



Strong Interest Inventory[®]

Profile with College 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 interpretive data useful to your career professional.

Note to professional: Check the Response Summary on page 9 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
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
Enterprising	E	Business, politics, leadership, entrepreneurship	Selling, managing, persuading, marketing	Verbal ability, ability to motivate and direct others	Risk taking, status, competition, influence
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
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
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

YOUR HIGHEST THEMES	YOUR THEME CODE
Conventional, Enterprising, Artistic	CEA

THEME	CODE	STANDARD SCORE & INTEREST LEVEL					STD SCORE
		< 30	40	50	60	70 >	
Conventional	C	VERY HIGH					68
Enterprising	E	HIGH					57
Artistic	A	MODERATE					55
Investigative	I	MODERATE					53
Realistic	R	MODERATE					51
Social	S	LITTLE					45

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

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. Office Management (C)
2. Finance & Investing (C)
3. Programming & Information Systems (C)
4. Sales (E)
5. Entrepreneurship (E)

Areas of Least Interest

- Teaching & Education (S)
- Human Resources & Training (S)
- Counseling & Helping (S)

CONVENTIONAL — Very High

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Office Management	VH					69
Finance & Investing	VH					68
Programming & Information Systems	VH					68
Taxes & Accounting	M					51

ENTERPRISING — High

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Sales	VH					67
Entrepreneurship	VH					66
Marketing & Advertising	M					53
Politics & Public Speaking	M					48
Law	M					48
Management	M					45

ARTISTIC — Moderate

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Performing Arts	H					62
Culinary Arts	M					59
Writing & Mass Communication	M					55
Visual Arts & Design	M					53

INVESTIGATIVE — Moderate

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Medical Science	H					64
Research	H					57
Mathematics	M					54
Science	M					50

REALISTIC — Moderate

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Computer Hardware & Electronics	H					58
Mechanics & Construction	H					56
Protective Services	M					53
Military	M					48
Athletics	M					48
Nature & Agriculture	M					46

SOCIAL — Little

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Healthcare Services	H					63
Social Sciences	H					59
Religion & Spirituality	M					49
Counseling & Helping	L					43
Human Resources & Training	L					40
Teaching & Education	L					38

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 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. **Computer Systems Analyst (C)**
2. **Health Information Specialist (C)**
3. **Administrative Assistant (CS)**
4. **Computer & IS Manager (C)**
5. **Flight Attendant (EAS)**
6. **Radiologic Technologist (RIS)**
7. **Chef (ERA)**
8. **Housekeeping/Maintenance Manager (ECS)**
9. **Buyer (EC)**
10. **Financial Analyst (CE)**

Occupations of Dissimilar Interest

-
- Minister (SAR)**
 - Art Teacher (ASE)**
 - Mathematician (IRC)**
 - English Teacher (ASE)**
 - Physical Education Teacher (SRC)**

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

SECTION 3

CONVENTIONAL – Accounting, Organizing, Processing Data

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
C	Computer Systems Analyst										67
C	Health Information Specialist										67
CS	Administrative Assistant										58
C	Computer & IS Manager										56
CE	Financial Analyst										47
CES	Nursing Home Administrator										46
CE	Credit Manager										45
CE	Paralegal										45
CES	Production Worker										42
CE	Financial Manager										40
CE	Banker										39
CI	Actuary										37
CRE	Military Enlisted										37
CES	Food Service Manager										36
CE	Accountant										35
C	Bookkeeper										34
CES	Business Education Teacher										32
CSE	Farmer/Rancher										31
CIR	Mathematics Teacher										20

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>.

ENTERPRISING – Selling, Managing, Persuading

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
EAS	Flight Attendant										50
ERA	Chef										48
ECS	Housekeeping/Maintenance Manager										48
EC	Buyer										47
ECA	Travel Consultant										45
E	Life Insurance Agent										44
ECR	Restaurant Manager										44
ECA	Retail Sales Manager										44
ECR	Optician										42
EIR	Investments Manager										38
ECS	Operations Manager										38
EC	Cosmetologist										36
EA	Marketing Manager										36
E	Realtor										36
E	Sales Manager										36
EAI	Technical Sales Representative										36
E	Top Executive										36
EA	Interior Designer										34
EAS	Human Resources Manager										31
ECR	Purchasing Agent										31
E	Retail Sales Representative										30
EAC	Florist										27
EAS	Elected Public Official										20

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	Librarian										42
A	Reporter										40
A	Translator										40
ARE	Photographer										36
AE	Advertising Account Manager										35
AI	Urban & Regional Planner										35
AE	Broadcast Journalist										34
A	Musician										31
ASI	ESL Instructor										28
AIR	Medical Illustrator										28
AES	Corporate Trainer										27
AER	Public Administrator										27
A	Attorney										24
AR	Artist										23
AIR	Technical Writer										23
AI	Editor										21
AE	Public Relations Director										18
ARI	Graphic Designer										16
ARI	Architect										12
ASE	English Teacher										7
ASE	Art Teacher										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://online.onetcenter.org>.

INVESTIGATIVE – Researching, Analyzing, Inquiring

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE			SIMILAR			STD SCORE
		10	15	20	30	40	50	55	60		
ICR	Pharmacist										46
IRA	Dentist										45
IES	Dietitian										42
IR	Optometrist										41
IRC	Medical Technician										39
IR	Software Developer										38
IRA	Chiropractor										37
IRA	Veterinarian										37
IRC	Computer Scientist										36
IRC	Medical Technologist										33
IRA	Respiratory Therapist										32
IR	R&D Manager										30
IRA	Biologist										27
IAR	Physician										27
IAR	University Professor										25
IR	Chemist										24
IA	Psychologist										23
IAR	Sociologist										23
IRS	Science Teacher										18
IA	Geographer										16
IRA	Geologist										14
IRA	Physicist										9
IRC	Mathematician										4

OCCUPATIONAL SCALES

SECTION 3

REALISTIC – Building, Repairing, Working Outdoors

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
RIS	Radiologic Technologist										49
RIC	Network Administrator										45
RIC	Technical Support Specialist										43
RC	Landscape/Grounds Manager										42
RCI	Emergency Medical Technician										40
REI	Military Officer										40
REI	Horticulturist										38
RE	Law Enforcement Officer										36
RI	Engineer										35
RIC	Engineering Technician										33
RI	Forester										27
RIS	Firefighter										26
RIA	Carpenter										24
RIA	Electrician										24
RIS	Athletic Trainer										20
R	Automobile Mechanic										20
RSI	Vocational Agriculture Teacher										18

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

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
SI	Registered Nurse										44
SIR	Physical Therapist										39
SCE	Licensed Practical Nurse										34
SA	College Instructor										33
SE	Parks & Recreation Manager										33
SA	Recreation Therapist										31
SAI	Rehabilitation Counselor										28
SA	Social Worker										27
SE	Community Service Director										23
SE	Special Education Teacher										23
SAR	Occupational Therapist										22
SEA	Social Science Teacher										22
S	Elementary School Teacher										20
SE	School Counselor										20
SAE	Foreign Language Teacher										19
SEA	School Administrator										17
SA	Speech Pathologist										15
SRC	Physical Education Teacher										8
SAR	Minister										-2

PERSONAL STYLE SCALES

SECTION 4

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 alone
2. You seem to prefer to learn by doing and through lectures and books
3. You probably prefer to lead by example
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		< 25	CLEAR	35	45	MIDRANGE	55	65	CLEAR	75 >	STD SCORE
Work Style	<p>Prefers working alone; enjoys data, ideas, or things; reserved</p>				◆						44
Learning Environment	<p>Prefers practical learning environments; learns by doing; prefers short-term training to achieve a specific goal or skill</p>				◆						48
Leadership Style	<p>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</p>				◆						44
Risk Taking	<p>Dislikes risk taking; likes quiet activities; prefers to play it safe; makes careful decisions</p>							◆			60
Team Orientation	<p>Prefers accomplishing tasks independently; enjoys role as independent contributor; likes to solve problems on one's own</p>			◆							36

PROFILE SUMMARY

SECTION 5

YOUR HIGHEST THEMES	YOUR THEME CODE
Conventional, Enterprising, Artistic	CEA

YOUR TOP FIVE INTEREST AREAS

1. Office Management (C)
2. Finance & Investing (C)
3. Programming & Information Systems (C)
4. Sales (E)
5. Entrepreneurship (E)

Areas of Least Interest

Teaching & Education (S)
 Human Resources & Training (S)
 Counseling & Helping (S)

YOUR TOP TEN STRONG OCCUPATIONS

1. Computer Systems Analyst (C)
2. Health Information Specialist (C)
3. Administrative Assistant (CS)
4. Computer & IS Manager (C)
5. Flight Attendant (EAS)
6. Radiologic Technologist (RIS)
7. Chef (ERA)
8. Housekeeping/Maintenance Manager (ECS)
9. Buyer (EC)
10. Financial Analyst (CE)

Occupations of Dissimilar Interest

Minister (SAR)
 Art Teacher (ASE)
 Mathematician (IRC)
 English Teacher (ASE)
 Physical Education Teacher (SRC)

YOUR PERSONAL STYLE SCALES PREFERENCES

1. You are likely to prefer working alone
2. You seem to prefer to learn by doing and through lectures and books
3. You probably prefer to lead by example
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 in interpretation by your career professional.

ITEM RESPONSE PERCENTAGES					
Section Title	Strongly Like	Like	Indifferent	Dislike	Strongly Dislike
Occupations	9	25	18	33	15
Subject Areas	22	30	30	17	0
Activities	14	21	27	31	6
Leisure Activities	29	21	25	7	18
People	44	19	25	13	0
Characteristics	11	56	22	11	0
TOTAL PERCENTAGE	17	25	24	26	9

Total possible responses: 291 Your response total: 290 Items omitted: 1 Typicality index: 24—Combination of item responses appears consistent

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

USING YOUR THEMES

Your *Strong* results indicate a Theme code of CEA. Your top three Themes are listed below in order of interest. Each Theme describes an important aspect of your interests and personality. Use all three Themes to identify college courses and academic majors that allow you to express what is important to you. The majors listed within each Theme are examples of some of the many related academic areas worth exploring.

CONSIDERING THEMES OF GREATEST INTEREST TO YOU

Conventional (C) CAREFUL ORGANIZERS

Conventional students prefer to take an orderly approach to organizing and managing finances, procedures, or data.

TYPICAL COLLEGE MAJORS			
Accounting	Court Reporting	Industrial Education	Office Systems
Actuarial Science	Data Management	Information Systems and Technology	Paralegal Studies
Banking and Finance	Dental Hygiene	Mathematics Education	Purchasing/Materials Management
Bookkeeping	Financial Planning	Management Information Systems	Secretarial Procedures
Business Education	Food Service Management	Medical Administration	Small Business Operations
Computer Programming	Hotel, Restaurant, and Institutional Management	Medical Transcription	Statistics
Computer Systems Operations			

Enterprising (E) ACTIVE PERSUADERS

Enterprising students prefer to influence or lead others through selling the merits of ideas or products.

TYPICAL COLLEGE MAJORS			
Business Administration	Hospitality	Marketing	Real Estate
Business Education	Hotel Management	Personnel and Labor Relations	Restaurant Management
Consumer Economics	Human Resources	Political Science	Retail Merchandising
Finance	Insurance	Pre-Law	Travel and Tourism
Government	International Relations	Public Administration	
History	Management	Public Relations	

Artistic (A) CREATIVE COMMUNICATORS

Artistic students prefer to take a self-expressive or creative approach involving art/design, music, or writing.

TYPICAL COLLEGE MAJORS			
Advertising	Classics	Fashion Merchandising	Mass Communication
Architecture	Comparative Literature	Fine Arts	Medical Illustration
Art Education	Creative Writing	Foreign Languages	Music Education
Art History	Dance	Humanities	Philosophy
Broadcasting	Design	Journalism	Photography
Cinematography	English	Linguistics	Theater Arts



USING YOUR BASIC INTEREST SCALES

These scales indicate interests that are important to your overall lifestyle, both in school and out of school.

Use your strongest basic interests to explore college courses, extracurricular activities, internships, and part-time jobs. You show the greatest interest in the five areas outlined below (arranged in descending order of interest).

OFFICE MANAGEMENT – Very High

Organizing, coordinating, and overseeing clerical and office activities

CAMPUS ORGANIZATIONS/ACTIVITIES	INTERNSHIPS/JOB SETTINGS	COLLEGE COURSES
Campus Events Planning Student Government Committee Student Organization Secretary	Campus Personnel Office Company Administrative Department Medical Records Department	Bookkeeping Business Administration Computer Operations

FINANCE & INVESTING – Very High

Managing money and investments

CAMPUS ORGANIZATIONS/ACTIVITIES	INTERNSHIPS/JOB SETTINGS	COLLEGE COURSES
Business Student Organization Investment Club Student Organization Treasurer	Brokerage Firm Commercial Real Estate Company Financial Planning Company	Business Management Economics Finance

PROGRAMMING & INFORMATION SYSTEMS – Very High

Using computers, managing information, and developing software

CAMPUS ORGANIZATIONS/ACTIVITIES	INTERNSHIPS/JOB SETTINGS	COLLEGE COURSES
Computer Gaming Group Computer Systems Group Student Group Web Master	Campus Library Computer Help Desk Software/IT Company	Computer Programming Database Management Library/Information Sciences

SALES – Very High

Selling products or services, or working with salespeople

CAMPUS ORGANIZATIONS/ACTIVITIES	INTERNSHIPS/JOB SETTINGS	COLLEGE COURSES
Business Student Organization Charity Sales Drive Fundraising Campaign	Company Sales Department Retail Sales Travel/Tourism Company	Business Administration Marketing Real Estate

ENTREPRENEURSHIP – Very High

Developing and managing new business opportunities

CAMPUS ORGANIZATIONS/ACTIVITIES	INTERNSHIPS/JOB SETTINGS	COLLEGE COURSES
Business Student Organization Fundraising Campaign Investment Club	Internet Start-up Company Management Training Program Small Retail Business	Business Management Finance Marketing

USING YOUR OCCUPATIONAL SCALES

These scales identify jobs held by people with whom you share common interests, arranged in order of similarity of interests. Some occupations require specific training; however, many do not require a particular college major. Explore classes relevant to these occupations and consider related careers as well.

YOUR TOP STRONG OCCUPATIONS

OCCUPATIONAL SCALE	THEME CODE	EDUCATIONAL PREPARATION	COLLEGE COURSES	RELATED CAREERS
Computer Systems Analyst	C	BA in computer science or MIS	Computer Science Information Technology Mgmt Information Science	Software Engineer Database Administrator Computer Scientist
Health Information Specialist	C	AA in health information technology preferred	Anatomy Biology Chemistry	Health Service Manager Medical Transcriptionist Medical Assistant
Administrative Assistant	CS	High school diploma, vocational/technical certificate, or AA	Software Applications Writing Communications	Legal Secretary Medical Assistant Court Reporter
Computer & IS Manager	C	BA or MBA with technology emphasis	Computer Science Business Management Computer Technology	Systems Analyst Computer Programmer Computer Support Specialist
Flight Attendant	EAS	High school diploma, AA, or BA	Psychology Education Foreign Languages	Reservations Agent Paramedic Public Relations Representative
Radiologic Technologist	RIS	High school diploma, technical school certificate, AA, or BA	Mathematics Physics Chemistry	Radiation Therapist Medical Equipment Salesperson Medical Technician
Chef	ERA	Vocational/technical certificate, AA, or BA	Specific culinary training courses	Food Writer Restaurant Manager Caterer
Housekeeping/Maintenance Manager	ECS	Vocational/technical certificate, AA, or BA	Business Management Human Resources Construction Trades	Property Services Manager Building Manager Groundskeeper Supervisor
Buyer	EC	High school diploma, AA, or BA	Marketing Business Management Accounting	Sales Manager Marketing Manager Public Relations Manager
Financial Analyst	CE	BA or MBA in finance or related field	Accounting Business Management Economics	Stockbroker Accountant Insurance Agent

USING YOUR PERSONAL STYLE SCALES

Next, use your Personal Style Scales to identify the specific ways you prefer to approach whatever academic courses, majors, or jobs you undertake.

PERSONAL STYLE SCALE	PREFERENCES/ACTIVITIES
Work Style	<ul style="list-style-type: none"> Your score suggests a preference for working independently with ideas or data and liking quiet for concentration when studying. You may prefer academic work that involves research, reading, and solving problems on your own rather than assignments that require interacting closely or frequently with others.
Learning Environment	<ul style="list-style-type: none"> Your score suggests you may prefer a balance between learning by doing and learning through academic coursework. At times you may enjoy attending lectures or reading theory, and at other times you may prefer hands-on practical training.
Leadership Style	<ul style="list-style-type: none"> Your score suggests a preference for developing personal expertise to do a job well yourself rather than directing others to do it. You may prefer to serve as an active, contributing member of a group, committee, or class rather than as the president, chairperson, or teacher.
Risk Taking	<ul style="list-style-type: none"> Your score suggests a preference for exploring new adventures, trying new things, and being spontaneous. You may enjoy outdoor adventure activities, sports, or independent travel as well as academic courses that encourage risk taking and self-reliance.
Team Orientation	<ul style="list-style-type: none"> Your score suggests a preference for solving problems on your own and accomplishing assignments independently. You may enjoy independent study courses, online courses, and independent fieldwork.

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 in 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 120 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.



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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 code is CEA.

YOUR THEME DESCRIPTIONS

THEME	CODE	DEFINITION	CAREER FIELDS	PERSONAL DESCRIPTORS	LEISURE ACTIVITIES
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, civic organizations, volunteering, exercising
Enterprising	E	Selling Managing Persuading	Business Politics Sales Marketing	Assertive, adventurous, energetic, talkative, self-confident	Running for public office, raising money for organizations, sports
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

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 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
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
Social	S	Helping Instructing Caregiving	Teaching Healthcare Counseling Religion	Helpful, concerned for others, humanistic, verbal, generous	Entertaining, volunteering, reading self-improvement books

A CLOSER LOOK AT YOUR GENERAL OCCUPATIONAL THEMES

Most people's interests combine more than one Theme, which define their career motivators. The top Themes of your three-letter Theme code are Conventional and Enterprising. These Themes are the ones we will focus on in this section.

Your Conventional and Enterprising 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. Of course, you are not limited to these career fields. They are only a starting point for your exploration process.

SELECTED CAREER FIELDS

- Office management
- Administrative support
- Operations management
- Government service
- Credit management
- Purchasing

ACTION STEP

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

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

YOUR CAREER MOTIVATORS

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

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 organizing and persuading and influencing.

The next section of your report begins to narrow down these 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
Office Management	Conventional	<ul style="list-style-type: none"> Organizing records and files Coordinating office activities Managing and ordering inventory
Finance & Investing	Conventional	<ul style="list-style-type: none"> Analyzing financial data Managing investments Financial planning and budgeting
Programming & Information Systems	Conventional	<ul style="list-style-type: none"> Managing computer systems Developing software Programming Web sites
Sales	Enterprising	<ul style="list-style-type: none"> Developing new prospects Entertaining clients Traveling for business
Entrepreneurship	Enterprising	<ul style="list-style-type: none"> Owning your own business Developing business opportunities Working from a home office

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 page 3 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. It shows the occupations in which your likes and dislikes were most similar to those of the people who work in them and are satisfied with their jobs. Listed below are the occupations for which your likes and dislikes were the most similar.

You would probably enjoy the day-to-day work of these and other occupations that share the same Themes. These are just a few of the occupations that might interest you. Ask your career professional to show you how to use the Theme codes provided to expand your list.

YOUR TOP STRONG OCCUPATIONS

OCCUPATION	THEME CODE	TYPICAL WORK TASKS	SELECTED KNOWLEDGE, SKILLS, ABILITIES
Computer Systems Analyst	C	<ul style="list-style-type: none"> Analyze user requirements and procedures to automate or improve existing systems Review computer system capabilities, work flow, and scheduling limitations Analyze information processing or computation needs and plan and design computer systems 	<ul style="list-style-type: none"> Knowledge of circuit boards, processors, chips, electronic equipment, and computer hardware and software, including applications and programming Skill in writing computer programs for various purposes Skill in using techniques such as structured analysis, data modeling, and information engineering
Health Information Specialist	C	<ul style="list-style-type: none"> Compile, process, and maintain medical records of hospital and clinic patients in a manner consistent with medical, administrative, ethical, legal, and regulatory requirements of the healthcare system Protect the security of medical records to ensure that confidentiality is maintained 	<ul style="list-style-type: none"> Knowledge of administrative and clerical procedures such as word processing and managing files and records Ability to use computers for storage and retrieval of information
Administrative Assistant	CS	<ul style="list-style-type: none"> Provide high-level administrative support by handling information requests and organizing schedules Prepare reports, memos, and letters using word-processing, spreadsheet, database, or presentation software Prepare agendas and make arrangements for meetings 	<ul style="list-style-type: none"> Knowledge of administrative and clerical procedures such as word processing, managing files and records, and office procedures Skill in coordination of people and resources Skill in time management for self and others
Computer & IS Manager	C	<ul style="list-style-type: none"> Plan, direct, or coordinate activities in such fields as information systems, systems analysis, and computer programming Consult with users, management, vendors, and technicians to assess computing needs and system requirements Provide for data security and control and disaster recovery 	<ul style="list-style-type: none"> Skill in designing computer systems to set up functions, enter data, or process information Knowledge of business and management principles Skill in analyzing needs and product requirements to create a design
Flight Attendant	EAS	<ul style="list-style-type: none"> Provide personal services to ensure the safety and comfort of airline passengers during flight Greet passengers, verify tickets, explain use of safety equipment, and serve food and/or beverages Prepare meal and beverage inventories 	<ul style="list-style-type: none"> Knowledge of processes for providing customer service, including meeting quality standards and evaluating customer satisfaction Knowledge of equipment, policies, and procedures to ensure effective security and safety Skill in giving full attention to what others are saying

Continued on next page →

YOUR TOP STRONG OCCUPATIONS (continued)

OCCUPATION	THEME CODE	TYPICAL WORK TASKS	SELECTED KNOWLEDGE, SKILLS, ABILITIES
Radiologic Technologist	RIS	<ul style="list-style-type: none"> Take X rays and CAT scans for diagnostic purposes Use safety measures to comply with regulations and to ensure safety of patients and staff 	<ul style="list-style-type: none"> Knowledge of function and operation of radiologic equipment Knowledge of the information and techniques required to diagnose and treat human injuries and diseases
Chef	ERA	<ul style="list-style-type: none"> Supervise and coordinate activities of cooks and workers engaged in food preparation Plan and price menu items, order supplies, and keep records Check the quality of received products 	<ul style="list-style-type: none"> Ability to prepare nutritious and appetizing meals Knowledge of business principles, including resource allocation, human resource management, production methods, and coordination of people and resources Knowledge of personnel recruitment, selection, training, benefits, and labor relations
Housekeeping/Maintenance 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
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
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

ACTION STEPS

1. Highlight words or phrases that appeal to you in the Typical Work Tasks column of the chart above. Can you fit these highlighted words or phrases together to design your own unique job?
2. Refer to the last column 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 the O*NET™ database online at <http://online.onetcenter.org> to learn more about your top occupations or to expand your list.

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 SCALE 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 ideas, data, or things than with people You spend most of your time working on your own You spend a lot of time writing reports and analyzing data
Learning Environment	<ul style="list-style-type: none"> You can learn both ideas and skills You can balance your learning between reading/listening to lectures and hands-on experience You apply new ideas to concrete problems
Leadership Style	<ul style="list-style-type: none"> You can lead others by your own example You don't have to assume leadership for teams or projects You don't have to direct others
Risk Taking	<ul style="list-style-type: none"> There are opportunities to take 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.

SNAPSHOT OF RESULTS

YOUR HIGHEST THEMES

- Conventional
- Enterprising
- Artistic

PERSONAL AND WORK ENVIRONMENT DESCRIPTORS

- Organized, efficient, accurate
- Fast paced, assertive, influential
- Creative, flexible, self-expressive

SPECIFIC INTERESTS FOR WORK, LEISURE, AND LEARNING

- Organizing records and files
- Coordinating office activities
- Managing and ordering inventory
- Analyzing financial data
- Managing investments
- Financial planning and budgeting
- Managing computer systems
- Developing software
- Programming Web sites

CAREERS THAT MIGHT BE MOST APPEALING TO YOU

- Computer Systems Analyst
- Health Information Specialist
- Administrative Assistant
- Computer & IS Manager
- Flight Attendant
- Radiologic Technologist
- Chef
- Housekeeping/ Maintenance Manager
- Buyer
- Financial Analyst

HOW YOU LIKE TO WORK AND LEARN

- With ideas, data, or things, mostly on your own
- A combination of practical and theoretical learning
- Doing tasks alone, leading by example
- 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. Use your CEA Theme code to find out as much as you can about occupations, career fields, leisure activities, and academic interests with codes similar to yours.

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 *Organized, efficient, accurate*, ask about opportunities to express this interest.
2. Your *Strong* results can also help you during your career exploration. Your Conventional Theme score suggests that the career planning process may at times seem ambiguous, requiring you to be more abstract than you like to be. To keep yourself motivated:
 - Try to structure specific tasks to do each day
 - Keep a record of what you accomplish
 - Use books and computerized career information programs to compare and contrast the specific requirements of various occupations
 - Chart the results of your research and talk it over with a career guidance professional
 - Study program requirements, talk to school personnel, and inquire about the employment of recent graduates to make sure the training is practical and an efficient use of your time
 - Ask your career professional to help you consider the risks when the time comes to make a decision

THE FOLLOWING RESOURCES WILL BE HELPFUL

- *Where Do I Go Next? Using Your Strong Results to Manage Your Career*. This booklet can help you better understand the meaning of your *Strong* results and provides worksheets to help you in your career exploration.
- The O*NET™ database (www.onetcenter.org) for career information. For additional information about tasks, knowledge, skills, and abilities, and for other information about specific occupations, click on the link O*NET™ Online.
- *Dictionary of Holland Occupational Codes*. This guide can help you find additional occupations related to each Theme.
- CPP, Inc., at www.cpp.com. Visit the CPP Web site for resources on the *Strong* and on career exploration.
- Expand your self-knowledge by taking the MBTI® and/or FIRO-B® instrument or the *Career Beliefs Inventory*. See your career professional.
- Books and Web links suggested by your career professional.

