, Chef** - Naturalist      **Teacher, Counsellor** - Social  
**Accountant, Personal Secretary** - Administrative      **Editor, Translator** - Linguistic      **Singer, Graphic Artist** - Creative  
**Salesperson, Auctioneer** - Enterprising      **Software Engineer, Doctor** - Investigative

- ➔ Next introduce some examples that are less obvious - i.e. seem to fit more than one category:

**Jeweller** - Realist/Creative      **Biochemist** - Naturalist/Investigative      **Psychologist** - Social/Investigative  
**Bank Official** - Administrative/Enterprising      **Speech & Language Therapist** - Linguistic/Social      **Set Designer** - Creative/Realist  
**Pharmacist** - Enterprising/Investigative      **Marine Scientist** - Investigative/Naturalist

Next, consolidate the learning by asking students to take an online interest test.

- ➔ Go to [www.careersportal.ie](http://www.careersportal.ie)
- ➔ Select 'Signup' to register.  
(Students enter their name, their community [school/college], an e-mail if they have one, and create a password)
- ➔ Select **Interest Profiler** to start the test.
- ➔ At the end of the test, recommend that they print their results, using the **Print Full Report** button.  
[if printing out is not practical, the results can be written onto the reverse side of the Community Project Exercise worksheet]

**Students now have a full profile of their career interests with interpretation and sample career suggestions**