



Strong Interest Inventory®

Profile with High School Profile and Interpretive Report

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Report prepared for

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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
Investigative	I	Science, medicine, mathematics, research	Performing lab work, solving abstract problems, conducting research	Mathematical ability, researching, writing, analyzing	Independence, curiosity, learning
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

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	[Bar from 30 to 64] HIGH					64
Conventional	C	[Bar from 30 to 62] HIGH					62
Social	S	[Bar from 30 to 50] MODERATE					50
Investigative	I	[Bar from 30 to 48] MODERATE					48
Artistic	A	[Bar from 30 to 43] MODERATE					43
Realistic	R	[Bar from 30 to 48] LITTLE					48

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. Taxes & Accounting (C)
2. Sales (E)
3. Marketing & Advertising (E)
4. Entrepreneurship (E)
5. Finance & Investing (C)

Areas of Least Interest

- Writing & Mass Communication (A)
- Military (R)
- Culinary Arts (A)

ENTERPRISING — High

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Sales						66
Marketing & Advertising						61
Entrepreneurship						61
Politics & Public Speaking						55
Management						53
Law						45

CONVENTIONAL — High

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Taxes & Accounting						67
Finance & Investing						61
Office Management						54
Programming & Information Systems						46

SOCIAL — Moderate

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Teaching & Education						56
Human Resources & Training						53
Counseling & Helping						50
Healthcare Services						48
Social Sciences						46
Religion & Spirituality						43

INVESTIGATIVE — Moderate

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Research						53
Science						53
Mathematics						52
Medical Science						51

ARTISTIC — Moderate

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Visual Arts & Design						45
Performing Arts						42
Culinary Arts						36
Writing & Mass Communication						36

REALISTIC — Little

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Athletics						58
Nature & Agriculture						52
Computer Hardware & Electronics						47
Protective Services						46
Mechanics & Construction						46
Military						41

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. Optician (ER)
2. Financial Analyst (CRE)
3. Credit Manager (CE)
4. Customer Service Representative (CR)
5. Life Insurance Agent (E)
6. Business/Finance Supervisor (CRE)
7. Financial Manager (CRE)
8. Accountant (CRE)
9. Business Education Teacher (CES)
10. Facilities Manager (ECS)

Occupations of
Dissimilar Interest

- Medical Illustrator (AIR)
- Reporter (A)
- Physicist (IRA)
- Sociologist (AI)
- 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		
ER	Optician										54
E	Life Insurance Agent										51
ECS	Facilities Manager										49
E	Wholesale Sales Representative										49
EC	Buyer										48
ECR	Restaurant Manager										48
E	Marketing Manager										47
E	Loan Officer/Counselor										45
E	Personal Financial Advisor										44
ECR	Purchasing Agent										44
ER	Technical Sales Representative										44
EAS	Flight Attendant										43
EAC	Florist										43
ER	Operations Manager										43
ESR	Human Resources Specialist										42
E	Sales Manager										42
E	Top Executive, Business/Finance										42
E	Securities Sales Agent										41
E	Realtor										40
EA	Cosmetologist										37
EAR	Bartender										33
ESA	Elected Public Official										24
ER	Chef										18

Similar results (40 and above)

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

Midrange results (30–39)

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

Dissimilar results (29 and below)

You share few interests with men 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		
CRE	Financial Analyst										53
CE	Credit Manager										52
CR	Customer Service Representative										52
CRE	Business/Finance Supervisor										50
CRE	Financial Manager										50
CRE	Accountant										49
CES	Business Education Teacher										49
C	Auditor										48
CSR	Administrative Assistant										46
C	Health Information Specialist										37
CES	Food Service Manager										34
CES	Nursing Home Administrator										34
CI	Actuary										33
CA	Paralegal										33
CIS	Mathematics Teacher										23

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		
S	Instructional Coordinator										44
SE	Parks & Recreation Manager										43
SER	Human Resources Manager										40
SEA	Special Education Teacher										40
S	Career Counselor										39
SA	Speech Pathologist										39
S	Elementary School Teacher										38
SA	University Administrator										37
S	Middle School Teacher										36
SIR	Athletic Trainer										35
SAI	Registered Nurse										34
SAE	Training & Development Specialist										34
SEC	School Administrator										33
SAR	Recreation Therapist										32
SIR	Physical Therapist										31
S	Secondary School Teacher										31
S	Community Service Director										30
S	Mental Health Counselor										30
SA	Occupational Therapist										30
SA	Social Worker										29
SRA	Rehabilitation Counselor										28
SE	School Counselor										24
S	Religious/Spiritual Leader										21
SEC	Dietitian										14

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

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

Dissimilar results (29 and below)
 You share few interests with men 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		
ICE	Pharmacist										42
ISA	Chiropractor										30
IR	Optometrist										30
IRE	Medical Technician										27
IR	Dentist										23
IRS	Respiratory Therapist										23
IA	Biologist										18
IR	Chemist										18
IRC	Medical Technologist										18
IR	Veterinarian										18
IRA	Geologist										15
I	University Faculty Member										14
IAS	Psychologist										13
IRS	Science Teacher										11
IAR	Physician										10
ICR	Computer Scientist										8
ICA	Mathematician										7
IRC	R&D Manager										7
IA	Geographer										6
IRA	Physicist										-4

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	
A	Arts/Entertainment Manager	████████████████████								32
AE	Interior Designer	██████████████████								30
ARE	Photographer	██████████████								27
AE	Advertising Account Manager	██████████████								24
AI	Translator	██████████████								24
ASE	Public Administrator	██████████████								22
A	Librarian	██████████████								21
A	Graphic Designer	██████████████								20
A	Musician	██████████████								20
AE	Public Relations Director	██████████████								20
AE	Broadcast Journalist	██████████████								19
AI	Urban & Regional Planner	██████████								17
A	Artist	██████								14
ASI	ESL Instructor	██████								14
ARE	Attorney	██████								13
AI	Technical Writer	██								8
AS	Art Teacher	█								5
ASE	English Teacher	█								3
A	Editor	█								2
ARI	Architect									-2
AI	Sociologist									-2
A	Reporter									-5
AIR	Medical Illustrator									-14

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

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

Dissimilar results (29 and below)
 You share few interests with men 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	
RC	Farmer/Rancher	████████████████████								49
RCE	Production Worker	████████████████████								49
RI	Radiologic Technologist	██████████████████								45
REC	Management Analyst	██████████████████								44
RCE	Military Enlisted	██████████████████								44
RI	Emergency Medical Technician	██████████████								41
R	Automobile Mechanic	██████████████								40
RSE	Vocational Agriculture Teacher	██████████████								39
RE	Landscape/Grounds Manager	██████████████								37
REI	Horticulturist	██████████████								36
R	Law Enforcement Officer	██████████████								35
RCI	Computer Systems Analyst	██████████████								32
RIC	Computer/Mathematics Manager	██████████████								31
RIC	Electrician	██████████████								30
RIC	Computer Programmer	██████████████								28
RI	Engineer	██████████████								28
RC	Computer & IS Manager	██████████████								27
REC	Military Officer	██████████████								27
RI	Firefighter	██████████████								26
RCI	Technical Support Specialist	██████████████								26
RIC	Software Developer	██████████████								25
RI	Forester	██████████								22
RIC	Network Administrator	██████████								22
REA	Carpenter	██████								18
RIC	Engineering Technician	██████								18

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 a balance of working alone and working with people.
2. You seem to prefer to learn by doing.
3. You probably are comfortable both leading by example and taking charge.
4. You may like taking risks.
5. You probably enjoy the role of independent contributor.

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				◆			52
Learning Environment	Prefers practical learning environments; learns by doing; prefers short-term training to achieve a specific goal or skill			◆				43
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				◆			49
Risk Taking	Dislikes risk taking; likes quiet activities; prefers to play it safe; makes careful decisions				◆			55
Team Orientation	Prefers accomplishing tasks independently; enjoys role as independent contributor; likes to solve problems on one's own			◆				44
		25	35	45	55	65	75	
			CLEAR		MIDRANGE		CLEAR	

PROFILE SUMMARY

SECTION 5

YOUR HIGHEST THEMES

Enterprising, Conventional, Social

YOUR THEME CODE

ECS

YOUR TOP FIVE INTEREST AREAS

1. Taxes & Accounting (C)
2. Sales (E)
3. Marketing & Advertising (E)
4. Entrepreneurship (E)
5. Finance & Investing (C)

Areas of Least Interest

- Writing & Mass Communication (A)
- Military (R)
- Culinary Arts (A)

YOUR TOP TEN STRONG OCCUPATIONS

1. Optician (ER)
2. Financial Analyst (CRE)
3. Credit Manager (CE)
4. Customer Service Representative (CR)
5. Life Insurance Agent (E)
6. Business/Finance Supervisor (CRE)
7. Financial Manager (CRE)
8. Accountant (CRE)
9. Business Education Teacher (CES)
10. Facilities Manager (ECS)

Occupations of Dissimilar Interest

- Medical Illustrator (AIR)
- Reporter (A)
- Physicist (IRA)
- Sociologist (AI)
- Architect (ARI)

YOUR PERSONAL STYLE SCALES PREFERENCES

1. You likely prefer a balance of working alone and working with people.
2. You seem to prefer to learn by doing.
3. You probably are comfortable both leading by example and taking charge.
4. You may like taking risks.
5. You probably enjoy the role of independent contributor.

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	10	39	33	12
Subject Areas	4	15	37	37	7
Activities	11	20	47	20	2
Leisure Activities	14	14	36	18	18
People	6	25	25	25	19
Your Characteristics	0	33	56	0	11
TOTAL PERCENTAGE	8	16	41	27	9

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: 20—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

- Like to work alone and with others
- Enjoy ideas, data, and things, and helping people
- Are equally comfortable being outgoing and being reserved

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

- Like both leading by example and leading by directing others
- Are equally comfortable taking charge and allowing others to take the lead
- May or may not enjoy being persuasive

RISK TAKING

- Like taking risks
- Enjoy exciting and possibly dangerous activities
- Make impulsive decisions

TEAM ORIENTATION

- Enjoy working where you can contribute independently
- Prefer to accomplish tasks on your own
- Feel comfortable solving problems 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.

TAXES & ACCOUNTING — Very High

This area represents an interest in financial accounting and tax preparation.

IN A JOB, YOU VALUE	CAREERS YOU MIGHT ENJOY EXPLORING	YOU MIGHT SPEND YOUR WORK TIME
Set procedures Working with data and detail Clear lines of authority	Auditor Tax Examiner Accountant Tax Preparer Actuary	Auditing tax information Completing tax forms for clients Analyzing client financial status Examining records for compliance with laws and regulations Calculating bills and compiling budgets Tracking profits and losses of a company

SALES — 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

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

ENTREPRENEURSHIP — High

This area represents an interest in developing and managing new businesses.

IN A JOB, YOU VALUE	CAREERS YOU MIGHT ENJOY EXPLORING	YOU MIGHT SPEND YOUR WORK TIME
Being your own boss Taking chances Making money	Small Business Owner Real Estate Developer Marketing Manager Sales Manager Business Consultant	Managing daily business operations Making all work-related decisions Putting in long hours to succeed Taking full responsibility for success and failure Writing business plans Seeking financing/raising money

FINANCE & INVESTING — 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

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
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
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
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

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
Taxes & Accounting	Conventional	<ul style="list-style-type: none"> • Preparing taxes • Tracking profits and losses of a company • Analyzing data
Sales	Enterprising	<ul style="list-style-type: none"> • Developing new prospects • Entertaining clients • Traveling for business
Marketing & Advertising	Enterprising	<ul style="list-style-type: none"> • Developing advertising campaigns • Evaluating profits for new products • Collecting consumer information
Entrepreneurship	Enterprising	<ul style="list-style-type: none"> • Owning your own business • Developing business opportunities • Working from a home office
Finance & Investing	Conventional	<ul style="list-style-type: none"> • Analyzing financial data • Managing investments • Financial planning and budgeting

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
Optician	ER	<ul style="list-style-type: none"> Design, measure, fit, and adapt lenses and frames for clients according to prescription Prepare work orders for optical laboratory containing instructions for grinding and mounting lenses in frames Assist clients in selecting frames 	<ul style="list-style-type: none"> Knowledge of processes for providing customer service, including meeting quality standards and evaluating customer satisfaction Skill in giving full attention to what other people are saying
Financial Analyst	CRE	<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
Credit Manager	CE	<ul style="list-style-type: none"> Direct and coordinate activities to implement policies, procedures, and practices concerning granting or extending lines of credit and loans Direct and coordinate activities such as credit investigations and collecting delinquent accounts 	<ul style="list-style-type: none"> Knowledge of the financial markets, banking, and the analysis and reporting of financial data Ability to use logic and reasoning to identify the strengths and weaknesses of alternative solutions Skill in using mathematics to solve problems
Customer Service Representative	CR	<ul style="list-style-type: none"> Confer with customers to provide information about products and services, take or enter orders, cancel accounts, or obtain details of complaints Keep records of customer interactions and transactions Check to ensure that appropriate changes were made to resolve customers' problems 	<ul style="list-style-type: none"> Knowledge of principles and processes for providing customer services Knowledge of administrative and clerical procedures and systems Ability to give full attention to what other people are saying and talk to others to convey information effectively
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
Business/Finance Supervisor	CRE	<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

Continued on next page →

YOUR TOP STRONG OCCUPATIONS (continued)

OCCUPATION	THEME CODE	TYPICAL WORK TASKS	SELECTED KNOWLEDGE, SKILLS, ABILITIES
Financial Manager	CRE	<ul style="list-style-type: none"> Plan, direct, and coordinate accounting, investing, banking, securities, and other financial activities Develop control procedures for activities such as budgets, cash and credit management, and accounting Direct preparation of financial statements, budgets, or reports required by regulatory agencies 	<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 business and management principles Knowledge of arithmetic, algebra, statistics, and their applications
Accountant	CRE	<ul style="list-style-type: none"> Analyze financial information and prepare financial reports Maintain records of assets, liabilities, profit and loss, tax liability, and/or other financial activities Assess accuracy and conformance to reporting and procedural standards 	<ul style="list-style-type: none"> Knowledge of accounting principles and practices and the analysis and reporting of financial data Ability to use mathematics to solve problems Knowledge of laws, legal codes, government regulations, and agency rules
Business Education Teacher	CES	<ul style="list-style-type: none"> Teach and demonstrate business techniques, procedures, and methods Develop curricula and plan course content and methods of instruction 	<ul style="list-style-type: none"> Knowledge of principles and methods for curriculum and training design, teaching, and instruction Ability to verbally communicate information and ideas so others will understand
Facilities Manager	ECS	<ul style="list-style-type: none"> Supervise work activities of personnel to ensure clean facilities Purchase housekeeping and maintenance supplies and equipment, screen applicants, and train new employees Inspect grounds, facilities, and equipment routinely to determine maintenance and repair needs 	<ul style="list-style-type: none"> Knowledge of personnel recruitment, selection, training, benefits, and labor relations policies Ability to motivate, develop, and direct people as they work Skills in time management and coordinating the activities of others

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 with ideas, data, and things, and with people. You balance your time between working with colleagues and working alone. You have a mix of writing reports, analyzing data, and interacting with others.
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 when necessary. You can take charge of some projects but not others. You can voice your opinion or not, depending on the circumstances.
Risk Taking	<ul style="list-style-type: none"> You have opportunities to take physical, financial, or social risks. You can jump right in without a lot of planning. There are plenty of new opportunities to pursue.
Team Orientation	<ul style="list-style-type: none"> You can work independently. You can make decisions on your own. You are responsible for your own work and accomplishments.

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

- Preparing taxes
- Tracking profits and losses of a company
- Analyzing data
- Developing new prospects
- Entertaining clients
- Traveling for business
- Developing advertising campaigns
- Evaluating profits for new products
- Collecting consumer information

CAREERS THAT MIGHT BE MOST APPEALING TO YOU

- Optician
- Financial Analyst
- Credit Manager
- Customer Service Representative
- Life Insurance Agent
- Business/Finance Supervisor
- Financial Manager
- Accountant
- Business Education Teacher
- Facilities Manager

HOW YOU LIKE TO WORK AND LEARN

- Balance between working with colleagues and working alone
- Learning new skills to apply to concrete problems
- Taking charge of some projects but not others
- Taking risks and pursuing new opportunities
- Independently, responsible for your own work and achievements

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.

