

## 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 interpretive data useful to your career professional.

*Note to professional: Check the Response Summary on page 9 of the Profile before beginning your interpretation.*



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## GENERAL OCCUPATIONAL THEMES

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
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
Artistic	A	Self-expression, art appreciation, communication, culture	Composing music, performing, writing, creating visual art	Creativity, musical ability, artistic expression	Beauty, originality, independence, imagination
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
Investigative	I	Science, medicine, mathematics, research	Performing lab work, solving abstract problems, conducting research	Mathematical ability, researching, writing, analyzing	Independence, curiosity, learning
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

### YOUR HIGHEST THEMES

Enterprising, Social, Artistic

### YOUR THEME CODE

ESA

THEME	CODE	STANDARD SCORE & INTEREST LEVEL					STD SCORE
		< 30	40	50	60	70 >	
Enterprising	E	VERY HIGH					64
Social	S	HIGH					65
Artistic	A	HIGH					61
Realistic	R	MODERATE					45
Investigative	I	MODERATE					44
Conventional	C	LITTLE					41

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 on this page that seem to fit you best.

## BASIC INTEREST SCALES

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. Marketing & Advertising (E)
2. Social Sciences (S)
3. Athletics (R)
4. Teaching & Education (S)
5. Performing Arts (A)

### Areas of Least Interest

- Programming & Information Systems (C)  
Computer Hardware & Electronics (R)  
Mathematics (I)

### ENTERPRISING — Very High

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Marketing & Advertising					VH	68
Sales				H		59
Management				H		58
Politics & Public Speaking				H		56
Entrepreneurship				M		55
Law				M		52

### SOCIAL — High

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Social Sciences				VH		66
Teaching & Education				H		64
Human Resources & Training				H		61
Religion & Spirituality				H		58
Counseling & Helping				M		59
Healthcare Services				M		51

### ARTISTIC — High

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Performing Arts				H		63
Writing & Mass Communication				H		61
Culinary Arts				M		58
Visual Arts & Design				M		56

### REALISTIC — Moderate

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Athletics				VH		63
Protective Services				M		50
Nature & Agriculture				M		49
Military				M		43
Mechanics & Construction				M		42
Computer Hardware & Electronics				L		36

### INVESTIGATIVE — Moderate

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Medical Science				M		52
Research				M		49
Science				L		39
Mathematics				L		38

### CONVENTIONAL — Little

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Office Management				M		52
Finance & Investing				L		41
Taxes & Accounting				L		40
Programming & Information Systems				L		35

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

## OCCUPATIONAL SCALES

This section highlights your Profile results on the Occupational Scales of the *Strong*. On the next three pages you will find your scores for 122 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.

### YOUR TOP TEN STRONG OCCUPATIONS

1. **Community Service Director (SE)**
2. **Special Education Teacher (SE)**
3. **Foreign Language Teacher (SAE)**
4. **Elementary School Teacher (S)**
5. **Florist (EAC)**
6. **Retail Sales Manager (ECA)**
7. **Flight Attendant (EAS)**
8. **Parks & Recreation Manager (SE)**
9. **School Counselor (SE)**
10. **Advertising Account Manager (AE)**

### Occupations of Dissimilar Interest

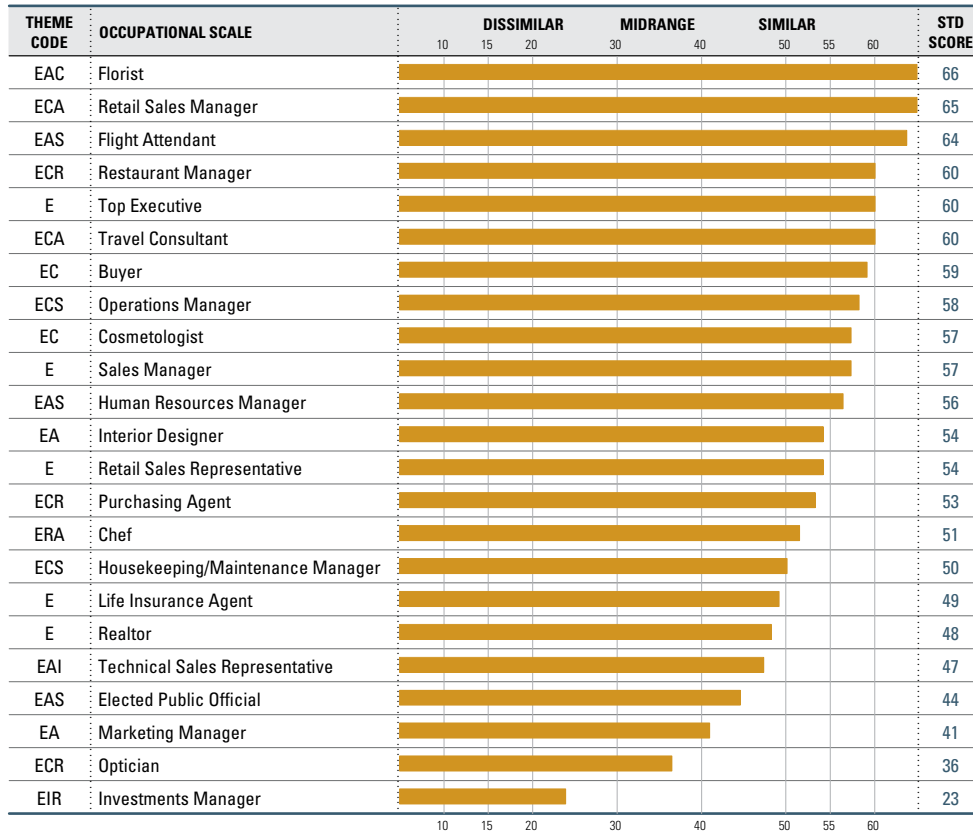
**Physicist (IRA)**  
**Mathematician (IRC)**  
**Geologist (IRA)**  
**Chemist (IR)**  
**Medical Illustrator (AIR)**

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. If you have no scores in this range, take a look at those in the midrange and begin there. 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 those types of work and probably would contribute to such occupations in a unique way. Your career professional can guide you further in this process.

You can learn about occupations from information found in a public library, in the career library of a college or university near you, in a professional career center, or on the Internet. A recommended online source for occupational information is the O\*NET™ database at <http://online.onetcenter.org>. You can also learn a lot about an occupation by talking to people who are working in that particular occupation. These people can describe their day-to-day work and tell you what they like and dislike about it.

## OCCUPATIONAL SCALES

## ENTERPRISING – Selling, Managing, Persuading

**Similar results (40 and above)**

You share interests with women in that occupation and probably would enjoy the work.

**Midrange results (30–39)**

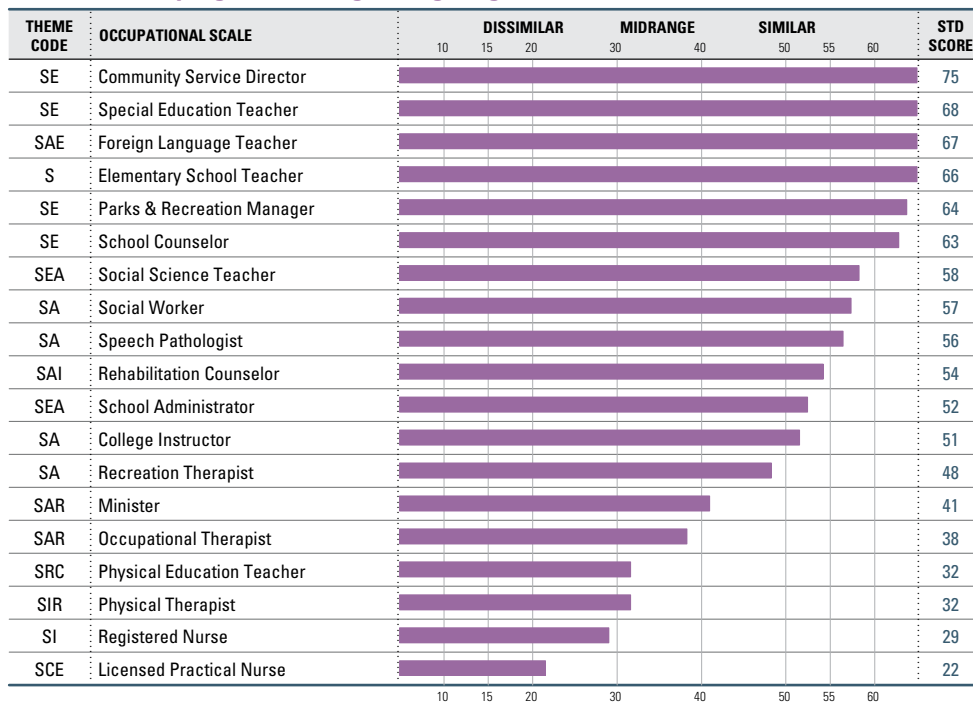
You share some interests with women in that occupation and probably would enjoy some of the work.

**Dissimilar results (29 and below)**

You share few interests with women in that occupation and probably would not enjoy the work.

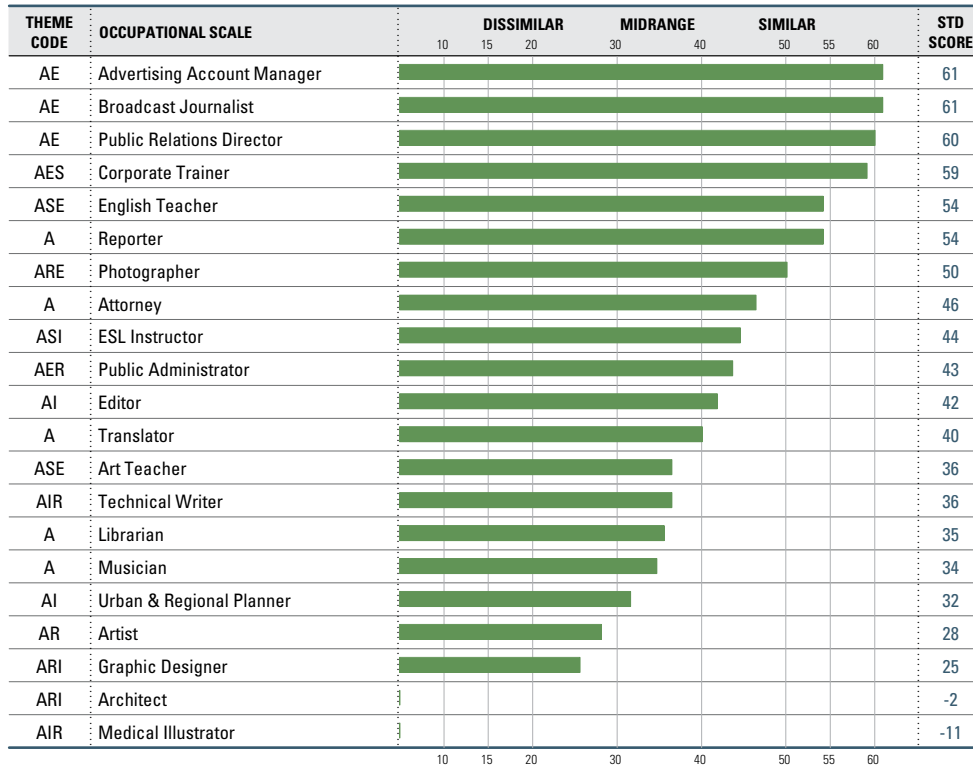
For more information about any of these occupations, visit O\*NET™ online at <http://online.onetcenter.org>.

## SOCIAL – Helping, Instructing, Caregiving



## OCCUPATIONAL SCALES

## ARTISTIC – Creating or Enjoying Art, Drama, Music, Writing

**Similar results (40 and above)**

You share interests with women in that occupation and probably would enjoy the work.

**Midrange results (30–39)**

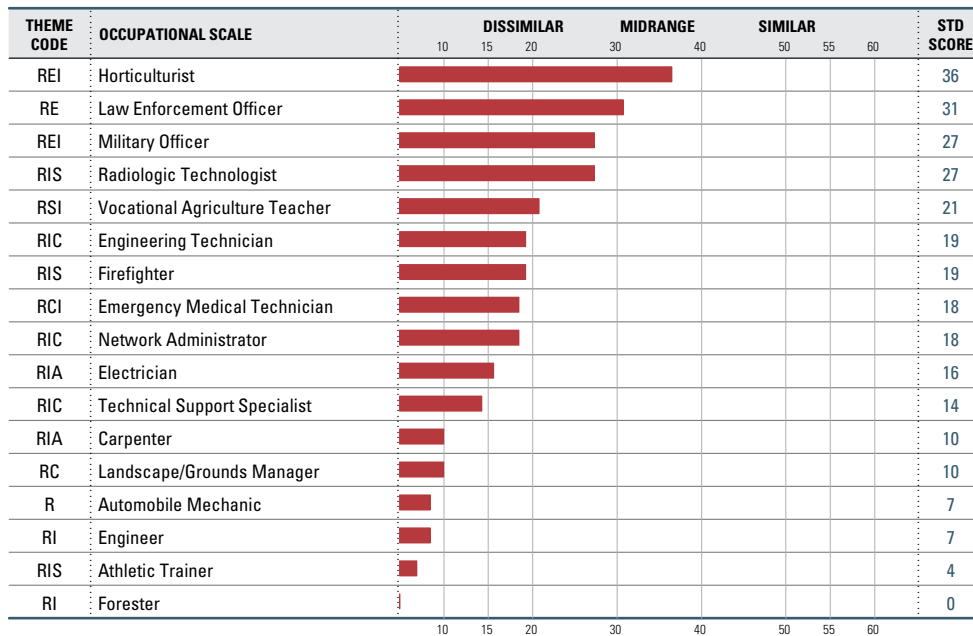
You share some interests with women in that occupation and probably would enjoy some of the work.

**Dissimilar results (29 and below)**

You share few interests with women in that occupation and probably would not enjoy the work.

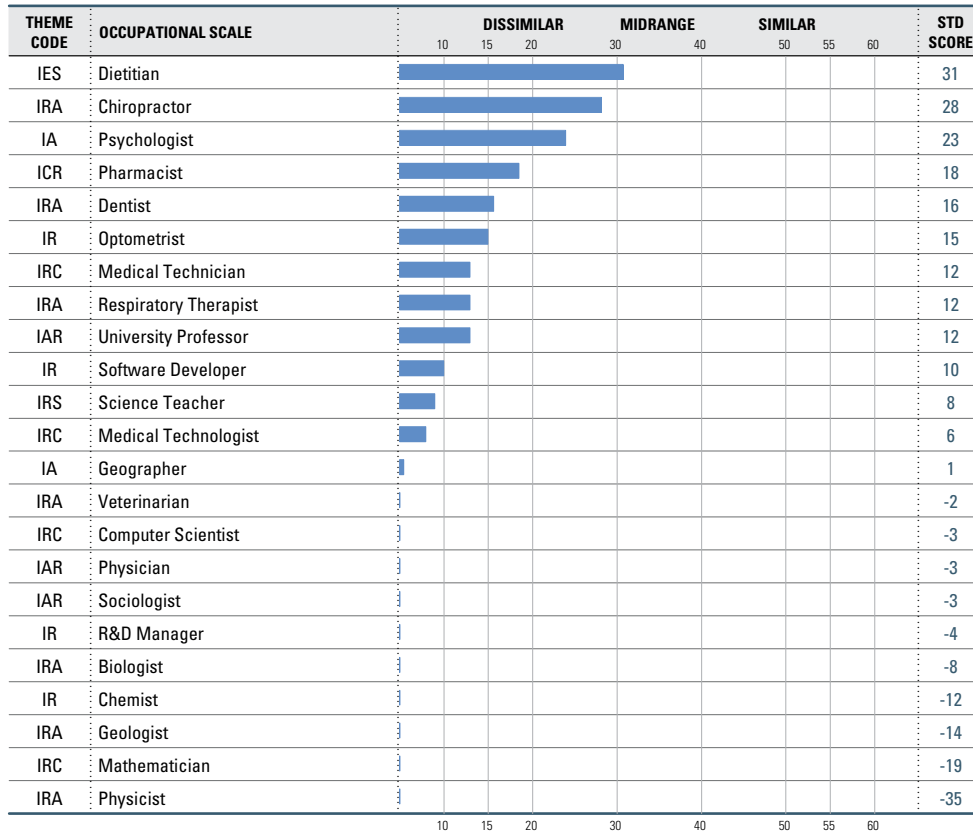
For more information about any of these occupations, visit O\*NET™ online at <http://online.onetcenter.org>.

## REALISTIC – Building, Repairing, Working Outdoors



## OCCUPATIONAL SCALES

## INVESTIGATIVE – Researching, Analyzing, Inquiring

**Similar results (40 and above)**

You share interests with women in that occupation and probably would enjoy the work.

**Midrange results (30–39)**

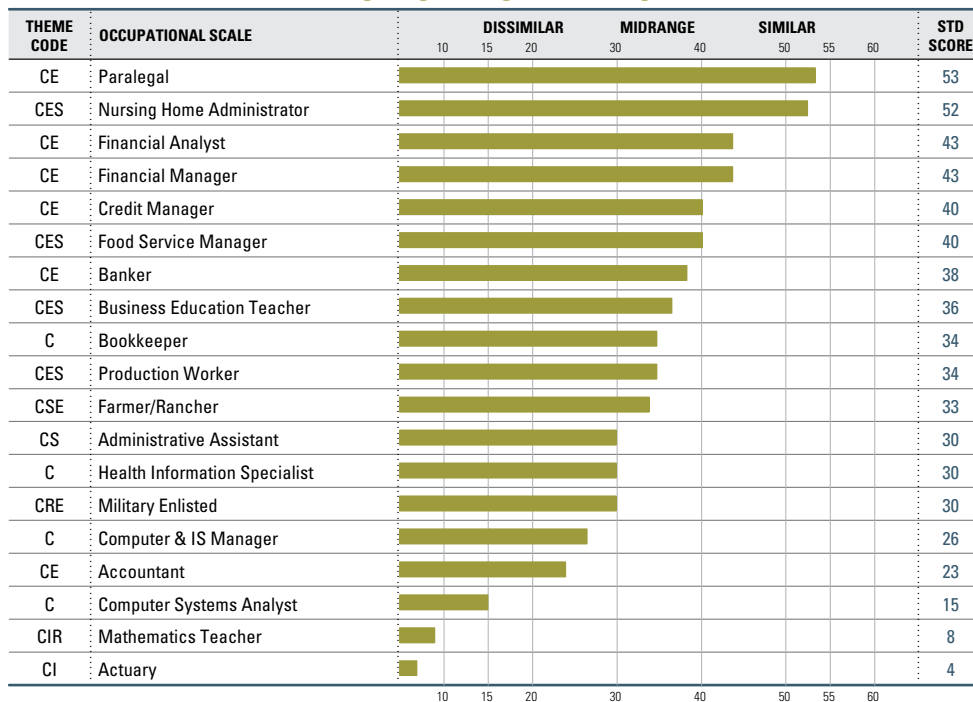
You share some interests with women in that occupation and probably would enjoy some of the work.

**Dissimilar results (29 and below)**

You share few interests with women in that occupation and probably would not enjoy the work.

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## CONVENTIONAL – Accounting, Organizing, Processing Data



## PERSONAL STYLE SCALES

The Personal Style Scales describe different ways of approaching people, learning, leading, making decisions, 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 more effectively narrow your choices and examine your opportunities. Each scale includes descriptions at both ends of the continuum, with scores indicating 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 are likely to prefer working with people
2. You seem to prefer to learn through lectures and books
3. You probably are comfortable both leading by example and taking charge
4. You may dislike taking 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		< 25	35	45	55	65	75 >	STD SCORE
Work Style	Prefers working alone; enjoys data, ideas, or things; reserved							68
	Prefers working with people; enjoys helping others; outgoing							
Learning Environment	Prefers practical learning environments; learns by doing; prefers short-term training to achieve a specific goal or skill							57
	Prefers academic environments; learns through lectures and books; willing to spend many years in school; seeks knowledge for its own sake							
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							54
	Is comfortable taking charge of and motivating others; prefers directing others to doing the job alone; enjoys initiating action; expresses opinions easily							
Risk Taking	Dislikes risk taking; likes quiet activities; prefers to play it safe; makes careful decisions							43
	Likes risk taking; appreciates original ideas; enjoys thrilling activities and taking chances; makes quick decisions							
Team Orientation	Prefers accomplishing tasks independently; enjoys role as independent contributor; likes to solve problems on one's own							60
	Prefers working on teams; enjoys collaborating on team goals; likes problem solving with others							
		< 25	35	45	55	65	75 >	
		CLEAR		MIDRANGE		CLEAR		



## PROFILE SUMMARY

## YOUR HIGHEST THEMES

Enterprising, Social, Artistic

## YOUR THEME CODE

ESA

## YOUR TOP FIVE INTEREST AREAS

1. Marketing & Advertising (E)
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## YOUR TOP TEN STRONG OCCUPATIONS

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## Occupations of Dissimilar Interest

Physicist (IRA)  
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 Geologist (IRA)  
 Chemist (IR)  
 Medical Illustrator (AIR)

## YOUR PERSONAL STYLE SCALES PREFERENCES

1. You are likely to prefer working with people
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4. You may dislike taking 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 in interpretation by your career professional.

ITEM RESPONSE PERCENTAGES					
Section Title	Strongly Like	Like	Indifferent	Dislike	Strongly Dislike
Occupations	0	39	8	36	18
Subject Areas	40	24	0	22	13
Activities	11	40	13	27	8
Leisure Activities	11	68	7	11	4
People	6	19	31	38	6
Characteristics	33	44	0	22	0
<b>TOTAL PERCENTAGE</b>	<b>12</b>	<b>39</b>	<b>9</b>	<b>28</b>	<b>12</b>

Total possible responses: 291    Your response total: 288    Items omitted: 3    Typicality index: 20—Combination of item responses appears consistent

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