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## Strong Interest Inventory® Profile

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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
Realistic	R	Machines, computer networks, athletics, working outdoors	Operating equipment, using tools, building, repairing, providing security	Mechanical ingenuity and dexterity, physical coordination	Tradition, practicality, common sense
Artistic	A	Self-expression, art appreciation, communication, culture	Composing music, performing, writing, creating visual art	Creativity, musical ability, artistic expression	Beauty, originality, independence, imagination
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

## YOUR HIGHEST THEMES

Enterprising, Conventional

## YOUR THEME CODE

EC

THEME	CODE	STANDARD SCORE & INTEREST LEVEL					STD SCORE
		30	40	50	60	70	
Enterprising	E	VERY HIGH					72
Conventional	C	HIGH					61
Realistic	R	LITTLE					48
Artistic	A	LITTLE					38
Social	S	LITTLE					36
Investigative	I	VERY LITTLE					31

The charts above display your GOT results in descending order, from your highest to least level of interest. Referring to the Theme descriptions provided, determine how well your results fit for you. Do your highest Themes ring true? Look at your next highest level of interest and ask yourself the same question. You may wish to highlight the Theme descriptions above that seem to fit you best.

## BASIC INTEREST SCALES

## SECTION 2

The Basic Interest Scales represent specific interest areas that often point to work activities, projects, course work, and leisure activities that are personally motivating and rewarding. As with the General Occupational Themes, your interest levels (Very Little, Little, Moderate, High, Very High) were determined by comparing your scores against the average scores for your gender.

As you review your results in the charts below, note your top interest areas and your areas of least interest, and think about how they relate to your work, educational, and leisure activities. Take time to consider any top interest areas that are not currently part of your work or lifestyle and think about how you might be able to incorporate them into your plans.

## YOUR TOP FIVE INTEREST AREAS

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

## Areas of Least Interest

Teaching &amp; Education (S)

Science (I)

Programming &amp; Information Systems (C)

## ENTERPRISING — Very High

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Sales					VH	82
Marketing & Advertising					VH	65
Entrepreneurship				H		61
Management				M		58
Politics & Public Speaking				M		49
Law				L		41

## CONVENTIONAL — High

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Finance & Investing					VH	71
Office Management					VH	60
Taxes & Accounting				M		57
Programming & Information Systems				VL		34

## REALISTIC — Little

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Mechanics & Construction				M		58
Athletics				M		50
Nature & Agriculture				M		49
Computer Hardware & Electronics				VL		38
Military				VL		36
Protective Services				VL		35

## ARTISTIC — Little

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Culinary Arts				H		59
Visual Arts & Design				M		46
Writing & Mass Communication				L		40
Performing Arts				VL		34

## SOCIAL — Little

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Human Resources & Training				H		58
Social Sciences				M		44
Counseling & Helping				L		40
Religion & Spirituality				VL		36
Healthcare Services				VL		35
Teaching & Education				VL		28

## INVESTIGATIVE — Very Little

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Mathematics				L		41
Research				VL		36
Medical Science				VL		35
Science				VL		32

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. **Buyer (EC)**
2. **Florist (EAC)**
3. **Restaurant Manager (ECR)**
4. **Life Insurance Agent (E)**
5. **Optician (ER)**
6. **Credit Manager (CE)**
7. **Facilities Manager (ECS)**
8. **Landscape/Grounds Manager (RE)**
9. **Loan Officer/Counselor (E)**
10. **Realtor (E)**

**Occupations of  
Dissimilar Interest**

- Physicist (IRA)**  
**Medical Illustrator (AIR)**  
**Physician (IAR)**  
**Chemist (IR)**  
**English Teacher (ASE)**

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.









## 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 be comfortable taking some risks.
5. You probably enjoy participating in teams.

## Clear Scores

(Below 46 and above 54)

You indicated a clear preference for one style versus the other.

## Midrange Scores (46–54)

You indicated that some of the descriptors on both sides apply to you.

PERSONAL STYLE SCALE		CLEAR MIDRANGE CLEAR						STD SCORE
		25	35	45	55	65	75	
Work Style	Prefers working alone; enjoys data, ideas, or things; reserved							Prefers working with people; enjoys helping others; outgoing
								53
Learning Environment	Prefers practical learning environments; learns by doing; prefers short-term training to achieve a specific goal or skill							Prefers academic environments; learns through lectures and books; willing to spend many years in school; seeks knowledge for its own sake
								39
Leadership Style	Is not comfortable taking charge of others; prefers to do the job rather than direct others; may lead by example rather than by giving directions							Is comfortable taking charge of and motivating others; prefers directing others to doing the job alone; enjoys initiating action; expresses opinions easily
								52
Risk Taking	Dislikes risk taking; likes quiet activities; prefers to play it safe; makes careful decisions							Likes risk taking; appreciates original ideas; enjoys thrilling activities and taking chances; makes quick decisions
								47
Team Orientation	Prefers accomplishing tasks independently; enjoys role as independent contributor; likes to solve problems on one's own							Prefers working on teams; enjoys collaborating on team goals; likes problem solving with others
								69
		25	35	45	55	65	75	
		CLEAR		MIDRANGE		CLEAR		

PROFILE SUMMARY

SECTION 5

YOUR HIGHEST THEMES

Enterprising, Conventional

YOUR THEME CODE

EC

YOUR TOP FIVE INTEREST AREAS

1. Sales (E)

2. Finance & Investing (C)

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4. Office Management (C)

5. Entrepreneurship (E)

Areas of Least Interest

Teaching & Education (S)

Science (I)

Programming & Information Systems (C)

YOUR TOP TEN STRONG OCCUPATIONS

1. Buyer (EC)

2. Florist (EAC)

3. Restaurant Manager (ECR)

4. Life Insurance Agent (E)

5. Optician (ER)

6. Credit Manager (CE)

7. Facilities Manager (ECS)

8. Landscape/Grounds Manager (RE)

9. Loan Officer/Counselor (E)

10. Realtor (E)

Occupations of Dissimilar Interest

Physicist (IRA)

Medical Illustrator (AIR)

Physician (IAR)

Chemist (IR)

English Teacher (ASE)

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 be comfortable taking some risks.

5. You probably enjoy participating in teams.

RESPONSE SUMMARY

SECTION 6

This section provides a summary of your responses to the different sections of the inventory for use by your career professional.

ITEM RESPONSE PERCENTAGES					
Section Title	Strongly Like	Like	Indifferent	Dislike	Strongly Dislike
Occupations	10	18	15	11	46
Subject Areas	4	9	17	20	50
Activities	29	11	18	11	32
Leisure Activities	29	18	7	11	36
People	13	13	13	6	56
Your Characteristics	22	33	22	22	0
TOTAL PERCENTAGE	17	14	15	12	41

*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: 22—Combination of item responses appears consistent.