



Strong Interest Inventory® Profile with High School Profile

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Report prepared for
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March 24, 2020

Interpreted by
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HOW THE STRONG CAN HELP YOU

The *Strong Interest Inventory*® instrument is a powerful tool that can help you make satisfying decisions about your career and education. Whether you are just starting out in your career, thinking about a change, or considering education options for career preparation, you can benefit from the wealth of information reflected in your *Strong* results. Understanding your *Strong* Profile can help you identify a career focus and begin your career planning and exploration process.

Keep in mind that the *Strong* measures interests, not skills or abilities, and that the results can help guide you toward rewarding careers, work activities, education programs, and leisure activities—all based on your interests. As you review your Profile, remember that managing your career is not a one-time decision but a series of decisions made over your lifetime.

HOW YOU WILL BENEFIT

The *Strong* can be a valuable tool in helping you identify your interests, enabling you to

- Achieve satisfaction in your work
- Identify career options consistent with your interests
- Choose appropriate education and training relevant to your interests
- Maintain balance between your work and leisure activities
- Understand aspects of your personality most closely associated with your interests
- Determine your preferred learning environments
- Learn about your preferences for leadership, risk taking, and teamwork
- Use interests in shaping your career direction
- Decide on a focus for the future
- Direct your own career exploration at various stages in your life

HOW YOUR RESULTS ARE ORGANIZED

Section 1. General Occupational Themes

Describes your interests, work activities, potential skills, and personal values in six broad areas: Realistic (R), Investigative (I), Artistic (A), Social (S), Enterprising (E), and Conventional (C).

Section 2. Basic Interest Scales

Identifies specific interest areas within the six General Occupational Themes, indicating areas likely to be most motivating and rewarding for you.

Section 3. Occupational Scales

Compares your likes and dislikes with those of people who are satisfied working in various occupations, indicating your likely compatibility of interests.

Section 4. Personal Style Scales

Describes preferences related to work style, learning, leadership, risk taking, and teamwork, providing insight into work and education environments most likely to fit you best.

Section 5. Profile Summary

Provides a graphic snapshot of Profile results for immediate, easy reference.

Section 6. Response Summary

Summarizes your responses within each category of *Strong* items, providing data useful to your career professional.

Note to professional: Check the Response Summary in section 6 of the Profile before beginning your interpretation.

GENERAL OCCUPATIONAL THEMES

SECTION 1

The General Occupational Themes (GOTs) measure six broad interest patterns that can be used to describe your work personality. Most people’s interests are reflected by two or three Themes, combined to form a cluster of interests. Work activities, potential skills, and values can also be classified into these six Themes. This provides a direct link between your interests and the career and education possibilities likely to be most meaningful to you.

Your *standard scores* are based on the average scores of a combined group of working adults. However, because research shows that men and women tend to respond differently in these areas, your *interest levels* (Very Little, Little, Moderate, High, Very High) were determined by comparing your scores against the average scores for your gender.

THEME DESCRIPTIONS

THEME	CODE	INTERESTS	WORK ACTIVITIES	POTENTIAL SKILLS	VALUES
Enterprising	E	Business, politics, leadership, entrepreneurship	Selling, managing, persuading, marketing	Verbal ability, ability to motivate and direct others	Risk taking, status, competition, influence
Conventional	C	Organization, data management, accounting, investing, information systems	Setting up procedures and systems, organizing, keeping records, developing computer applications	Ability to work with numbers, data analysis, finances, attention to detail	Accuracy, stability, efficiency
Social	S	People, teamwork, helping, community service	Teaching, caring for people, counseling, training employees	People skills, verbal ability, listening, showing understanding	Cooperation, generosity, service to others
Realistic	R	Machines, computer networks, athletics, working outdoors	Operating equipment, using tools, building, repairing, providing security	Mechanical ingenuity and dexterity, physical coordination	Tradition, practicality, common sense
Artistic	A	Self-expression, art appreciation, communication, culture	Composing music, performing, writing, creating visual art	Creativity, musical ability, artistic expression	Beauty, originality, independence, imagination
Investigative	I	Science, medicine, mathematics, research	Performing lab work, solving abstract problems, conducting research	Mathematical ability, researching, writing, analyzing	Independence, curiosity, learning

YOUR HIGHEST THEMES	YOUR THEME CODE
Enterprising, Conventional, Social	ECS

THEME	CODE	STANDARD SCORE & INTEREST LEVEL					STD SCORE
		30	40	50	60	70	
Enterprising	E	VERY HIGH					70
Conventional	C	HIGH					58
Social	S	MODERATE					53
Realistic	R	MODERATE					42
Artistic	A	LITTLE					38
Investigative	I	VERY LITTLE					35

The charts above display your GOT results in descending order, from your highest to least level of interest. Referring to the Theme descriptions provided, determine how well your results fit for you. Do your highest Themes ring true? Look at your next highest level of interest and ask yourself the same question. You may wish to highlight the Theme descriptions above that seem to fit you best.

BASIC INTEREST SCALES

SECTION 2

The Basic Interest Scales represent specific interest areas that often point to work activities, projects, course work, and leisure activities that are personally motivating and rewarding. As with the General Occupational Themes, your interest levels (Very Little, Little, Moderate, High, Very High) were determined by comparing your scores against the average scores for your gender.

As you review your results in the charts below, note your top interest areas and your areas of least interest, and think about how they relate to your work, educational, and leisure activities. Take time to consider any top interest areas that are not currently part of your work or lifestyle and think about how you might be able to incorporate them into your plans.

YOUR TOP FIVE INTEREST AREAS

1. Sales (E)
2. Management (E)
3. Finance & Investing (C)
4. Human Resources & Training (S)
5. Marketing & Advertising (E)

Areas of Least Interest

- Performing Arts (A)
- Science (I)
- Culinary Arts (A)

ENTERPRISING — Very High

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Sales	[Progress bar to 78] VH					78
Management	[Progress bar to 71] VH					71
Marketing & Advertising	[Progress bar to 63] H					63
Politics & Public Speaking	[Progress bar to 59] H					59
Entrepreneurship	[Progress bar to 53] M					53
Law	[Progress bar to 51] M					51

CONVENTIONAL — High

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Finance & Investing	[Progress bar to 65] VH					65
Office Management	[Progress bar to 57] M					57
Taxes & Accounting	[Progress bar to 56] M					56
Programming & Information Systems	[Progress bar to 41] L					41

SOCIAL — Moderate

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Human Resources & Training	[Progress bar to 63] H					63
Social Sciences	[Progress bar to 51] M					51
Counseling & Helping	[Progress bar to 51] M					51
Teaching & Education	[Progress bar to 48] M					48
Healthcare Services	[Progress bar to 48] M					48
Religion & Spirituality	[Progress bar to 44] M					44

REALISTIC — Moderate

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Athletics	[Progress bar to 58] H					58
Mechanics & Construction	[Progress bar to 41] M					41
Computer Hardware & Electronics	[Progress bar to 40] M					40
Military	[Progress bar to 40] L					40
Nature & Agriculture	[Progress bar to 40] L					40
Protective Services	[Progress bar to 38] L					38

ARTISTIC — Little

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Visual Arts & Design	[Progress bar to 43] L					43
Writing & Mass Communication	[Progress bar to 36] L					36
Culinary Arts	[Progress bar to 38] VL					38
Performing Arts	[Progress bar to 34] VL					34

INVESTIGATIVE — Very Little

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Mathematics	[Progress bar to 51] M					51
Medical Science	[Progress bar to 39] L					39
Research	[Progress bar to 37] L					37
Science	[Progress bar to 35] VL					35

INTEREST LEVELS: VL = Very Little | L = Little | M = Moderate | H = High | VH = Very High

OCCUPATIONAL SCALES

SECTION 3

This section highlights your Profile results on the Occupational Scales of the *Strong*. On the following pages you will find your scores for 130 occupations. The 10 occupations most closely aligned with your interests are listed in the summary chart below. Keep in mind that the occupations listed in your Profile results are just *some* of the many occupations linked to your interests that you might want to consider. They do not indicate those you “should” pursue. It is helpful to think of each occupation as a single example of a much larger group of occupational titles to consider.

Your score on an Occupational Scale shows how similar your interests are to those of people of your gender who have been working in, and are satisfied with, that occupation. The higher your score, the more likes and dislikes you share with those individuals. The Theme codes associated with each occupation indicate the GOTs most commonly found among people employed in that occupation. You can review your top occupations to see what Theme codes recur and then explore additional occupational titles not included on the *Strong* that have one or more of these Theme letters in common.

YOUR TOP TEN STRONG OCCUPATIONS

1. **Life Insurance Agent (E)**
2. **Restaurant Manager (ECR)**
3. **Purchasing Agent (ECR)**
4. **Buyer (EC)**
5. **Florist (EAC)**
6. **Loan Officer/Counselor (SCE)**
7. **Community Service Director (SE)**
8. **Business/Finance Supervisor (CSE)**
9. **Financial Analyst (CE)**
10. **Personal Financial Advisor (SE)**

**Occupations of
Dissimilar Interest**

- Medical Illustrator (AIR)**
- Physicist (IRA)**
- Veterinarian (IRA)**
- Geographer (IA)**
- Architect (ARI)**

As you read through your Occupational Scales results on this and the following pages, note the names of those occupations for which you scored “Similar.” Those are the occupations you might want to explore first. Also consider exploring occupations on which you scored in the midrange, since you have some likes and dislikes in common with people in those occupations. You might also consider occupations of least interest or for which you scored “Dissimilar”; however, keep in mind that you are likely to have little in common with people in these types of work and probably would contribute to such occupations in a unique way. Your career professional can guide you further in the career exploration process.

Click the name of any of the occupations in your top ten list above to visit the O*NET™ database (<http://www.onetonline.org>) and see a summary description of that occupation. Learn about occupations by visiting reputable Web sites such as O*NET. You can also find career information in a public library, in the career library of a college or university near you, or in a professional career center or state or local government job agency. Supplement your research by talking to people who are working in the occupations you are considering. These people can describe their day-to-day work and tell you what they like and dislike about the occupation.

OCCUPATIONAL SCALES

SECTION 3

ENTERPRISING — Selling, Managing, Persuading

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
E	Life Insurance Agent										75
ECR	Restaurant Manager										73
ECR	Purchasing Agent										71
EC	Buyer										70
EAC	Florist										69
E	Securities Sales Agent										61
E	Wholesale Sales Representative										61
ESA	Operations Manager										60
E	Realtor										60
ECR	Optician										59
E	Sales Manager										58
EAS	Flight Attendant										57
E	Top Executive, Business/Finance										57
EAS	Marketing Manager										55
EC	Cosmetologist										54
ECS	Facilities Manager										54
E	Technical Sales Representative										53
EAS	Elected Public Official										43
EA	Interior Designer										29
ERA	Chef										14

Similar results (40 and above)
 You share interests with women in that occupation and probably would enjoy the work.

Midrange results (30–39)
 You share some interests with women in that occupation and probably would enjoy some of the work.

Dissimilar results (29 and below)
 You share few interests with women in that occupation and probably would not enjoy the work.

For more information about any of these occupations, visit O*NET™ online at <http://www.onetonline.org>

CONVENTIONAL — Accounting, Organizing, Processing Data

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
CSE	Business/Finance Supervisor										63
CE	Financial Analyst										63
CE	Credit Manager										60
CES	Nursing Home Administrator										59
CES	Production Worker										58
CS	Auditor										54
C	Accountant										52
CE	Paralegal										50
CS	Administrative Assistant										49
CES	Business Education Teacher										49
CSE	Farmer/Rancher										49
CES	Food Service Manager										47
C	Health Information Specialist										47
CRE	Military Enlisted										47
CSE	Financial Manager										44
C	Computer & IS Manager										42
CI	Actuary										30
CI	Computer Programmer										29
C	Computer Systems Analyst										29
CI	Software Developer										27
C	Technical Support Specialist										27
CIR	Mathematics Teacher										24
CIR	Network Administrator										24

OCCUPATIONAL SCALES

SECTION 3

SOCIAL — Helping, Instructing, Caregiving

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
SCE	Loan Officer/Counselor										68
SE	Community Service Director										64
SE	Personal Financial Advisor										63
SEA	Bartender										57
SAE	Human Resources Specialist										56
SC	Customer Service Representative										53
SEA	Human Resources Manager										52
SAE	Training & Development Specialist										52
S	Career Counselor										51
SE	Parks & Recreation Manager										50
SAC	Management Analyst										49
SEA	School Administrator										44
SA	University Administrator										44
SE	School Counselor										42
S	Secondary School Teacher										42
S	Instructional Coordinator										38
SA	Rehabilitation Counselor										38
SA	Social Worker										37
S	Mental Health Counselor										35
S	Elementary School Teacher										33
SA	Speech Pathologist										33
S	Middle School Teacher										30
SA	Recreation Therapist										26
S	Special Education Teacher										25
SIR	Physical Therapist										23
SAI	University Faculty Member										19
SI	Registered Nurse										12
SAR	Occupational Therapist										8
S	Religious/Spiritual Leader										3

Similar results (40 and above)
 You share interests with women in that occupation and probably would enjoy the work.

Midrange results (30–39)
 You share some interests with women in that occupation and probably would enjoy some of the work.

Dissimilar results (29 and below)
 You share few interests with women in that occupation and probably would not enjoy the work.

For more information about any of these occupations, visit O*NET™ online at <http://www.onetonline.org>

REALISTIC — Building, Repairing, Working Outdoors

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
RE	Law Enforcement Officer										39
REI	Military Officer										37
RCI	Emergency Medical Technician										35
RIS	Radiologic Technologist										33
REI	Horticulturist										32
RC	Landscape/Grounds Manager										30
R	Automobile Mechanic										23
RIC	Engineering Technician										22
RIA	Electrician										19
RSI	Vocational Agriculture Teacher										16
RIS	Firefighter										10
RI	Forester										4
RIA	Carpenter										1
RIS	Athletic Trainer										-5

OCCUPATIONAL SCALES

SECTION 3

ARTISTIC — Creating or Enjoying Art, Drama, Music, Writing

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
AE	Advertising Account Manager										46
AE	Broadcast Journalist										37
ACI	Computer/Mathematics Manager										32
ASE	Attorney										31
AER	Public Administrator										31
A	Arts/Entertainment Manager										28
ARE	Photographer										19
AI	Urban & Regional Planner										16
AE	Public Relations Director										15
A	Graphic Designer										8
A	Librarian										7
A	Reporter										7
AR	Artist										6
ASI	ESL Instructor										3
A	Translator										2
A	Musician										1
A	Editor										-6
ASE	English Teacher										-9
AIR	Technical Writer										-10
ASE	Art Teacher										-12
ARI	Architect										-16
AIR	Medical Illustrator										-33

Similar results (40 and above)
 You share interests with women in that occupation and probably would enjoy the work.

Midrange results (30–39)
 You share some interests with women in that occupation and probably would enjoy some of the work.

Dissimilar results (29 and below)
 You share few interests with women in that occupation and probably would not enjoy the work.

For more information about any of these occupations, visit O*NET™ online at <http://www.onetonline.org>

INVESTIGATIVE — Researching, Analyzing, Inquiring

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
I	Engineer										29
IRC	Medical Technician										24
ICR	Pharmacist										17
IES	Dietitian										16
IR	Optometrist										16
IRC	Medical Technologist										12
IAS	Psychologist										11
IRA	Chiropractor										9
IRC	Computer Scientist										8
IR	R&D Manager										7
IRA	Respiratory Therapist										7
IAR	Sociologist										4
IRA	Dentist										1
IRS	Science Teacher										1
IAR	Physician										-6
IR	Chemist										-9
IRA	Geologist										-10
IRA	Biologist										-12
IRC	Mathematician										-12
IA	Geographer										-16
IRA	Veterinarian										-16
IRA	Physicist										-29

PERSONAL STYLE SCALES

SECTION 4

The Personal Style Scales describe different ways of approaching people, learning, and leading, as well as your interest in taking risks and participating in teams. Personal Style Scales help you think about your preferences for factors that can be important in your career, enabling you to narrow your choices more effectively and examine your opportunities. Each scale includes descriptions at both ends of the continuum, and the score indicates your preference for one style versus the other.

Your scores on the Personal Style Scales were determined by comparing your responses to those of a combined group of working men and women.

YOUR PERSONAL STYLE SCALES PREFERENCES

1. You likely prefer working with people.
2. You seem to prefer to learn by doing.
3. You probably prefer to lead by taking charge.
4. You may be comfortable taking some risks.
5. You probably enjoy participating in teams.

Clear Scores

(Below 46 and above 54)

You indicated a clear preference for one style versus the other.

Midrange Scores (46–54)

You indicated that some of the descriptors on both sides apply to you.

PERSONAL STYLE SCALE	CLEAR		MIDRANGE		CLEAR		STD SCORE
	25	35	45	55	65	75	
Work Style	Prefers working alone; enjoys data, ideas, or things; reserved			Prefers working with people; enjoys helping others; outgoing			68
Learning Environment	Prefers practical learning environments; learns by doing; prefers short-term training to achieve a specific goal or skill			Prefers academic environments; learns through lectures and books; willing to spend many years in school; seeks knowledge for its own sake			40
Leadership Style	Is not comfortable taking charge of others; prefers to do the job rather than direct others; may lead by example rather than by giving directions			Is comfortable taking charge of and motivating others; prefers directing others to doing the job alone; enjoys initiating action; expresses opinions easily			67
Risk Taking	Dislikes risk taking; likes quiet activities; prefers to play it safe; makes careful decisions			Likes risk taking; appreciates original ideas; enjoys thrilling activities and taking chances; makes quick decisions			53
Team Orientation	Prefers accomplishing tasks independently; enjoys role as independent contributor; likes to solve problems on one's own			Prefers working on teams; enjoys collaborating on team goals; likes problem solving with others			57

PROFILE SUMMARY

SECTION 5

YOUR HIGHEST THEMES

Enterprising, Conventional, Social

YOUR THEME CODE

ECS

YOUR TOP FIVE INTEREST AREAS

1. Sales (E)
2. Management (E)
3. Finance & Investing (C)
4. Human Resources & Training (S)
5. Marketing & Advertising (E)

Areas of Least Interest

- Performing Arts (A)
- Science (I)
- Culinary Arts (A)

YOUR TOP TEN STRONG OCCUPATIONS

1. Life Insurance Agent (E)
2. Restaurant Manager (ECR)
3. Purchasing Agent (ECR)
4. Buyer (EC)
5. Florist (EAC)
6. Loan Officer/Counselor (SCE)
7. Community Service Director (SE)
8. Business/Finance Supervisor (CSE)
9. Financial Analyst (CE)
10. Personal Financial Advisor (SE)

Occupations of Dissimilar Interest

- Medical Illustrator (AIR)
- Physicist (IRA)
- Veterinarian (IRA)
- Geographer (IA)
- Architect (ARI)

YOUR PERSONAL STYLE SCALES PREFERENCES

1. You likely prefer working with people.
2. You seem to prefer to learn by doing.
3. You probably prefer to lead by taking charge.
4. You may be comfortable taking some risks.
5. You probably enjoy participating in teams.

RESPONSE SUMMARY

SECTION 6

This section provides a summary of your responses to the different sections of the inventory for use by your career professional.

ITEM RESPONSE PERCENTAGES

Section Title	Strongly Like	Like	Indifferent	Dislike	Strongly Dislike
Occupations	6	26	9	40	19
Subject Areas	4	28	15	35	17
Activities	11	36	7	32	14
Leisure Activities	0	21	11	43	25
People	0	38	19	38	6
Your Characteristics	33	33	0	33	0
TOTAL PERCENTAGE	7	30	10	37	16

Note: Due to rounding, total percentage may not add up to 100%.

Total possible responses: 291 Your response total: 291 Items omitted: 0 Typicality index: 23—Combination of item responses appears consistent.



BEYOND HIGH SCHOOL: EXPLORING YOUR OPTIONS

Like a puzzle, career exploration involves many interlocking pieces of information. Your results on the *Strong Interest Inventory*® assessment provide valuable pieces for your career exploration puzzle. Putting these pieces together will give you a clear picture of your educational and career options.

GENERAL OCCUPATIONAL THEMES

One set of key pieces from the *Strong* is the General Occupational Themes. The table below lists the Themes in rank order according to your interest levels. You can use these Themes to identify educational programs, volunteer or job possibilities, and work environments that appeal to you. This table lists just a few of the many options available. To get some ideas, you may want to highlight school subjects, jobs, and environments you'd like to explore. Note that educational programs that can be completed in less than four years are shown in italics in the table.

THEME	CODE	EDUCATIONAL PROGRAMS	VOLUNTEER & JOB POSSIBILITIES	WORK ENVIRONMENTS
Enterprising	E	Business, management, international relations, law, marketing, <i>sales</i> , public relations, entrepreneurship, political science, advertising	Concessions clerk, fast-food shift manager, page in state legislature, political campaign volunteer, retail salesclerk, waiter/waitress	Real estate office, law office, marketing department, retail or wholesale business, advertising firm
Conventional	C	Accounting, <i>court reporting</i> , <i>office management</i> , <i>medical administration</i> , statistics, finance, information systems, computer programming, investing	Data processor, janitorial services, newspaper carrier, office assistant, receptionist, restaurant worker, stock clerk	Accounting firm, bank, courthouse, database division, insurance agency, office, quality control division
Social	S	Counseling, education, <i>health services</i> , nursing, sociology, religion, human resources, training and development	Camp counselor, city recreation coach, day-care helper, nurse's aide, religion teacher, tour guide	Community organization, hospital, personnel office, religious organization, school, youth center

PERSONAL STYLE SCALES

Another set of key *Strong* puzzle pieces is personal characteristics, as indicated by your results on the Personal Style Scales. Your preferred styles are outlined below. Highlight phrases that fit you. As you gather facts about possible careers or educational programs, consider whether the options you investigate seem to suit you.

WORK STYLE

- Enjoy working with others
- Like to help people
- Prefer to be outgoing

LEARNING ENVIRONMENT

- Like to learn in hands-on settings
- Prefer short-term educational training to achieve career goals
- Learn by doing or trying things

LEADERSHIP STYLE

- Enjoy giving others directions to do a job
- Feel comfortable in a leadership position
- Like to openly express opinions and be persuasive

RISK TAKING

- Like to take risks on occasion
- Enjoy adventurous, thrilling activities if you weigh risks beforehand
- Make some decisions impulsively and others thoughtfully

TEAM ORIENTATION

- Enjoy work environments that allow you to be part of a team
- Prefer collaborating on shared team goals
- Like solving problems with others rather than by yourself

BASIC INTEREST SCALES

Another set of key pieces from the *Strong* is specific interest areas and activities relevant to the world of work, as indicated by your results on the Basic Interest Scales. Your top five interest areas are shown below. These areas are likely to be motivating and rewarding for you. You may want to highlight phrases that appeal to you.

SALES — Very High

This area represents an interest in selling products or services.

IN A JOB, YOU VALUE	CAREERS YOU MIGHT ENJOY EXPLORING	YOU MIGHT SPEND YOUR WORK TIME
Making a profit Closing a deal Competition	Buyer/Purchasing Agent Retail Salesperson Customer Service Representative Sales Manager Realtor	Helping customers purchase products Buying products for retail sales Selling products over the phone or on the Internet Specializing in selling particular products Selling products to companies and individuals Working on a commission basis

MANAGEMENT — Very High

This area represents an interest in supervising, organizing, leading, and directing others.

IN A JOB, YOU VALUE	CAREERS YOU MIGHT ENJOY EXPLORING	YOU MIGHT SPEND YOUR WORK TIME
Taking charge Leadership positions Effective communication	Management Consultant General Operations Manager Chief Executive Officer Production Supervisor Customer Service Manager	Making personnel decisions Developing and implementing strategic plans of a company Directing operations of an organization Managing financial accounts and projects Motivating employees to succeed Providing appropriate leadership

FINANCE & INVESTING — Very High

This area represents an interest in managing money and investments.

IN A JOB, YOU VALUE	CAREERS YOU MIGHT ENJOY EXPLORING	YOU MIGHT SPEND YOUR WORK TIME
Managing data Making financial predictions Budgeting	Stockbroker Investment Banker Mergers and Acquisitions Consultant Financial Planner Chief Financial Officer	Counseling clients about financial issues Making decisions about investments Buying and selling stocks for clients Tracking financial performance Helping clients regain control of finances Helping companies secure financing

HUMAN RESOURCES & TRAINING — High

This area represents an interest in training and developing employees and managing employment activities.

IN A JOB, YOU VALUE	CAREERS YOU MIGHT ENJOY EXPLORING	YOU MIGHT SPEND YOUR WORK TIME
Communication A productive workforce Continuing education	Training and Development Specialist Human Resources Manager Employee Benefits Coordinator Corporate Trainer Organization Development Consultant	Recruiting and hiring employees to fill job openings Designing and conducting training programs Handling personnel issues Coordinating employee benefits Retraining displaced employees Ensuring policies comply with employment laws

MARKETING & ADVERTISING — High

This area represents an interest in promoting products or services.

IN A JOB, YOU VALUE	CAREERS YOU MIGHT ENJOY EXPLORING	YOU MIGHT SPEND YOUR WORK TIME
Influencing others Aesthetic product appeal Creativity	Advertising Manager Promotions Manager Merchandise Buyer Copywriter Creative Director	Developing marketing plans Predicting market trends Designing promotional events Writing ads for Web campaigns and print or broadcast media Tracking the success of advertising campaigns Developing brand identity for companies and products

See Putting Together Your Career Puzzle at https://www.skillsone.com/Pdfs/Strong_HS_puzzle.pdf for steps you can take to use your interests and specific personal characteristics to identify and evaluate career and educational options.

