

Strong Interest Inventory Insights

- General Occupational Themes Insights (below are my top 3)

- Enterprising:
 - Interests: business and entrepreneurship started in 7th grade when I founded a company
 - Work activity: like persuading and marketing
 - Potential skills; fits me b/c it involves motivating and directing others
 - Values: influence is important but I am not a risk taker
- Social:
 - Interests: include people/teamwork
 - Work activities: not interested in teaching, maybe training employees, but always been part of athletic teams since I was little
 - Skills: good people skills, verbal ability, being understanding
 - Values: cooperation is one of my important values, I don't like contention
- Artistic
 - Interests: self expression is important, probably should have done more art
 - Work activity: did some painting for relaxation in senior year of high school
 - Potential skills: not musical, but am creative. Can put together clothes
 - Values: beauty, originality, independence, imagination (all things creative which I cherish and value)

- Basic Interest Scales Insights

- Top Five Interest Areas: All of them, except one, fall under my top 3 General Occupational Themes: Enterprising, Social and Artistic. The one exception was Athletics
 - Marketing & Advertising (Enterprising)
 - Social Sciences (Social)
 - Athletics (Realistic)
 - Teaching & Education (Social)
 - Performing Arts (Artistic)
- Beyond the Top 5 Interest Areas I found others I like:
 - Writing & Mass Communications (Artistic)
 - Management (Enterprising)
 - Entrepreneurship (Enterprising)
 - HR (Social)
- Areas of Least Interest (I have absolutely no interest in them & no natural ability)
 - Programming
 - Computer hardware & Electronics
 - Math

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- Occupational Scales Insights

- Top Ten Occupations:

- #10 – Advertising Account Manager

I decided to use the O*NET Web site to find out more about the Advertising Account Manager role. <http://www.onetonline.org/>

I did a search on “Advertising Account Manager” and found this page

<http://www.onetonline.org/find/quick?s=Advertising+Account+Manager>

It provided a long list of occupations but one had a score of 100 out of 100 and that was “Advertising and Promotions Managers - 11-2011.00”. I read that description and it sounded interesting.

It also listed related occupations and one was “Public Relations Specialist - 27-3031.00”. That description also sounded interesting.

- It was surprising here to find that I didn’t really like any of the #1 to #9 occupations that the study generated for me. It made me wonder if I wasn’t doing a very good job of expressing my interests while taking the assessment.

- Other Occupations (within each area they are by score)

- Enterprising: Retail Sales Manager (if clothing), Restaurant Manager (right kind of restaurant), Buyer (clothing, jewelry, etc), Cosmetologist (as a starting position – if it had growth), HR Manager, Interior Designer
- Social: none
- Artistic: Broadcast Journalist, PR Director, Corporate Trainer (depends on subject & company), Reporter (depends on topics & media), Editor (depends on topics & media)
- Realistic: None
- Investigative: None
- Conventional: None

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- Personal Style Scales Insights

- Work Style: “You are likely to prefer working with people” – true, I want to work around people and not be isolated working in a cubical
- Learning Environment: “You seem to prefer to learn through lectures and books” – **not true**, I like a more practical style of learning where I learn by doing and focus on getting training for a specific task
- Leadership Style” “You probably are comfortable both leading by example and taking charge” – true, I like to set a quality standard for people, but if I have to I can take charge – although I don’t like contention.
- Risk Taking: “You may dislike taking risks” – true, I like having everything planned out
- Team Orientation: “You probably enjoy participating in teams” – true, I like to work in teams. I have been on soccer teams since elementary school. I have worked in teams in high school and a lot more in college

- Overall Interest Inventory Insights

- Shows I need to work with people overall
- Be actively involved in the team process
- Lead by example