



Strong Interest Inventory®

Profile with High School Profile and Interpretive Report

High School Profile developed by Sandra K. Rumpel and Kathleen Lecertua

Interpretive Report developed by Judith Grutter and Allen L. Hammer

Report prepared for

HAILEY SAMPLE

March 24, 2020

Interpreted by

Guidance Counselor

City High School



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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	
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	[Bar from 30 to 78, labeled VH]					78
Management	[Bar from 30 to 71, labeled VH]					71
Marketing & Advertising	[Bar from 30 to 63, labeled H]					63
Politics & Public Speaking	[Bar from 30 to 59, labeled H]					59
Entrepreneurship	[Bar from 30 to 53, labeled M]					53
Law	[Bar from 30 to 51, labeled M]					51

CONVENTIONAL — High

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

SOCIAL — Moderate

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

REALISTIC — Moderate

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

ARTISTIC — Little

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

INVESTIGATIVE — Very Little

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Mathematics	[Bar from 30 to 51, labeled M]					51
Medical Science	[Bar from 30 to 39, labeled L]					39
Research	[Bar from 30 to 37, labeled L]					37
Science	[Bar from 30 to 35, labeled 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.



INTRODUCTION TO YOUR STRONG INTERPRETIVE REPORT

You recently took the *Strong Interest Inventory*® assessment, the most widely used measure of career interests in the world. The purpose of this report is to help you understand the information presented on your *Strong* Profile and use it to explore your career options.

Your *Strong* results reflect your interests. You are likely to be the most satisfied and productive with career and educational choices that incorporate what you like to do. Your career professional can help you consider your interests, along with your skills and values, to find rewarding career, educational, and leisure options.

The *Strong* compares your answers to those of thousands of people in the general workforce and to the interests of satisfied workers in 130 occupations. This report summarizes your general interest patterns and your similarity to workers in various career fields and jobs. Your general interest patterns point to potentially satisfying work environments; your similarity to workers suggests potentially satisfying work tasks and specific careers.

Your results are organized around six major occupational themes that describe people and the environments in which they work. These occupational themes are listed in the Six Occupational Themes box to your right.

YOUR STRONG INTERPRETIVE REPORT INCLUDES PERSONALIZED INFORMATION ON

- Your general interests (General Occupational Themes)
- Specific activities you might like to do at work and in your leisure time (Basic Interest Scales)
- Occupations suggested by your interests (Occupational Scales)
- Your preferred styles of working and learning (Personal Style Scales)

SIX OCCUPATIONAL THEMES

- **Realistic**—the doers
- **Investigative**—the thinkers
- **Artistic**—the creators
- **Social**—the helpers
- **Enterprising**—the persuaders
- **Conventional**—the organizers

YOU CAN USE THIS INFORMATION TO HELP YOU

- Choose a career field or specific job
- Explore educational options
- Identify potentially satisfying work environments
- Enrich your current work
- Generate ideas for volunteer and leisure activities

As you read this report, always keep in mind that the *Strong* is an inventory of your interests. It is not a test of your abilities. If you need clarification of your results, be sure to talk them over with your career professional.

YOUR GENERAL OCCUPATIONAL THEMES

Your report begins with your results on the six General Occupational Themes. The chart below expands on the information presented on your Profile to include definitions of the Themes on which you scored highest, as well as career fields, personal descriptors, and leisure activities typically associated with those Themes. The Themes describe broad patterns of interest and can be used to help you identify satisfying work environments, the kinds of people you might enjoy working with, and what motivates you the most at work. Keep in mind that because the Themes are very broad, the descriptors may not fit you exactly.

YOUR THEME DESCRIPTIONS

YOUR THEME CODE: ECS

THEME	CODE	DEFINITION	CAREER FIELDS	PERSONAL DESCRIPTORS	LEISURE ACTIVITIES
Enterprising	E	Selling Managing Persuading	Business Politics Sales Marketing	Assertive, adventurous, energetic, talkative, self-confident	Running for public office, raising money for organizations, enjoying sports
Conventional	C	Accounting Organizing Processing data	Office management Banking/accounting/ finance Government service Business education Software development	Practical, organized, systematic, accurate, efficient	Collecting things, managing family finances, participating in civic organizations, volunteering, exercising
Social	S	Helping Instructing Caregiving	Teaching Healthcare Counseling Religion	Helpful, concerned for others, humanistic, verbal, generous	Entertaining, volunteering, reading self-improvement books

ACTION STEP

Look over your Theme descriptors here and on your Profile and highlight any that seem like a good fit for you. Cross out any that don't appeal to you.

You did not score as high on the Themes in the chart below, but some of the descriptors may still appeal to you. Highlight any words or phrases that seem like a good fit.

OTHER THEME DESCRIPTIONS

THEME	CODE	DEFINITION	CAREER FIELDS	PERSONAL DESCRIPTORS	LEISURE ACTIVITIES
Realistic	R	Building Working outdoors Mechanical interests	Agriculture Forestry Technology Skilled trades Law enforcement	Practical, reliable, rugged, persistent	Building and repairing things, hiking, camping, serving in the military reserves, driving recreational vehicles
Artistic	A	Creating or enjoying art, drama, music, writing	Writing Entertainment Commercial or fine arts Music	Creative, expressive, independent, imaginative, original	Collecting artwork, attending plays or concerts, visiting museums, painting, playing music
Investigative	I	Researching Analyzing Problem solving	Research Mathematics Physical, natural, or medical science	Analytical, achievement oriented, independent, insightful	Reading, doing crossword puzzles, playing strategy games, surfing the Internet

A CLOSER LOOK AT YOUR GENERAL OCCUPATIONAL THEMES

Most people's interests combine more than one Theme. Your highest Themes suggest career fields that might interest you the most and are your strongest career motivators—what will most excite you in your work. Examples of career fields for your highest Themes are highlighted below.

The top Themes of your Theme code are Enterprising and Conventional. These Themes are the ones on which we will focus in this section. Of course, you are not limited to these career fields. They are only a starting point for your exploration process.

SELECTED CAREER FIELDS

- Product sales and marketing
- Real estate appraising
- Consulting
- Business and finance
- Purchasing
- Retail sales

ACTION STEP

Note any career fields in the list above that appeal to you.

Although your Themes have some characteristics in common, each one has unique career motivators—what will stimulate you to achieve in your career.

YOUR CAREER MOTIVATORS

YOUR HIGHEST THEME	STRONGEST CAREER MOTIVATOR	MOTIVATOR COMBINATIONS
Enterprising	Persuading and influencing	EC Making decisions and managing the flow of information or production of goods with bottom-line efficiency
Conventional	Organizing	CE Structuring practical work tasks and carrying them out in detail, in support of decisions made by others

ACTION STEPS

1. Consider your career motivators. How might they determine the kind of work environment that would be attractive to you or the kind of work you would like to do? How have they been present in your life up to this point?
2. Consider other potential careers that seem to combine persuading and influencing and organizing.

The next section of your report begins to narrow down the broad Theme categories into more specific interests.

YOUR BASIC INTERESTS

Now that you have considered your interests at the most general level, it is time to focus on specific areas of activity—things you might like to do. There are 30 Basic Interest Scales on the *Strong*.

The Basic Interest Scales in which you show the most interest are listed below. Notice that each Basic Interest is related to a particular Theme.

YOUR TOP STRONG INTEREST AREAS

BASIC INTEREST SCALE	THEME	TYPICAL INTERESTS AND ACTIVITIES
Sales	Enterprising	<ul style="list-style-type: none"> • Developing new prospects • Entertaining clients • Traveling for business
Management	Enterprising	<ul style="list-style-type: none"> • Supervising and directing others • Participating in executive leadership programs • Managing a department or office
Finance & Investing	Conventional	<ul style="list-style-type: none"> • Analyzing financial data • Managing investments • Financial planning and budgeting
Human Resources & Training	Social	<ul style="list-style-type: none"> • Training new employees • Facilitating leadership programs • Leading career development groups
Marketing & Advertising	Enterprising	<ul style="list-style-type: none"> • Developing advertising campaigns • Evaluating profits for new products • Collecting consumer information

ACTION STEPS

1. Look over the interest areas above. How are they present in your life now? Do they represent your current work, school, or leisure interests? Do the activities you like cluster in the same Themes as your general interests? If they do, your interests are probably fairly focused. Try to make sure your work matches these interests. If your interest areas do not cluster, your interests may be more diverse. Think about ways you might incorporate some of them into your work and others into your leisure time.
2. Look at section 2 of your Profile. In what areas do you have the least interest? Try to avoid these areas in your work. If you do have to work in areas that are not particularly interesting to you, try to engage your top interests in your leisure time.

YOUR SIMILARITY TO OCCUPATIONS

The Occupational Scales section of the *Strong* focuses your work interests even further. A high score on an Occupational Scale means your likes and dislikes are similar to those of the people who work in the occupation and who are satisfied with their jobs. Listed below are the Occupational Scales on which you scored the highest. You may enjoy the day-to-day work of these or related occupations. Click the name of the occupation to visit the O*NET database and learn more about it.

Note that each of the following occupations has a Theme code. Ask your career professional to show you how to use Theme codes to expand your list of occupations to explore. The occupations listed below are just a few of the occupations that might interest you.

YOUR TOP STRONG OCCUPATIONS

OCCUPATION	THEME CODE	TYPICAL WORK TASKS	SELECTED KNOWLEDGE, SKILLS, ABILITIES
Life Insurance Agent	E	<ul style="list-style-type: none"> Sell life, property, casualty, health, automotive, or other types of insurance Discuss advantages and disadvantages of various policies with potential clients 	<ul style="list-style-type: none"> Knowledge of methods for promoting and selling products or services Knowledge of administrative and clerical procedures Skill in influencing and persuading others
Restaurant Manager	ECR	<ul style="list-style-type: none"> Review menus and assign prices to menu items Estimate food and beverage consumption to anticipate amounts to be purchased Monitor compliance with health regulations Hire and supervise employees engaged in serving food 	<ul style="list-style-type: none"> Knowledge of management principles involved in coordination of people and resources Knowledge of processes for providing customer service, including meeting quality standards and evaluating customer satisfaction Knowledge of personnel recruitment, selection, training, benefits, and labor relations policies
Purchasing Agent	ECR	<ul style="list-style-type: none"> Purchase machinery, equipment, parts, or supplies necessary for the operation of a business Monitor shipments to ensure that goods are delivered on time Maintain records of items purchased, costs, delivery, product performance, and inventories 	<ul style="list-style-type: none"> Knowledge of business principles involved in resource allocation and production methods Skills in negotiation Skills in considering the relative costs and benefits of potential actions to choose the most appropriate one
Buyer	EC	<ul style="list-style-type: none"> Select, negotiate price for, and purchase merchandise consistent with budget, quality, quantity, and specifications Analyze buying trends, sales records, pricing, and quality of merchandise Make transportation arrangements for merchandise 	<ul style="list-style-type: none"> Knowledge of methods for showing, promoting, and selling products or services Knowledge of processes for providing customer service, including assessing needs, meeting quality standards, and evaluating customer satisfaction
Florist	EAC	<ul style="list-style-type: none"> Cut and arrange flowers, foliage, bouquets, and wreaths Confer with customers regarding price, type of arrangement desired, and the date, time, and place of delivery Inform customers about the care, maintenance, and handling of various plants and flowers 	<ul style="list-style-type: none"> Knowledge of horticulture Knowledge of processes for providing customer service, including meeting quality standards and evaluating customer satisfaction
Loan Officer/Counselor	SCE	<ul style="list-style-type: none"> Meet with applicants to obtain information for loan applications and to answer questions about the process Analyze applicants' financial status to determine feasibility of granting loans Provide guidance to prospective applicants who have problems qualifying for traditional loans 	<ul style="list-style-type: none"> Knowledge of principles and methods for showing, promoting, and selling services Skill in talking to others to convey information effectively Skill in giving full attention to what other people are saying and taking time to understand the points being made

Continued on next page →

YOUR TOP STRONG OCCUPATIONS (continued)

OCCUPATION	THEME CODE	TYPICAL WORK TASKS	SELECTED KNOWLEDGE, SKILLS, ABILITIES
Community Service Director	SE	<ul style="list-style-type: none"> Plan, organize, and/or coordinate the activities of a social service program or community outreach organization Direct fund-raising activities Plan and administer budgets 	<ul style="list-style-type: none"> Knowledge of management principles involved in strategic planning and coordination of people and resources Knowledge of processes for providing customer service, including assessing needs and evaluating satisfaction Ability to represent the organization to customers, the public, government, and other external parties
Business/Finance Supervisor	CSE	<ul style="list-style-type: none"> Coordinate operations and oversee activities directly related to business and finance Supervise staff, prepare work schedules, and assign specific duties Review financial statements, sales and activity reports, and other performance data to manage productivity 	<ul style="list-style-type: none"> Knowledge of resource allocation, supervision, and coordination of people and resources Knowledge of financial markets, banking, and the analysis and reporting of financial data Ability to communicate ideas and information orally and in writing
Financial Analyst	CE	<ul style="list-style-type: none"> Analyze financial information to forecast business, industry, and economic conditions for use in making investment decisions Assemble spreadsheets, charts, and graphs to illustrate financial reports Interpret data affecting investment programs, such as price, yield, and future trends 	<ul style="list-style-type: none"> Knowledge of economic and accounting principles and practices, the financial markets, banking, and the analysis and reporting of financial data Knowledge of arithmetic, algebra, calculus, statistics, and their applications
Personal Financial Advisor	SE	<ul style="list-style-type: none"> Interview clients to determine their current income, expenses, insurance coverage, tax status, financial objectives, risk tolerance, and other information needed to develop a financial plan Analyze financial information obtained from clients to determine strategies for meeting their financial objectives Sell financial products such as stocks, bonds, mutual funds, and insurance 	<ul style="list-style-type: none"> Knowledge of principles and methods for promoting and selling products and services Skill in using logic and reasoning to identify the strengths and weaknesses of alternative approaches to problems Skill in talking to others to convey information effectively

ACTION STEPS

1. Highlight words or phrases that appeal to you in the Typical Work Tasks column of the preceding Occupations chart. Can you fit these highlighted words or phrases together to design your own unique job?
2. Refer to the last column of the chart to determine what knowledge, skills, and abilities you already possess or may need to acquire for any of the occupations that interest you.
3. Visit <http://www.onetonline.org/find/descriptor/browse/Interests/> to search the O*NET database by Theme code. Search for additional occupations with Theme codes that share your top Themes.

YOUR PERSONAL STYLE

Your personal style in five areas is indicated in the chart below, suggesting your unique way of approaching work and learning.

YOUR PERSONAL STYLE SCALES PREFERENCES

PERSONAL STYLE SCALE	YOUR SCORE SUGGESTS YOU SHOULD CONSIDER A JOB WHERE
Work Style	<ul style="list-style-type: none"> You work more with people than with ideas, data, or things. You can interact with colleagues or customers on a regular basis. You don't have to spend a lot of time alone writing reports or analyzing data.
Learning Environment	<ul style="list-style-type: none"> You can learn new skills. You can learn through hands-on experience. You can apply your learning to concrete problems.
Leadership Style	<ul style="list-style-type: none"> You can assume leadership for teams or projects. You can be outspoken and voice your opinion. You can direct others.
Risk Taking	<ul style="list-style-type: none"> You can take some risks but not others. You can be cautious and yet also take chances with decisions. You have a balance between security and excitement.
Team Orientation	<ul style="list-style-type: none"> You can collaborate with others on team goals. You can reach decisions by consensus. You can share responsibility and accomplishments with others.

ACTION STEPS

Consider your personal style in the five areas listed above. Highlight the phrases you agree with. Cross out those you don't agree with. How do your highlighted phrases relate to the Theme codes that appear elsewhere in your report? What implications do your results have for

- Working with others or alone? (Work Style, Leadership Style, Team Orientation)
- Your approach to learning? (Learning Environment)
- The way you go about your career search? (Risk Taking)

INTERPRETIVE REPORT SUMMARY

You have seen throughout your report that your General Occupational Themes, Basic Interests, and Occupations are all related to six personal/occupational categories: Realistic, Investigative, Artistic, Social, Enterprising, and Conventional. The following chart summarizes your personal information from these categories and suggests how each section of your *Strong* report might be represented in your life.

YOUR HIGHEST THEMES

- Enterprising
- Conventional
- Social

PERSONAL AND WORK ENVIRONMENT DESCRIPTORS

- Fast paced, assertive, influential
- Organized, efficient, accurate
- Helpful, collaborative, cooperative

SPECIFIC INTERESTS FOR WORK, LEISURE, AND LEARNING

- Developing new prospects
- Entertaining clients
- Traveling for business
- Supervising and directing others
- Participating in executive leadership programs
- Managing a department or office
- Analyzing financial data
- Managing investments
- Financial planning and budgeting

CAREERS THAT MIGHT BE MOST APPEALING TO YOU

- Life Insurance Agent
- Restaurant Manager
- Purchasing Agent
- Buyer
- Florist
- Loan Officer/Counselor
- Community Service Director
- Business/Finance Supervisor
- Financial Analyst
- Personal Financial Advisor

HOW YOU LIKE TO WORK AND LEARN

- Interacting with others on a regular basis
- Learning new skills to apply to concrete problems
- Assuming leadership and directing others
- A combination of caution and excitement
- With others, sharing responsibility and achievement

NEXT STEPS

As is true for many people, your General Occupational Themes, Basic Interests, and Occupations share many characteristics. This often represents a similar focus throughout work, leisure, and academic interests. Find out as much as you can about occupations, career fields, leisure activities, and academic interests with codes similar to those of your top Themes.

ACTION STEPS

1. Using the summary chart on the preceding page or any of the descriptors you highlighted in this report or on your *Strong Profile*, create a master list of all descriptors that either describe you or appeal to you. Take this list with you to any informational or job interviews you attend. During the interview, ask questions to determine whether there are opportunities to express these interests or engage in these activities and try to determine whether there is a good fit between your interests and the job you are considering. For example, if you highlighted *fast paced, assertive, influential*, ask about opportunities to express this interest.
2. Your *Strong* results can also help you during your career exploration. Your Enterprising Theme score suggests that the career planning process may at times seem too internal, requiring you to be more contemplative than you like to be. To keep yourself motivated:
 - Try to find a networking group that will expand on your own contacts and connections.
 - Talk to as many people as possible who work in occupations related to your interests.
 - Check out your reactions with a friend or associate.
 - Visit some classes before you enroll in a career-related educational program to make sure the training is practical and action oriented.
 - Ask a colleague to help you check out your decision if you seem to be acting too quickly.
3. The booklet *Where Do I Go Next? Using Your Strong Results to Manage Your Career* provides worksheets to help you in your career exploration. Use this booklet and other helpful books and Web sites suggested by your career professional.

