

This document includes descriptions for the individual interest traits, as well as the various combinations of traits (interest codes).

INTEREST TRAITS	DESCRIPTION
<b>Artistic (A)</b>	Artistic occupations require self-expression, creativity and usually feature work that can be done without following a clear set of rules. These occupations usually require an environment where flexibility, variety and change are expected.
<b>Social (S)</b>	Social occupations revolve around people. These occupations usually involve assisting, teaching, healing or serving others. The focus of Social occupations can range from very practical to highly academic outcomes.
<b>Conventional (C)</b>	Conventional occupations focus on information and the tools required to analyze, organize and understand information. They also include activities such as creating plans, processes and routines. These occupations usually provide an environment where things are well organized and roles and tasks are clearly defined.
<b>Investigative (I)</b>	Investigative occupations involve working with theories, concepts, information, and ideas. Curiosity, reasoning, logic, research, analysis, and science are typical activities in Investigative occupations.
<b>Realistic (R)</b>	Realistic occupations involve practical, hands-on activities. They focus on working with plants, animals, materials, tools, and machines. Many Realistic occupations require working outdoors and they do not usually involve a lot of paperwork or require “Doers” to work closely with others.
<b>Enterprising (E)</b>	Enterprising occupations often involve the world of business. They regularly involve starting and driving new projects. Enterprising occupations frequently require leadership and management skills and the willingness to take risks.

INTEREST CODES	DESCRIPTION
<b>AC – The Arranger</b>	<p>Artistic yet systematic at the same time, the Arranger likes to improve established products, routines and knowledge. They see the potential in things that already exist and then add their own creative touch to take it to the next level.</p> <p>The Arranger can balance flexibility with routine in their environment, but can also be quite detail oriented and driven. When you want to turn good into great, an Arranger can help</p>
<b>AE – The Trailblazer</b>	<p>The Trailblazer is never satisfied with the status quo and is always willing to take a risk. They’re constantly trying to create and share something fresh and new and they have the artistic and persuasive skills to get this done. Their energetic, sociable and competitive nature gives them the perseverance to keep trying whether they’re met with success or failure.</p> <p>The Trailblazer is comfortable with some structure but avoids following strict routines and needs to work in a flexible environment. When you don’t know where to go and need someone to show you the way, turn the lead over to a Trailblazer.</p>

<b>AI – The Pioneer</b>	<p>Even if an idea has been around for a while a Pioneer can do something new with it. Their need for self-expression and their active imaginations are fueled by a desire to explore study and understand whatever interests them.</p> <p>The Pioneer is drawn to science and logic but prefers an unstructured environment where they can be spontaneous and use their creativity. They like to work independently and may have difficulty explaining their thought process to people. When you need creative ideas grounded in reality but that push existing boundaries, a Pioneer can show you the way</p>
<b>AR – The Designer</b>	<p>Whatever the Designer is creating, it will be imaginative but it will also have a purpose. They are comfortable working in uncertain conditions and they tend to be quite independent.</p> <p>The Designer has a knack for working with tools, machines and materials and is hands-on whenever they're designing something. While they don't usually have people in mind when they're creating something, their practical nature will often produce results that other people can appreciate. When you need something created with a purpose in mind and it needs an artistic touch, engage a Designer.</p>
<b>AS – The Translator</b>	<p>A Translator combines their imagination with their strong communication skills to connect with the people around them. They're comfortable in the spotlight or behind the scenes. The Translator can take complicated ideas and activities and turn them into something that people can easily understand and connect with.</p> <p>Original in their thoughts and actions, the Translator enjoys sharing information and likes to work independently. When you need to bridge the gap between different groups of people, or explain something complicated, a Translator can help you get it done.</p>
<b>CA – The Artisan</b>	<p>The Artisan pays incredible attention to detail and they value accuracy and tradition. They bring artistry and creative flare to tried and true methods, processes, reports and products. They will use their own distinct approach to whatever they're working on and continue to refine that approach in an effort to achieve perfection.</p> <p>Artisans work independently and have a knack for organization and analysis. When nothing but the highest quality will do, look for an Artisan.</p>
<b>CE – The Tactician</b>	<p>Although the Tactician may not be at home with creative thinking, they are very good at systematic thinking and are able to analyze information quite easily. Good at spotting what steps to take and willing to take a calculated risk, the Tactician's ambitious, methodical nature helps them to create practical, successful plans.</p> <p>With a plan in hand, Tacticians are persuasive enough to see that their approach is implemented and will carefully track the results. When you have a lofty goal and need a plan to achieve it, listen to what a Tactician has to say.</p>
<b>CI – The Investigator</b>	<p>Investigators are seriously inquisitive, organized and have a knack for observing fine details. Enthusiastic puzzle solvers, they like the challenge of collecting, analyzing and understanding information.</p>

	<p>Investigators value accuracy, and organization and they are very good at both creating and following procedures. When you need a detailed, systematic analysis with well-reasoned conclusions, ask an Investigator for help.</p>
<b>CR – The Specialist</b>	<p>“If you want something done right, do it yourself” could be one of the Specialist’s favourite sayings. Extremely independent, they focus on the process, organization and the fine details required to produce something useful. The Specialist needs to be actively involved in whatever they’re working on and will be highly skilled at whatever they have chosen to do.</p> <p>The Specialist may have difficulty trusting people to live up to the level of excellence they expect from others. When you need to get something specific done, and done right, hand it over to the Specialist.</p>
<b>CS – The Planner</b>	<p>The Planner craves structure and routine. They like to help people get organized and are happy to keep them on track. Friendly, trustworthy, and supportive, the Planner is at home with spreadsheets, databases, and other structured forms of communication.</p> <p>Planners thrive anywhere an organized approach is required and will try to make their environment more streamlined, efficient and orderly wherever possible. When you need to get your act together, ask a Planner for their help.</p>
<b>EA – The Visionary</b>	<p>The creative flair and charismatic nature of the Visionary are what defines them. They have the ability to share what they’ve imagined in an engaging and convincing way which helps them turn their dreams into reality. They also tend to make good leaders and can keep others engaged by sharing their vision.</p> <p>The Visionary is energetic, willing to take risks, and completely at ease in a social settings. They enjoy opportunities to work without constraints or excessive structure. When you need a story told or an idea sold, let a Visionary tell people about it.</p>
<b>EC – The Professional</b>	<p>Persuasive and proper, the Professional always has a plan. They are ambitious and good at organizing and sorting through information. They also have excellent people skills which makes them well suited for managing both people and projects.</p> <p>They are at home in an environment where there are well established rules and where professionalism is required. When you need somebody to create a plan or to drive a project forward, get a Professional.</p>
<b>EI – The Strategist</b>	<p>The Strategist is competitive and always plays to win. They gravitate towards opportunities where they can use their curious, analytical nature to plan out their path to victory. Self-confident, persuasive and sociable, they are comfortable exchanging and debating plans or ideas but they will follow whatever course they think is best, even if it’s risky.</p>

	<p>The Strategist prefers to look at the big picture and leave the smaller details to the people that they trust the most. If winning is your goal, make sure you have a Strategist in your corner.</p>
<b>ER – The Pilot</b>	<p>The Pilot doesn't really care about the route; they just want to hit the finish line in first place in first place. They are focused on practical matters and get actively involved in everything they do. Drivers can be competitive and tend to be natural negotiators, comfortable selling anything but ideas.</p> <p>Although they may have many of the traits required in a good leader, when Pilots interact with others they tend to provide instructions rather than suggestions. If you need someone who has the power of persuasion and likes to play to win, find yourself a Pilot.</p>
<b>ES – The Mentor</b>	<p>Mentors are confident, driven and have the desire to teach, and support others. They often meet this need by helping individuals, teams and causes find success through sharing their own skills and personal resources.</p> <p>Extremely social, the Mentor has the persuasiveness to procure what they require to be successful and have the knack for convincing people to join their project or cause. When you need someone who can convince others to provide you with resources and can share their skills with others, find a Mentor.</p>
<b>IA – The Futurist</b>	<p>It may seem that the Futurist can sometime predict the future but they're just using their creative approach to thinking. They are curious and like to explore ideas and solve problems.</p> <p>The Futurist also likes an environment with some structure but they need the freedom to exercise their imagination and creativity. They enjoy working independently and will usually find it easy to explain their thought process to other people. When you need someone who can think outside the box to create and share solutions to a problem, ask a Futurist for help.</p>
<b>IC – The Technician</b>	<p>The Technician is curious, well organized, methodical, and has the knack for spotting problems. They pursue and apply knowledge with a systematic approach and like operating scientific, technical, and diagnostic tools and equipment.</p> <p>Technicians also like to work with numbers, data and information. They are precise and detail oriented, and they can easily describe their thought process. While they prefer to work independently, they are content with following direction when it's provided. When a complex analysis or difficult diagnostics are required, grab a Technician.</p>
<b>IE – The Consultant</b>	<p>Always deep in thought, the Consultant also looks for ways to capitalize on their knowledge. They are natural problem solvers with very good interpersonal and communication skills.</p> <p>The Consultant is organized, structured, and analytical when they're approaching a task but they're also open to taking a risk when warranted. They often have no interest in implementing an idea or solution once they've passed it on to</p>

	<p>others because they're already thinking about some new challenge. If you're having a hard time figuring out what to do next, ask a Consultant.</p>
<b>IR – The Engineer</b>	<p>Engineers are curious, analytical, and organized. They are very independent and like thinking about the everyday uses of what they're working on. While they really like to spend time thinking, they also enjoy hands-on tasks.</p> <p>The Engineer is interested in solving complex real-world problems and their solutions are usually focused on practical, scientific innovation. When you have a difficult, practical task or problem, the Engineer can be counted on to create and implement helpful solutions.</p>
<b>IS – The Sensei</b>	<p>Whether it's sharing their expertise at an advanced academic level, or using what they've learned to help people, the Sensei is drawn towards knowledge, both learning and sharing. Sensei can be patient, friendly and generous but they may often prefer to work independently.</p> <p>Because of their strong focus on learning and understanding, Sensei often end up pursuing advanced academic degrees and specializations in the areas that they're drawn towards. If you need someone to support you with advanced knowledge, call a Sensei.</p>
<b>RA – The Maker</b>	<p>Makers combine their need for creative, hands-on work with their desire for self-expression and exploration. When they're making something, they recognize that being practical doesn't mean that they can't be creative.</p> <p>Because of their active, hands-on nature, they're at home with using tools and materials to turn their ideas into reality. If you're looking for someone who can create something both useful and artistic, look for a Maker.</p>
<b>RC – The Builder</b>	<p>The Builder measures twice and cuts once. Physically active with a hands-on approach, the builder is practical, organized, and straightforward. When given a task, they think about the fine details and will make a plan to follow before getting started.</p> <p>The Builder likes to be given direction because they want to spend their time actually getting things done. They also like to work independently. If you need to get something done in a timely, organized way, go find a Builder.</p>
<b>RE – The Developer</b>	<p>A Developer can see the potential in the practical. They enjoy leadership opportunities where they can focus on concrete outcomes. Realistic and persuasive, The Developer has the ability to convince others to get involved with their projects. They like to be physically active, are willing to take risks and enjoy rolling up their sleeves to get things done.</p> <p>Developers will be heavily involved in any project they initiate and will see it out to completion. If you are looking for a person to lead others and to drive practical, measurable outcomes, the Developer is ideal for this role.</p>

<b>RI – The Contractor</b>	<p>The Contractor is physically active and they like practical, hands-on activities. Their curiosity, thoughtfulness and knack for problem solving are focused on real world uses.</p> <p>While they might be perfectly happy working alongside other people, Contractors like to work independently. If you're looking for someone to roll up their sleeves and then create, improve or fix something, find a Contractor.</p>
<b>RS – The Aide</b>	<p>The Aide spends their time doing the things which they consider to be helpful to people. They are straightforward, physically active, practical, and are willing to take risks.</p> <p>The Aide won't shy away from life-or-death situations or from making life-or-death decisions and they appreciate the human impact of real-world activities. If you need someone who won't shy away from difficult decisions and who can consider both the practical and the social impact on an action, look for an Aide.</p>
<b>SA – The Shepherd</b>	<p>Shepherds are patient and generous with their time. They are drawn towards helping others. They are also imaginative and creative advisers and teachers.</p> <p>Shepherds need the variety that working with lots of different kinds of people can provide and they view everyone as an individual, even when working with large groups or teams. When you want someone who can understand the needs of other people and give them personalized support, find a Shepherd.</p>
<b>SC – The Confidant</b>	<p>Confidants are loyal friends and employees. They enjoy supporting people, are well organized and good at offering thoughtful, practical advice. When working on a task, Confidants are detail-oriented, accurate and they avoid taking risks.</p> <p>While Confidants may enjoy the company of others, they prefer to do their work independently. If you're looking for somebody who is generous, supportive, organized, and practical, find a Confidant.</p>
<b>SE – The Catalyst</b>	<p>Catalysts care about people and love to help them. They have a knack for understanding people and are generally confident and persuasive.</p> <p>Catalysts are able to get very different people to work together by helping them find common ground and they are usually comfortable in leadership positions. If you're looking for somebody who can unite and lead a group of individuals, find a Catalyst.</p>
<b>SI – The Counsellor</b>	<p>The Counselor is curious and thoughtful. They like to use what they've learned to assist or to educate as many people as they can.</p> <p>Counselors have a strong interest in academics and often pursue advanced knowledge in their field of interest which they then try to pass on to others. When you need a supportive, people oriented person who is a subject matter expert, and that can share their knowledge seek out a Counselor.</p>

<b>SR – The Activist</b>	<p>The Activist provides support through action. They are willing volunteers who don't mind putting themselves in difficult or even dangerous situations to support a cause if it's one that they believe in.</p> <p>The Activist is genuine, persistent and willing to take a risk which is why they can be found lending a helping hand in even the most challenging environments. Find an Activist when you need somebody who's willing to lend their support wherever it's most needed.</p>
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