

# Help people **make better career choices**

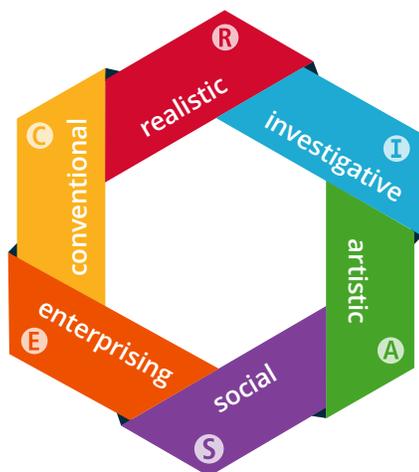


## How can people find careers **that make them happy?**

Follow their interests where possible. If a person knows **what** they like to do, **how** they like to work, and **who** they like to work with, they've got the key self-awareness points to find their dream job.

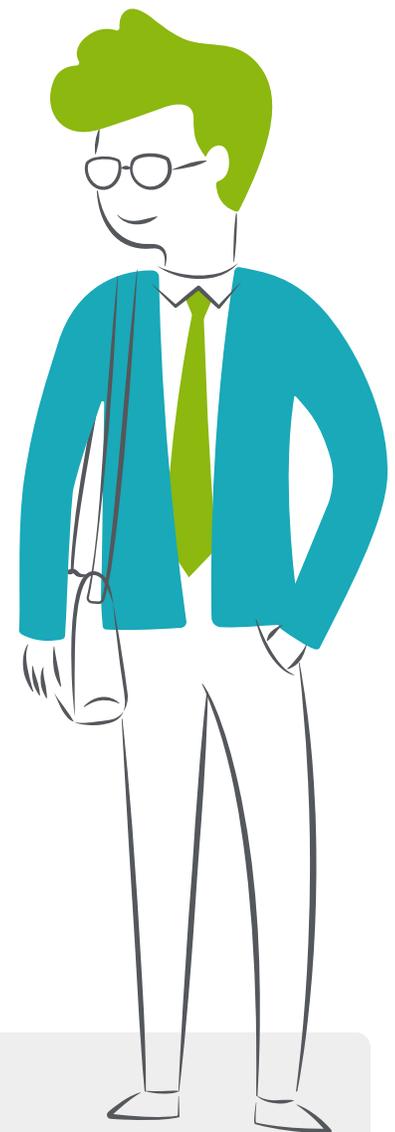
And that's how the Strong® assessment helps people.

It explores work-related interests, using frameworks like the RIASEC model to identify types of careers that fit best.



From there, the Strong assessment uses empirical data to find the 10 most compatible roles from more than 100 options. It also provides data about the required qualifications, training pathways, prospects, and salary ranges of those roles.

Because it combines personal interests with vast industry data, **the Strong assessment is a valuable resource** for career development at any stage of life.



# Why get Strong certified?



## Get Strong certified and you can:

- Support career counseling and education goals for students and school-leavers
- Design career development plans for individuals and leaders
- Guide clients with career challenges, direction changes, or retirement
- Support HR professionals and managers to help their employees be more engaged

## More reasons to choose the Strong assessment:

- Offers direction for people choosing educational pathways
- Can reveal compatible roles that people never even thought about
- Links to O\*NET data and information
- Works well with the MBTI® assessment
- Gives insights into non-career interests such as hobbies or volunteer opportunities

## Praise for the Strong Certification Program

“ We have been using the Strong assessment in our career development classes for employees for a number of years. We want to help our employees identify their key areas of interest so they can better leverage their skills. Our goal is to improve employee engagement, ultimately leading to higher rates of employee retention.

Bob Klein Schmidt, Senior Organization Development Consultant, The Johns Hopkins University

“ For us, the Strong Interest Inventory really helps as part of our program, to support students or clients verify and discover their calling.

Dave Broza, Director, Career Development and Calling, Bethel University

“ A good instrument to invest in with a good return on the investment for your students.

Kathleen I Powell, Administrator, The College of William & Mary

Find out more about [Strong Certification](https://www.themyersbriggs.com) at [www.themyersbriggs.com](https://www.themyersbriggs.com)