



Strong Interest Inventory®

Profile with High School 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 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
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
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
Artistic	A	Self-expression, art appreciation, communication, culture	Composing music, performing, writing, creating visual art	Creativity, musical ability, artistic expression	Beauty, originality, independence, imagination
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
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	YOUR THEME CODE
Enterprising, Social, Conventional	ESC

THEME	CODE	STANDARD SCORE & INTEREST LEVEL					STD SCORE
		30	40	50	60	70	
Enterprising	E	[Bar from 30 to 67] VERY HIGH					67
Social	S	[Bar from 30 to 58] HIGH					58
Conventional	C	[Bar from 30 to 53] MODERATE					53
Artistic	A	[Bar from 30 to 49] MODERATE					49
Realistic	R	[Bar from 30 to 48] LITTLE					48
Investigative	I	[Bar from 30 to 40] LITTLE					40

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. Culinary Arts (A)
3. Marketing & Advertising (E)
4. Human Resources & Training (S)
5. Entrepreneurship (E)

Areas of Least Interest

- Religion & Spirituality (S)
- Writing & Mass Communication (A)
- Social Sciences (S)

ENTERPRISING — Very High

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Sales	VH					74
Marketing & Advertising	VH					66
Entrepreneurship	H					60
Management	M					58
Law	M					52
Politics & Public Speaking	L					44

SOCIAL — High

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Human Resources & Training	H					61
Teaching & Education	H					58
Healthcare Services	M					54
Counseling & Helping	M					51
Social Sciences	L					41
Religion & Spirituality	VL					34

CONVENTIONAL — Moderate

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Programming & Information Systems	H					60
Office Management	H					57
Finance & Investing	M					51
Taxes & Accounting	M					46

ARTISTIC — Moderate

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Culinary Arts	VH					67
Visual Arts & Design	M					55
Performing Arts	M					52
Writing & Mass Communication	L					39

REALISTIC — Little

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Athletics	M					61
Computer Hardware & Electronics	M					47
Nature & Agriculture	M					46
Military	L					45
Protective Services	L					43
Mechanics & Construction	L					43

INVESTIGATIVE — Little

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Research	M					50
Medical Science	M					45
Science	L					43
Mathematics	L					42

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. Facilities Manager (ECS)
3. Restaurant Manager (ECR)
4. Technical Sales Representative (ER)
5. Special Education Teacher (SEA)
6. Flight Attendant (EAS)
7. Wholesale Sales Representative (E)
8. Food Service Manager (CES)
9. Parks & Recreation Manager (SE)
10. Florist (EAC)

Occupations of
Dissimilar Interest

- Physicist (IRA)
- Mathematician (ICA)
- 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.

OCCUPATIONAL SCALES

SECTION 3

ENTERPRISING — Selling, Managing, Persuading

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
EC	Buyer										70
ECS	Facilities Manager										68
ECR	Restaurant Manager										65
ER	Technical Sales Representative										65
EAS	Flight Attendant										61
E	Wholesale Sales Representative										61
EAC	Florist										59
ER	Chef										57
ER	Optician										56
E	Life Insurance Agent										53
ER	Operations Manager										53
EA	Cosmetologist										52
EAR	Bartender										49
E	Loan Officer/Counselor										49
E	Realtor										49
ESR	Human Resources Specialist										48
E	Marketing Manager										48
ECR	Purchasing Agent										47
E	Top Executive, Business/Finance										47
E	Personal Financial Advisor										44
E	Sales Manager										40
E	Securities Sales Agent										40
ESA	Elected Public Official										13

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>

SOCIAL — Helping, Instructing, Caregiving

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
SEA	Special Education Teacher										64
SE	Parks & Recreation Manager										60
S	Middle School Teacher										53
SA	Speech Pathologist										51
S	Elementary School Teacher										48
SEC	Dietitian										46
SER	Human Resources Manager										46
S	Career Counselor										44
S	Instructional Coordinator										43
S	Community Service Director										42
SAR	Recreation Therapist										41
SA	University Administrator										40
SE	School Counselor										39
SAE	Training & Development Specialist										39
SRA	Rehabilitation Counselor										36
S	Secondary School Teacher										35
SA	Occupational Therapist										33
SIR	Athletic Trainer										30
SIR	Physical Therapist										27
S	Mental Health Counselor										26
SEC	School Administrator										25
SA	Social Worker										23
S	Religious/Spiritual Leader										17
SAI	Registered Nurse										4

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		
CES	Food Service Manager										60
CSR	Administrative Assistant										56
CR	Customer Service Representative										55
CES	Business Education Teacher										51
CRE	Business/Finance Supervisor										51
CES	Nursing Home Administrator										50
CE	Credit Manager										49
CRE	Financial Analyst										47
CRE	Accountant										43
CA	Paralegal										42
C	Health Information Specialist										41
CRE	Financial Manager										37
C	Auditor										35
CIS	Mathematics Teacher										22
CI	Actuary										2

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>

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	Arts/Entertainment Manager										44
AE	Interior Designer										36
A	Musician										31
AE	Advertising Account Manager										29
AS	Art Teacher										24
ARE	Photographer										22
AE	Broadcast Journalist										18
A	Graphic Designer										17
A	Librarian										17
AI	Urban & Regional Planner										17
ASI	ESL Instructor										15
ARI	Architect										14
AI	Translator										14
ARE	Attorney										13
AE	Public Relations Director										11
A	Artist										8
A	Editor										7
ASE	Public Administrator										7
AI	Technical Writer										7
A	Reporter										2
AIR	Medical Illustrator										-3
AI	Sociologist										-4
ASE	English Teacher										-6

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		
REC	Management Analyst										47
RCE	Military Enlisted										46
RCE	Production Worker										46
RI	Radiologic Technologist										45
RC	Farmer/Rancher										44
R	Law Enforcement Officer										44
REI	Horticulturist										43
RC	Computer & IS Manager										41
R	Automobile Mechanic										39
RCI	Technical Support Specialist										39
RCI	Computer Systems Analyst										38
RE	Landscape/Grounds Manager										37
RIC	Computer/Mathematics Manager										36
RSE	Vocational Agriculture Teacher										36
RI	Emergency Medical Technician										34
RIC	Electrician										33
RIC	Computer Programmer										26
RIC	Software Developer										26
REA	Carpenter										22
RIC	Network Administrator										22
REC	Military Officer										21
RI	Engineer										19
RI	Forester										15
RIC	Engineering Technician										10
RI	Firefighter										8

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			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
ICE	Pharmacist										34
ISA	Chiropractor										23
IRE	Medical Technician										21
IRC	Medical Technologist										21
I	University Faculty Member										19
IRS	Science Teacher										18
IRS	Respiratory Therapist										13
IR	Optometrist										11
ICR	Computer Scientist										10
IRA	Geologist										9
IRC	R&D Manager										9
IR	Dentist										8
IAS	Psychologist										8
IA	Biologist										0
IA	Geographer										-4
IR	Veterinarian										-5
IR	Chemist										-8
IAR	Physician										-11
ICA	Mathematician										-12
IRA	Physicist										-43

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.
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			66
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			50
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			48
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			60

PROFILE SUMMARY

SECTION 5

YOUR HIGHEST THEMES	YOUR THEME CODE
Enterprising, Social, Conventional	ESC

YOUR TOP FIVE INTEREST AREAS

1. Sales (E)
2. Culinary Arts (A)
3. Marketing & Advertising (E)
4. Human Resources & Training (S)
5. Entrepreneurship (E)

Areas of Least Interest

- Religion & Spirituality (S)
- Writing & Mass Communication (A)
- Social Sciences (S)

YOUR TOP TEN STRONG OCCUPATIONS

1. Buyer (EC)
2. Facilities Manager (ECS)
3. Restaurant Manager (ECR)
4. Technical Sales Representative (ER)
5. Special Education Teacher (SEA)
6. Flight Attendant (EAS)
7. Wholesale Sales Representative (E)
8. Food Service Manager (CES)
9. Parks & Recreation Manager (SE)
10. Florist (EAC)

Occupations of Dissimilar Interest

- Physicist (IRA)
- Mathematician (ICA)
- Physician (IAR)
- Chemist (IR)
- English Teacher (ASE)

YOUR PERSONAL STYLE SCALES PREFERENCES

1. You likely prefer 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	8	33	6	40	13
Subject Areas	9	26	0	54	11
Activities	12	38	11	34	6
Leisure Activities	25	25	14	21	14
People	6	44	0	44	6
Your Characteristics	11	67	0	22	0
TOTAL PERCENTAGE	11	34	7	38	10

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: 19—Combination of item responses appears consistent.



BEYOND HIGH SCHOOL: EXPLORING YOUR OPTIONS

Like a puzzle, career exploration involves many interlocking pieces of information. Your results on the *Strong Interest Inventory*® assessment provide valuable pieces for your career exploration puzzle. Putting these pieces together will give you a clear picture of your educational and career options.

GENERAL OCCUPATIONAL THEMES

One set of key pieces from the *Strong* is the General Occupational Themes. The table below lists the Themes in rank order according to your interest levels. You can use these Themes to identify educational programs, volunteer or job possibilities, and work environments that appeal to you. This table lists just a few of the many options available. To get some ideas, you may want to highlight school subjects, jobs, and environments you'd like to explore. Note that educational programs that can be completed in less than four years are shown in italics in the table.

THEME	CODE	EDUCATIONAL PROGRAMS	VOLUNTEER & JOB POSSIBILITIES	WORK ENVIRONMENTS
Enterprising	E	Business, management, international relations, law, marketing, <i>sales</i> , public relations, entrepreneurship, political science, advertising	Concessions clerk, fast-food shift manager, page in state legislature, political campaign volunteer, retail salesclerk, waiter/waitress	Real estate office, law office, marketing department, retail or wholesale business, advertising firm
Social	S	Counseling, education, <i>health services</i> , nursing, sociology, religion, human resources, training and development	Camp counselor, city recreation coach, day-care helper, nurse's aide, religion teacher, tour guide	Community organization, hospital, personnel office, religious organization, school, youth center
Conventional	C	Accounting, <i>court reporting</i> , <i>office management</i> , <i>medical administration</i> , statistics, finance, information systems, computer programming, investing	Data processor, janitorial services, newspaper carrier, office assistant, receptionist, restaurant worker, stock clerk	Accounting firm, bank, courthouse, database division, insurance agency, office, quality control division

PERSONAL STYLE SCALES

Another set of key *Strong* puzzle pieces is personal characteristics, as indicated by your results on the Personal Style Scales. Your preferred styles are outlined below. Highlight phrases that fit you. As you gather facts about possible careers or educational programs, consider whether the options you investigate seem to suit you.

WORK STYLE

- Enjoy working with others
- Like to help people
- Prefer to be outgoing

LEARNING ENVIRONMENT

- Like to learn in hands-on settings
- Prefer short-term educational training to achieve career goals
- Learn by doing or trying things

LEADERSHIP STYLE

- Like both leading by example and leading by directing others
- Are equally comfortable taking charge and allowing others to take the lead
- May or may not enjoy being persuasive

RISK TAKING

- Like to take risks on occasion
- Enjoy adventurous, thrilling activities if you weigh risks beforehand
- Make some decisions impulsively and others thoughtfully

TEAM ORIENTATION

- Enjoy work environments that allow you to be part of a team
- Prefer collaborating on shared team goals
- Like solving problems with others rather than by yourself

BASIC INTEREST SCALES

Another set of key pieces from the *Strong* is specific interest areas and activities relevant to the world of work, as indicated by your results on the Basic Interest Scales. Your top five interest areas are shown below. These areas are likely to be motivating and rewarding for you. You may want to highlight phrases that appeal to you.

SALES — Very High

This area represents an interest in selling products or services.

IN A JOB, YOU VALUE	CAREERS YOU MIGHT ENJOY EXPLORING	YOU MIGHT SPEND YOUR WORK TIME
Making a profit Closing a deal Competition	Buyer/Purchasing Agent Retail Salesperson Customer Service Representative Sales Manager Realtor	Helping customers purchase products Buying products for retail sales Selling products over the phone or on the Internet Specializing in selling particular products Selling products to companies and individuals Working on a commission basis

CULINARY ARTS — Very High

This area represents an interest in cooking and entertaining.

IN A JOB, YOU VALUE	CAREERS YOU MIGHT ENJOY EXPLORING	YOU MIGHT SPEND YOUR WORK TIME
Skillful and attractive food preparation Entertaining others Creating new dishes	Maitre D'/Food Server Chef Restaurant Manager Caterer Event Planner	Providing attractive food Planning and preparing food for special occasions Learning about the foods we eat Creating new menu items Ordering and planning for food preparation Taking reservations and greeting diners

MARKETING & ADVERTISING — Very High

This area represents an interest in promoting products or services.

IN A JOB, YOU VALUE	CAREERS YOU MIGHT ENJOY EXPLORING	YOU MIGHT SPEND YOUR WORK TIME
Influencing others Aesthetic product appeal Creativity	Advertising Manager Promotions Manager Merchandise Buyer Copywriter Creative Director	Developing marketing plans Predicting market trends Designing promotional events Writing ads for Web campaigns and print or broadcast media Tracking the success of advertising campaigns Developing brand identity for companies and products

HUMAN RESOURCES & TRAINING — High

This area represents an interest in training and developing employees and managing employment activities.

IN A JOB, YOU VALUE	CAREERS YOU MIGHT ENJOY EXPLORING	YOU MIGHT SPEND YOUR WORK TIME
Communication A productive workforce Continuing education	Training and Development Specialist Human Resources Manager Employee Benefits Coordinator Corporate Trainer Organization Development Consultant	Recruiting and hiring employees to fill job openings Designing and conducting training programs Handling personnel issues Coordinating employee benefits Retraining displaced employees Ensuring policies comply with employment laws

ENTREPRENEURSHIP — High

This area represents an interest in developing and managing new businesses.

IN A JOB, YOU VALUE	CAREERS YOU MIGHT ENJOY EXPLORING	YOU MIGHT SPEND YOUR WORK TIME
Being your own boss Taking chances Making money	Small Business Owner Real Estate Developer Marketing Manager Sales Manager Business Consultant	Managing daily business operations Making all work-related decisions Putting in long hours to succeed Taking full responsibility for success and failure Writing business plans Seeking financing/raising money

See Putting Together Your Career Puzzle at https://www.skillsone.com/Pdfs/Strong_HS_puzzle.pdf for steps you can take to use your interests and specific personal characteristics to identify and evaluate career and educational options.



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: ESC	
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
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, participating in civic organizations, volunteering, exercising

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

THEME	CODE	DEFINITION	CAREER FIELDS	PERSONAL DESCRIPTORS	LEISURE ACTIVITIES
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
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
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

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	<ul style="list-style-type: none"> • Developing new prospects • Entertaining clients • Traveling for business
Culinary Arts	Artistic	<ul style="list-style-type: none"> • Preparing dinner for guests • Trying new recipes • Catering
Marketing & Advertising	Enterprising	<ul style="list-style-type: none"> • Developing advertising campaigns • Evaluating profits for new products • Collecting consumer information
Human Resources & Training	Social	<ul style="list-style-type: none"> • Training new employees • Facilitating leadership programs • Leading career development groups
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 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
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
Facilities 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
Restaurant Manager	ECR	<ul style="list-style-type: none"> Review menus and assign prices to menu items Estimate food and beverage consumption to anticipate amounts to be purchased Monitor compliance with health regulations Hire and supervise employees engaged in serving food 	<ul style="list-style-type: none"> Knowledge of management principles involved in coordination of people and resources Knowledge of processes for providing customer service, including meeting quality standards and evaluating customer satisfaction Knowledge of personnel recruitment, selection, training, benefits, and labor relations policies
Technical Sales Representative	ER	<ul style="list-style-type: none"> Sell equipment or services for wholesalers or manufacturers where basic technical or scientific knowledge is required Study research or technical data on products Evaluate customer needs and emphasize product features based on technical knowledge of product capabilities and limitations 	<ul style="list-style-type: none"> Knowledge of principles and methods for showing, promoting, and selling products or services, including marketing strategy and tactics, product demonstration, sales techniques, and sales control systems Technical knowledge in the particular field
Special Education Teacher	SEA	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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
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
Wholesale Sales Representative	E	<ul style="list-style-type: none"> • Contact regular and prospective customers to demonstrate products, explain product features, and solicit orders • Recommend products to customers based on their needs and interests • Answer customers' questions about products, prices, availability, product uses, and credit terms 	<ul style="list-style-type: none"> • Knowledge of showing, promoting, and selling products or services • Knowledge of principles and processes for providing customer services and evaluation of customer satisfaction • Skill in talking to others to convey information effectively
Food Service Manager	CES	<ul style="list-style-type: none"> • Plan menus and service based on anticipated number of people, nutritional value, popularity, and costs • Monitor compliance with health regulations • Coordinate cooking personnel in order to ensure economical use of food items and timely preparation 	<ul style="list-style-type: none"> • Knowledge of principles and processes for providing customer service, including assessing needs, meeting quality standards, and evaluating customer satisfaction • Skills in time management and coordinating the activities of others
Parks & Recreation Manager	SE	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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
Florist	EAC	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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
Work Style	<ul style="list-style-type: none"> You work more with people than with ideas, data, or things. 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.
Learning Environment	<ul style="list-style-type: none"> You can learn new skills. You can learn through hands-on experience. You can apply your learning to concrete problems.
Leadership Style	<ul style="list-style-type: none"> You can assume leadership when necessary. You can take charge of some projects but not others. You can voice your opinion or not, depending on the circumstances.
Risk Taking	<ul style="list-style-type: none"> You can take some risks but not others. You can be cautious and yet also take chances with decisions. You have a balance between security and excitement.
Team Orientation	<ul style="list-style-type: none"> You can collaborate with others on team goals. 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
- Conventional

PERSONAL AND WORK ENVIRONMENT DESCRIPTORS

- Fast paced, assertive, influential
- Helpful, collaborative, cooperative
- Organized, efficient, accurate

SPECIFIC INTERESTS FOR WORK, LEISURE, AND LEARNING

- | | |
|---|--|
| <ul style="list-style-type: none"> • Developing new prospects • Entertaining clients • Traveling for business • Preparing dinner for guests • Trying new recipes • Catering | <ul style="list-style-type: none"> • Developing advertising campaigns • Evaluating profits for new products • Collecting consumer information |
|---|--|

CAREERS THAT MIGHT BE MOST APPEALING TO YOU

- | | |
|--|---|
| <ul style="list-style-type: none"> • Buyer • Facilities Manager • Restaurant Manager • Technical Sales Representative • Special Education Teacher | <ul style="list-style-type: none"> • Flight Attendant • Wholesale Sales Representative • Food Service Manager • Parks & Recreation Manager • Florist |
|--|---|

HOW YOU LIKE TO WORK AND LEARN

- | | |
|--|--|
| <ul style="list-style-type: none"> • Interacting with others on a regular basis • Learning new skills to apply to concrete problems • Taking charge of some projects but not others | <ul style="list-style-type: none"> • A combination of caution and excitement • 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.

