

Strong Interest Inventory®

Profile with College Profile, Interpretive Report, & Skills Confidence Inventory Profile

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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.

The General Occupational Themes (GOTs) measure six broad interest patterns that can be used to describe your work personality. Most people's interests are reflected by two or three Themes, combined to form a cluster of interests. Work activities, potential skills, and values can also be classified into these six Themes. This provides a direct link between your interests and the career and education possibilities likely to be most meaningful to you.

Your *standard scores* are based on the average scores of a combined group of working adults. However, because research shows that men and women tend to respond differently in these areas, your *interest levels* (Very Little, Little, Moderate, High, Very High) were determined by comparing your scores against the average scores for your gender.

THEME DESCRIPTIONS

THEME	CODE	INTERESTS	WORK ACTIVITIES	POTENTIAL SKILLS	VALUES
Enterprising	E	Business, politics, leadership, entrepreneurship	Selling, managing, persuading, marketing	Verbal ability, ability to motivate and direct others	Risk taking, status, competition, influence
Social	s	People, teamwork, helping, community service	Teaching, caring for people, counseling, training employees	People skills, verbal ability, listening, showing understanding	Cooperation, generosity, service to others
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
Conventional	С	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
Investigative	1	Science, medicine, mathematics, research	Performing lab work, solving abstract problems, conducting research	Mathematical ability, researching, writing, analyzing	Independence, curiosity, learning
Artistic	Α	Self-expression, art appreciation, communication, culture	Composing music, performing, writing, creating visual art	Creativity, musical ability, artistic expression	Beauty, originality, independence, imagination

YOUR HIGHEST THEMES	YOUR THEME CODE
Enterprising, Social, Realistic	ESR

THEME	CODE	STANDARD SCORE & INTEREST LEVEL						
TITLIMIL	CODE	30	40	50	60	70	STD SCORE	
Enterprising	E				HIGH		63	
Social	S				HIGH		58	
Realistic	R 💻			MODERATE	1		55	
Conventional	C =		LITTLE				40	
Investigative	1		LITTLE				40	
Artistic	Α =	L	ITTLE				37	

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. Management (E)
- 3. Social Sciences (S)
- 4. Politics & Public Speaking (E)
- 5. Marketing & Advertising (E)

Areas of Least Interest

Culinary Arts (A)

Visual Arts & Design (A)

Programming & Information Systems (C)

ENTERPRISING — High

BASIC INTEREST SCALE	ST	STD			
Sales				VH	71
Management			Н		63
Politics & Public Speaking			Н		61
Marketing & Advertising			н		60
Law		N	1		57
Entrepreneurship		M			51

SOCIAL — High

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL						
27.010 111 21120 1 007.22	30	40	50	60	70	SCORE	
Social Sciences				Н		62	
Human Resources & Training				н		59	
Teaching & Education				н		58	
Counseling & Helping			M			52	
Healthcare Services			M			51	
Religion & Spirituality			М			51	

REALISTIC — Moderate

BASIC INTEREST SCALE			E & INTE			STD
	30	40	50	60	70	SCURE
Athletics				M		61
Mechanics & Construction			N	1		57
				_		: "
Protective Services			M			52
Nature & Agriculture			М			. FO
			IVI			50
Military			L			47
Computer Hardware & Electronics		VL				40
						1

CONVENTIONAL — Little

BASIC INTEREST SCALE		ST I	SCORE 40	& INTER	EST LEV	/EL 70	STD SCORE
Finance & Investing	Ŧ			M			55
Taxes & Accounting				М			48
Office Management			3				38
Programming & Information Systems		V	L				38

INVESTIGATIVE — Little

BASIC INTEREST SCALE		STD SCORE & INTEREST LEVEL						
	: 3	30 4	10 5	50 E	0 7	0	SCORE	
Mathematics			M				51	
Research			3				42	
Science		L					40	
Medical Science		L					39	

ARTISTIC — Little

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL 30 40 50 60 70	STD SCORE
Writing & Mass Communication	L	40
Performing Arts	L	38
Visual Arts & Design	VL	36
Culinary Arts	VL	33

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. Life Insurance Agent (E)
- 2. Buyer (EC)
- 3. Loan Officer/Counselor (E)
- 4. Operations Manager (ER)
- 5. Parks & Recreation Manager (SE)
- 6. Special Education Teacher (SEA)
- 7. Credit Manager (CE)
- 8. Realtor (E)
- 9. Top Executive, Business/Finance (E)
- 10. Florist (EAC)

Occupations of Dissimilar Interest

Physicist (IRA)

Medical Illustrator (AIR)

Mathematician (ICA)

Chemist (IR)

Reporter (A)

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.

ENTERPRISING — Selling, Managing, Persuading

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR 10 15 20	MIDRANGE 30 40	SIMILAR 50 55 60	STD SCORE
E	Life Insurance Agent				66
EC	Buyer				62
Е	Loan Officer/Counselor				61
ER	Operations Manager				61
E	Realtor				58
Е	Top Executive, Business/Finance				58
EAC	Florist				57
Е	Sales Manager				57
ECR	Purchasing Agent				56
ESR	Human Resources Specialist				55
Е	Securities Sales Agent				55
Е	Marketing Manager				54
ER	Technical Sales Representative				53
E	Wholesale Sales Representative				53
ECS	Facilities Manager				52
ER	Optician				52
Е	Personal Financial Advisor				52
ECR	Restaurant Manager				52
ESA	Elected Public Official				39
EAS	Flight Attendant				37
ER	Chef				33
EAR	Bartender				26
EA	Cosmetologist				22

SOCIAL — Helping, Instructing, Caregiving

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR 10 15 20	MIDRANGE 30 40	SIMILAR 50 55 60	STD Score
SE	Parks & Recreation Manager				60
SEA	Special Education Teacher				60
SER	Human Resources Manager				55
S	Career Counselor				54
S	Middle School Teacher				53
SEC	School Administrator				52
SA	University Administrator				52
SAE	Training & Development Specialist				51
SE	School Counselor				50
S	Community Service Director				47
S	Instructional Coordinator				46
S	Secondary School Teacher				45
S	Mental Health Counselor				43
SRA	Rehabilitation Counselor				43
S	Elementary School Teacher				42
SAR	Recreation Therapist				42
SA	Social Worker				40
S	Religious/Spiritual Leader				39
SA	Occupational Therapist				33
SIR	Athletic Trainer				30
SIR	Physical Therapist				29
SAI	Registered Nurse				29
SA	Speech Pathologist				27
SEC	Dietitian				19

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 0*NET™ online at http://www.onetonline.org

REALISTIC — Building, Repairing, Working Outdoors

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR 10 15 20	MIDRANGE 30 40	SIMILAR 50 55 60	STD SCORE
R	Law Enforcement Officer				52
REC	Management Analyst				50
RCE	Production Worker				47
RC	Farmer/Rancher				46
RCE	Military Enlisted				44
RSE	Vocational Agriculture Teacher				43
RE	Landscape/Grounds Manager				42
REC	Military Officer				42
RI	Radiologic Technologist				41
R	Automobile Mechanic				38
RI	Emergency Medical Technician				37
RIC	Electrician				36
RI	Firefighter				34
REI	Horticulturist				33
RC	Computer & IS Manager				32
RIC	Computer/Mathematics Manager				30
RI	Engineer				27
RI	Forester				24
REA	Carpenter				23
RCI	Computer Systems Analyst				23
RIC	Engineering Technician				22
RIC	Software Developer				20
RIC	Computer Programmer				17
RCI	Technical Support Specialist				17
RIC	Network Administrator				13

CONVENTIONAL — Accounting, Organizing, Processing Data

THEME	OCCUPATIONAL SCALE	DISSIMIL	AR MIDI	RANGE	SIMILAR	STD
CODE	OCCOPATIONAL SCALE	10 15 2	20 30	40	50 55 60	SCORE
CE	Credit Manager					59
CRE	Business/Finance Supervisor					52
CRE	Financial Analyst					49
CES	Business Education Teacher					48
CRE	Accountant					46
CA	Paralegal					46
CES	Nursing Home Administrator					45
С	Auditor					44
CRE	Financial Manager					43
CR	Customer Service Representative					42
CES	Food Service Manager					37
CSR	Administrative Assistant					35
С	Health Information Specialist					29
CIS	Mathematics Teacher					21
CI	Actuary					7

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 10 15 20	MIDRANGE 30 40	SIMILAR 50 55 60	STD SCORE
ISA	Chiropractor				33
ICE	Pharmacist				26
IRC	R&D Manager				12
IRE	Medical Technician				11
IR	Optometrist				9
IRC	Medical Technologist				8
IRS	Science Teacher				. 8
I	University Faculty Member				7
IRS	Respiratory Therapist				6
IR	Dentist				3
IAS	Psychologist				2
IA	Geographer	j j			-1
ICR	Computer Scientist	j			-3
IR	Veterinarian	i			-3
IAR	Physician	1			-4
IA	Biologist	į			-5
IRA	Geologist	j			-5
IR	Chemist	1			-13
ICA	Mathematician	i			-13
IRA	Physicist	i			-39

ARTISTIC — Creating or Enjoying Art, Drama, Music, Writing

THEME	OCCUPATIONAL SCALE	DISSIMILAR	MIDRANGE	SIMILAR	STD
ASE	Public Administrator	10 15 20	30 40	50 55 60	42
ARE	Attorney				37
AE	Public Relations Director				30
					:
Al	Urban & Regional Planner				30
AE	Advertising Account Manager				29
Α	Arts/Entertainment Manager				29
AE	Interior Designer				27
Α	Musician				22
ARE	Photographer				22
ASI	ESL Instructor				19
Α	Graphic Designer				17
AE	Broadcast Journalist				16
Al	Translator				12
Α	Librarian				11
AS	Art Teacher				9
Al	Sociologist				9
ASE	English Teacher				5
ARI	Architect				4
Α	Editor	1			0
Al	Technical Writer)			-3
Α	Artist	1			-4
Α	Reporter	1			-6
AIR	Medical Illustrator	į			-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 0*NET™ online at http://www.onetonline.org

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

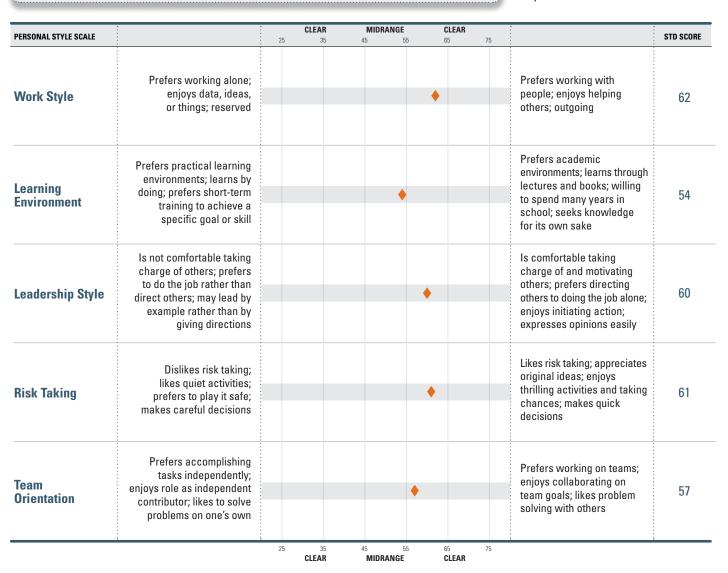
- 1. You likely prefer working with people.
- 2. You seem to prefer to learn by doing and through lectures and books.
- 3. You probably prefer to lead by taking charge.
- 4. You may like taking risks.
- 5. You probably enjoy participating in teams.

Clear Scores (Below 46 and above 54)

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

Midrange Scores (46-54)

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



PROFILE SUMMARY SECTION 5

YOUR HIGHEST THEMES

Enterprising, Social, Realistic

YOUR THEME CODE

ESR

YOUR TOP FIVE INTEREST AREAS

- 1. Sales (E)
- 2. Management (E)
- 3. Social Sciences (S)
- 4. Politics & Public Speaking (E)
- 5. Marketing & Advertising (E)

Areas of Least Interest

Culinary Arts (A)

Visual Arts & Design (A)

Programming & Information Systems (C)

YOUR TOP TEN STRONG OCCUPATIONS

- 1. Life Insurance Agent (E)
- 2. Buyer (EC)
- 3. Loan Officer/Counselor (E)
- 4. Operations Manager (ER)
- 5. Parks & Recreation Manager (SE)
- 6. Special Education Teacher (SEA)
- 7. Credit Manager (CE)
- 8. Realtor (E)
- 9. Top Executive, Business/Finance (E)
- 10. Florist (EAC)

Occupations of Dissimilar Interest

Physicist (IRA)

Medical Illustrator (AIR)

Mathematician (ICA)

Chemist (IR)

Reporter (A)

YOUR PERSONAL STYLE SCALES PREFERENCES

- 1. You likely prefer working with people.
- 2. You seem to prefer to learn by doing and through lectures and books.
- 3. You probably prefer to lead by taking charge.
- 4. You may like taking risks.

5. You probably enjoy participating in teams.

RESPONSE SUMMARY SECTION 6

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

ITEM RESPONSE PERCENTAGES **Section Title** Strongly Like Like Indifferent Dislike Strongly Dislike 32 37 **Occupations** 13 2 39 7 35 17 Subject Areas Activities 2 49 13 24 12 Leisure Activities 0 33 11 41 15 50 25 25 People 0 0 22 67 11 0 Your Characteristics 0 **TOTAL PERCENTAGE** 40 14 32

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

Total possible responses: 291 Your response total: 286 Items omitted: 5 Typicality index: 23—Combination of item responses appears consistent.





USING YOUR THEMES

YOUR HIGHEST THEMES

YOUR THEME CODE

Enterprising, Social, Realistic

ESR

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

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

Social (S)

EMPATHIC HELPERS

Social students prefer to take a helping or altruistic approach involving teaching, developing, or caring for others.

TYPICAL COLLEGE MAJORS							
Child Development	Ethnic Studies	Nursing	Secondary Education				
Counseling	Family Studies	Occupational Therapy	Social Work				
Criminology	Health Education	Physical Education	Special Education				
Dietetics/Nutrition	Hearing and Speech	Public Health	Substance Abuse Counseling				
Elementary Education	Home Economics	Recreation	Urban Studies				
ESL Teaching	Human Services	Religious Studies	Women's Studies				

Realistic (R) PRACTICAL DOERS

Realistic students prefer to take an active hands-on approach involving construction, mechanical, or outdoor activities.

TYPICAL COLLEGE MAJORS						
Agriculture	Electronics	Horticulture	Military Science			
Animal Science	Facilities Management	Industrial Arts Education	Natural Resources			
Automotive Services	Fire Science	Landscape Architecture	Physical Fitness and Training			
Civil Engineering	Fish and Wildlife Management	Law Enforcement	Plumbing			
Computer Technology	Forestry	Mechanical Engineering	Transportation			
Drafting	Heating, Air Conditioning, and	Medical Technology	Welding			
Earth Science	Refrigeration		-			

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).

SALES — Very High

Selling products or services, or working with salespeople

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

MANAGEMENT — High

Supervising, organizing, leading, and directing others

CAMPUS ORGANIZATIONS/ACTIVITIES	INTERNSHIPS/JOB SETTINGS	COLLEGE COURSES
Business Student Organization	Government Intern	Business Administration
Residence Hall Advisor	Management Trainee	Finance
Student Organization Leader	Student Affairs Office	Marketing

SOCIAL SCIENCES — High

Studying people, groups, society, and culture

CAMPUS ORGANIZATIONS/ACTIVITIES	INTERNSHIPS/JOB SETTINGS	COLLEGE COURSES
Archeology Project Community Service Group	Consumer Research Firm Social Science Research Assistant	Anthropology Ethnic Studies
Social Action Group	Study Abroad	Sociology

POLITICS & PUBLIC SPEAKING — High

Persuading and influencing others verbally

CAMPUS ORGANIZATIONS/ACTIVITIES	INTERNSHIPS/JOB SETTINGS	COLLEGE COURSES
College Political Group	Government	Mass Communication
Debate Team	Legislative Intern	Political Science
Student Government	Political Campaign	Speech/Rhetoric

MARKETING & ADVERTISING — High

Marketing, researching, and developing advertising campaigns for products or services

CAMPUS ORGANIZATIONS/ACTIVITIES	INTERNSHIPS/JOB SETTINGS	COLLEGE COURSES
	Advertising Company Company Marketing Department Retail Management	Business Management Communication 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
Life Insurance Agent	E	BA, preferably in business or economics	Finance Accounting Marketing	Real Estate Sales Stockbroker Insurance Investigator
Buyer	EC	High school diploma, AA, or BA	Marketing Business Management Accounting	Sales Manager Marketing Manager Public Relations Manager
Loan Officer/Counselor	E	High school diploma, AA, or BA	Finance Economics Accounting	Financial Planner Insurance Agent Real Estate Broker
Operations Manager	ER	AA or BA in business management	Human Resources Business Management Accounting	Purchasing Manager Conference Planner Customer Service Supervisor
Parks & Recreation Manager	SE	BA or MA in recreation or leisure studies	Physical Education Recreation Studies Business Management	Health Club Manager Resort Manager Athletic Director
Special Education Teacher	SEA	BA or MA, plus teaching certificate	Education Child Development Psychology	Child Counselor Recreation Therapist Occupational Therapist
Credit Manager	CE	BA or MA in finance, accounting, or related field	Accounting Economics Business Administration	Controller Financial Analyst Insurance Underwriter
Realtor	E	High school diploma, plus license	Real Estate Finance Business Management	Real Estate Appraiser Property Manager Mortgage Broker
Top Executive, Business/ Finance	E	BA or MA in business administration or related field	Business Administration Finance Economics	Financial Manager Hospital Administrator County Administrator
Florist	EAC	High school diploma, AA, or BA	Design Business Management Horticulture	Designer Retailer Gardener

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	 Your score suggests a preference for working closely or frequently with people rather than working alone. You may prefer academic activities that focus on interpersonal interactions, such as study groups, group assignments, and helping others, rather than studying and researching on your own. 			
Learning Environment	 Your score suggests you may prefer a balance between learning by doing and learning through academic course work. At times you may enjoy attending lectures or reading theory, and at other times you may prefer hands-on practical training. 			
Leadership Style	 Your score suggests a preference for taking charge through meeting, persuading, and directing others. You may enjoy leading a student organization, coordinating campus events, or facilitating classroom discussions. 			
Risk Taking	 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	 Your score suggests a preference for team-based activities and for collaborating with others to solve problems. You may enjoy group projects, interactive seminars, and getting involved in campus groups and committees. 			

See Applying Your Strong Results to College Majors at https://www.skillsone.com/Pdfs/Strong_College_Majors.pdf for guidance about researching and deciding on an academic major.



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: ESR

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

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

ТНЕМЕ	CODE	DEFINITION	CAREER FIELDS	PERSONAL DESCRIPTORS	LEISURE ACTIVITIES
Conventional	С	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
Investigative	ı	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	А	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

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 Social. 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

- · Human resource management
- Nonprofit management
- · Career/life coaching
- · Training and development
- · Hospitality management
- Mediation and arbitration

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	ES Persuading others of the value of something that is personally meaningful, or managing or supervising in a helping environment		
Social	Helping others	SE Helping others through influence and persuasion, or helping others in a business environment		

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 helping others.

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
Sales	Enterprising	Developing new prospectsEntertaining clientsTraveling for business
Management	Enterprising	 Supervising and directing others Participating in executive leadership programs Managing a department or office
Social Sciences	Social	Learning about people and culturesStudying changes in societyTeaching and research
Politics & Public Speaking	Enterprising	 Making public presentations Running for political office Serving on a school board
Marketing & Advertising	Enterprising	 Developing advertising campaigns Evaluating profits for new products Collecting consumer information

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		
Life Insurance Agent			Knowledge of methods for promoting and selling products or services Knowledge of administrative and clerical procedures Skill in influencing and persuading others		
Buyer	EC	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	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		
Loan Officer/ Counselor	E	 Meet with applicants to obtain information for loan applications and to answer questions about the process Analyze applicants' financial status to determine feasibility of granting loans Provide guidance to prospective applicants who have problems qualifying for traditional loans 	 Knowledge of principles and methods for showing, promoting, and selling services Skill in talking to others to convey information effectively. Skill in giving full attention to what other people are saying and taking time to understand the points being made 		
Operations Manager	ER	 Plan, direct, or coordinate the operations of companies or organizations Manage daily operations and plan the use of materials and human resources Monitor processes to ensure that they efficiently and effectively provide needed products and services while staying within budget 	Knowledge of management principles involved in strategic planning and coordination of people and resources Ability to establish concrete objectives and specify the actions needed to achieve them		
Parks & Recreation Manager	SE	Organize, lead, and promote interest in recreational activities such as arts, crafts, sports, games, camping, and hobbies Evaluate equipment and facilities and adapt activities to meet participant needs Enforce rules and regulations of recreational facilities to ensure safety	Knowledge of processes for providing customer service, including assessing needs, meeting quality standards, and evaluating customer satisfaction Knowledge of principles and methods for teaching and instruction Skill in coordinating the work and activities of others		
Special Education Teacher	SEA	Teach school subjects and daily living skills to educationally and physically handicapped students Confer with parents, administrators, and others to develop individual educational plans to promote students' educational, physical, and social development	Knowledge of methods for curriculum design, teaching, and instruction Skill in selecting and using training/instructional methods and procedures appropriate to the person Knowledge of human behavior and performance		

YOUR TOP STRONG OCCUPATIONS (continued)

OCCUPATION	THEME CODE	TYPICAL WORK TASKS	SELECTED KNOWLEDGE, SKILLS, ABILITIES
Credit Manager	CE	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	 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
Realtor	E	Rent, buy, or sell property for clients Discuss conditions of sale and draw up real estate contracts	 Knowledge of methods for showing, promoting, and selling products or services Knowledge of laws and regulations governing real estate Skill in giving full attention to what other people are saying
Top Executive, Business/Finance	E	Formulate business strategies and provide overall direction of financial organizations Confer with board members, organizational officials, and staff members to coordinate activities and resolve problems related to business and finance Appoint department heads or managers and delegate responsibilities to subordinates	Knowledge of strategic planning, resource allocation, and leadership Knowledge of financial markets, banking, and the analysis and reporting of financial data Ability to establish long-range objectives and specify strategies and objectives to achieve them
Florist	EAC	Cut and arrange flowers, foliage, bouquets, and wreaths Confer with customers regarding price, type of arrangement desired, and the date, time, and place of delivery Inform customers about the care, maintenance, and handling of various plants and flowers	Knowledge of horticulture Knowledge of processes for providing customer service, including meeting quality standards and evaluating customer satisfaction

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			
	 You work more with people than with ideas, data, or things. 			
Work Style	You can interact with colleagues or customers on a regular basis.			
	 You don't have to spend a lot of time alone writing reports or analyzing data. 			
	You can learn both ideas and skills.			
Learning Environment	You can balance your learning between reading and listening to lectures and hands-on experience.			
	You can apply new ideas to concrete problems.			
	You can assume leadership for teams or projects.			
Leadership Style	You can be outspoken and voice your opinion.			
	You can direct others.			
	 You have opportunities to take physical, financial, or social risks. 			
Risk Taking	• You can jump right in without a lot of planning.			
	• There are plenty of new opportunities to pursue.			
	You can collaborate with others on team goals.			
Team Orientation	You can reach decisions by consensus.			
	You can share responsibility and accomplishments with others.			

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
- Social
- Realistic

PERSONAL AND WORK ENVIRONMENT DESCRIPTORS

- Fast paced, assertive, influential
- Helpful, collaborative, cooperative
- · Practical, hands-on, product driven

SPECIFIC INTERESTS FOR WORK, LEISURE, AND LEARNING

- Developing new prospects
- Entertaining clients
- Traveling for business
- · Supervising and directing others
- Participating in executive leadership programs
- Managing a department or office

- Learning about people and cultures
- . Studying changes in society
- Teaching and research

CAREERS THAT MIGHT BE MOST APPEALING TO YOU

- Life Insurance Agent
- Buyer
- Loan Officer/Counselor
- Operations Manager
- Parks & Recreation Manager

- Special Education Teacher
- Credit Manager
- Realtor
- Top Executive, Business/Finance
- Florist

HOW YOU LIKE TO WORK AND LEARN

- Interacting with others on a regular basis
- A combination of practical and theoretical learning
- Assuming leadership and directing others
- Taking risks and pursuing new opportunities
- With others, sharing responsibility and achievement

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.

LEVELS OF SKILLS CONFIDENCE BY THEME

Your *Skills Confidence Inventory* results describe how you perceive your own capabilities in performing activities related to the same six broad areas represented by the General Occupational Themes. Keep in mind that these results may not reflect your actual abilities; the results reflect how you rate yourself. Your own rating may influence what kinds of activities you try or avoid and may determine what occupations or educational programs you consider as possibilities for exploration.

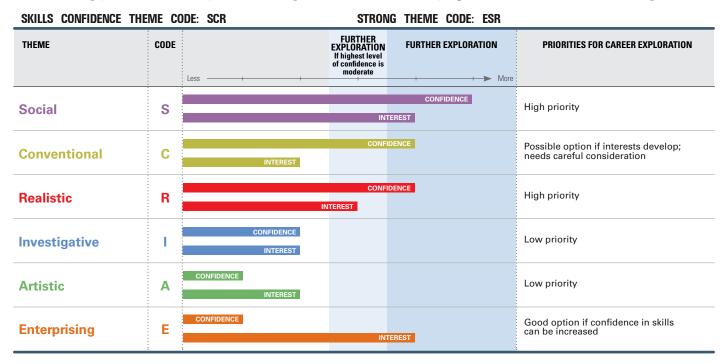
Your confidence in each of the six areas is shown below. Additionally, you will see a Skills Confidence Theme code, which summarizes the areas in which you feel most confident performing particular activities.

SKILLS CONFIDENCE THEME CODE: SCR

THEME	CODE	CONFIDENCE SCI	ORE & LEVEL 3 4 5	SCORE (1–5)	TYPICAL SKILL AREAS
Social	S		VERY HIGH	4.6	Education, counseling, social service
Conventional	С		HIGH	3.9	Finance, computers, organization
Realistic	R		HIGH	3.6	Outdoor work, construction, repair
Investigative	1	итте		2.3	Research, math, science
Artistic	Α	VERY LITTLE		1.6	Creative expression, music, design
Enterprising	Е	VERY LITTLE		1.6	Sales, speaking, management

COMPARISON OF LEVELS OF SKILLS CONFIDENCE AND INTEREST

The chart below compares your skills confidence levels with your interest levels as measured by the *Strong*. Your Skills Confidence Theme code is shown above the chart, as is your *Strong* Theme code. Use this comparison of confidence and interest to help you select Themes you'd like to explore further to find satisfying career, educational, and leisure options.



Total responses out of 60: 60

See Understanding Your Results on the Skills Confidence Inventory at https://www.skillsone.com/Pdfs/SCI_Understanding.pdf for ideas on using skills confidence information in career exploration.

