Strong Interest Inventory®

strong™

Building A Life That Matters –
Career Planning with the Strong Interest Inventory®

Faced with rapidly changing, often confusing occupational options, your clients need solid, state-of-the-art career counselling advice. The Strong Interest Inventory® instrument is the most respected and widely used career planning instrument in the world. The *Strong* enables clients to discover their interests and chart a plan of action for achieving a satisfying life of work and leisure.

For nearly 80 years, the *Strong* has empowered individuals – from high school and college students to adults in career transition – in their search for a rich and fulfilling career. Newly revised, reflecting all the latest changes in the world of work and study, this authoritative assessment is more powerful than ever:

- More focus on business and technology careers
- Norm group representative of ethnic, racial, and demographic workforce diversity
- Updated General Occupational Themes
- Expanded Basic Interest Scales, Occupational Scales, and Personal Style Scales
- User-friendly, well-organized, highly intuitive results presentation

The *Strong* generates an in-depth assessment of your clients' interests among a broad range of occupations, work and leisure activities, and educational subjects. To reveal your clients' interest patterns, it presents results on a variety of complementary themes and scales:

- The General Occupational Themes map out broad interest patterns to describe personalities and preferred work environments
- The Basic Interest Scales provide more specific information about your clients' areas of interest
- The Occupational Scales relate your clients' interest patterns to those of satisfied workers within the occupation
- The Personal Style Scales describe your clients' preferred style of working, learning, leading, risk taking, and team participation

Reports for Defining Success

STRONG PROFILE:

Paints a clear picture of how an individual's interests and preferences link to various jobs, work settings, and career fields – a valuable tool for exploring choices and planning for the future.

**STRONG PROFILE, HIGH SCHOOL EDITION:**

Matches individual interests to occupations, educational programs, work environments, and volunteer opportunities to help students make some of their most important first choices.

STRONG PROFILE, COLLEGE EDITION:

Provides a wealth of tips, advice, and insight to help students evaluate academic programs, plan for a first job or postgraduate study, and prepare for success in the world of work.

STRONG INTERPRETIVE REPORT:

The most comprehensive report for the *Strong* assessment zeroes in on an individual's top 10 potential occupations, detailing typical tasks and key achievement motivators, and the knowledge, skills, and abilities required for success.
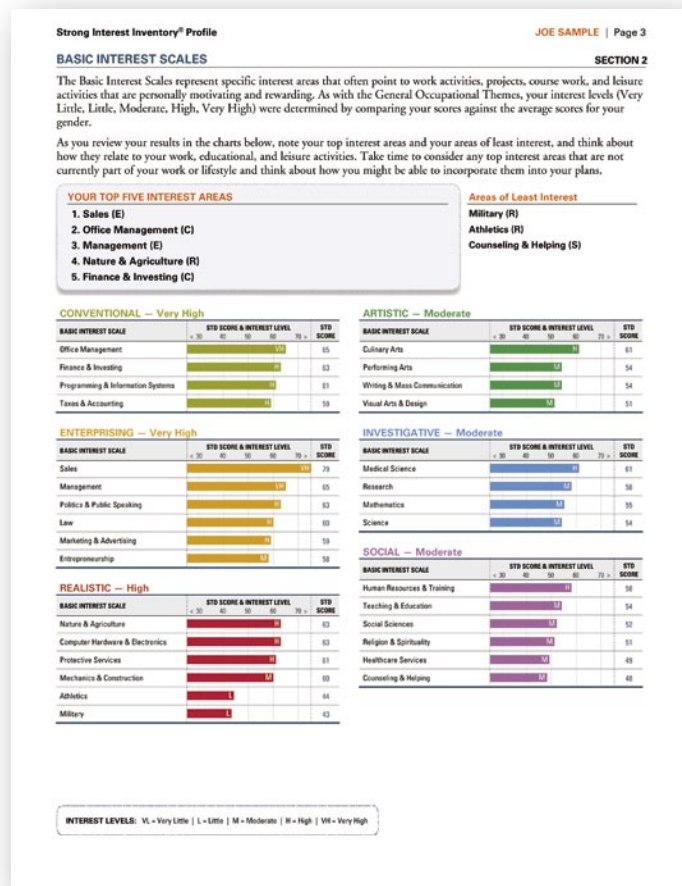
World-Class Resources and Training Products

Numerous resources designed by certified career professionals and experts in the field are available to help counsellors and trainers work successfully with individuals and teams in any setting. Select from a wide range of individual products, including:

- award-winning books by expert authors
- customizable training programs
- all-in-one workshop packages with detailed agendas, scripts for facilitators, checklists, and reproducible handouts.

References & Interpretation
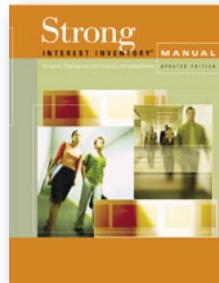
STRONG MANUAL

This comprehensive guide provides detailed information on reliability, validity, and strategies for interpreting the instrument's various scales and themes.
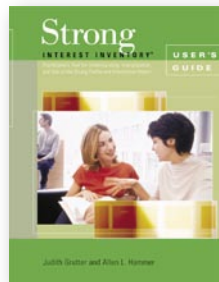
STRONG USER'S GUIDE

This step-by-step handbook offers practical tips and valuable strategies for individual and group interpretation of the *Strong*. It includes helpful scripts and reproducible masters that provide a framework for delivering *Strong* results to clients.

WHERE DO I GO NEXT?

This interpretive booklet helps clients work through their results on the *Strong* to better understand their career interests, and provides expanded information to help explain their results on the *Strong* GOT and Basic Interest Scales.