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# Strong Interest Inventory® and Myers-Briggs Type Indicator® Career Report

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Report prepared for  
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## INTRODUCTION TO YOUR STRONG AND MBTI® CAREER REPORT

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As part of your career exploration process you recently took two powerful assessments:

- The *Strong Interest Inventory*® (*Strong*) assessment
- The *Myers-Briggs Type Indicator*® (MBTI®) assessment

Both of these tools have been revised and updated through many decades of research and provide the latest, most thorough information available relating career interests, personality, and work environments. Although each assessment is helpful in itself, examining your combined results will expand your understanding of both yourself and your career options.

This report builds on what you have learned from prior interpretations of the *Strong* and MBTI tools. Although the following pages include brief summaries of your *Strong* and MBTI results, make sure that you have discussed each assessment with a career professional first in order to get the most from this report.

### HOW YOU WILL BENEFIT

The Strong and MBTI® Career Report can help you identify

- Work tasks you might find satisfying
- Work environments that would be a good fit
- Specific occupations and career fields you might enjoy
- Ways to alter your work environment to make it more satisfying
- Leisure activities to balance your work life
- Strategies for career development
- Tactics for staying motivated during the career exploration process

### HOW YOUR REPORT IS ORGANIZED

The sections in your Strong and MBTI® Career Report are

- Summary of Your *Strong* and MBTI Results
- Your *Strong* Themes and MBTI Preferences Combined
- Your Personal Style and MBTI Preferences
- Career Fields and Occupations Suggested by Your Combined Results
- Additional Occupations to Explore
- Career Development Strategies
- Successful Career Exploration and Change
- Next Steps

## SUMMARY OF YOUR STRONG AND MBTI® RESULTS

Your results on the *Strong* and MBTI tools are based on the same assumption—that you are most likely to be satisfied and productive if you are working at something you enjoy in an environment you find compatible.

- The *Strong* assessment matches your interests with six types of work environments.
- The MBTI assessment describes your personality type and matches it with types of work.

### YOUR SIX STRONG GENERAL OCCUPATIONAL THEMES

Your *Strong* Profile showed your level of interest in six General Occupational Themes. These Themes reflect broad patterns of interest and are used to describe both people's personalities and the environments in which they work. The Themes below are presented in your order of interest.

- **Enterprising**—Managing, selling
- **Social**—Helping, instructing
- **Conventional**—Accounting, processing data
- **Artistic**—Creating or enjoying art
- **Realistic**—Building, repairing
- **Investigative**—Researching, analyzing

Your highest Themes are **Enterprising** and **Social**.

People with interests in these areas usually enjoy managing people in organizational settings. Making decisions and convincing others of the personal value of a product or service are often important to them.

### YOUR FOUR MBTI® PERSONALITY PREFERENCES

You verified your MBTI personality preferences as follows: **ESFJ**.

- **Extraversion (E)**—Getting energy from and attuning to the outer world of people and activity
- **Sensing (S)**—Taking in information from the five senses and focusing on what is going on around you at the moment
- **Feeling (F)**—Making decisions based primarily on values and subjective consideration of person-centered concerns
- **Judging (J)**—Being organized and decisive and wanting to have things planned and settled

People with ESFJ preferences like to be responsible for setting up and managing programs and procedures that provide practical services to others. They enjoy solving problems using a subjective, person-centered approach, considering their own and others' values.

*If you have any questions about your Strong or MBTI results, be sure to ask your career professional for clarification.*

## YOUR STRONG THEMES AND MBTI® PREFERENCES COMBINED

Your combined *Strong* Theme and MBTI results are described below. Your combined results will help you explore:

- What you might like to do
- Where you might like to work
- How you might like to work and learn

This report focuses on your Enterprising *Strong* Theme because that is the Theme in which you showed the greatest interest. The Enterprising Theme likely represents your strongest career motivator and the kinds of activities you find most energizing. Business-related work environments will probably attract you first.

Your *Strong* results show that you are also quite interested in the Social and Conventional Themes. You may find it helpful to discuss with your career professional how these Themes might affect your career exploration.

### ENTERPRISING + ESFJ—The Helpful Persuaders

<b>Enterprising work environments</b>	<ul style="list-style-type: none"> <li>• Competitive</li> <li>• Fast paced</li> <li>• Business oriented</li> <li>• Focused on those in positions of power and influence</li> </ul>
<b>ESFJs at work</b>	<ul style="list-style-type: none"> <li>• Enjoy providing practical service to others</li> <li>• Organize people and projects to achieve goals</li> <li>• Pay attention to important and relevant facts</li> <li>• Make decisions that promote consensus and harmony</li> </ul>
<b>Enterprising + ESFJ individuals often like</b>	<ul style="list-style-type: none"> <li>• Team-oriented business environments</li> <li>• Sales and customer support positions</li> <li>• Employee assistance programs</li> <li>• Personal service entrepreneurship opportunities</li> </ul>

You can probably tell from the descriptions above that Enterprising work environments are sometimes attractive to ESFJs. You may be appreciated for your ability to:

- Apply what you have learned from past experience
- Pay attention to facts and accuracy
- Make decisions based on cooperation and consensus
- Provide a different outlook that considers the personal aspects of efficiency and productivity

However, some Enterprising work environments may seem a bit too impersonal to you. Your concern for people's feelings may at times be viewed by others as soft or as a sign that you lack focus on the bottom line.

## YOUR PERSONAL STYLE AND MBTI® PREFERENCES

Explained below are your results on the five *Strong* scales that describe your personal style of working and learning, combined with the impact of your MBTI preferences.

### STRONG WORK STYLE + MBTI® TYPE

Your *Strong* result and MBTI preferences for Extraversion and Feeling suggest that you may:

- Enjoy work that offers many opportunities to collaborate with and help others
- Be good at getting others involved in and enthusiastic about group projects
- Want to socialize during and after work, or have a busy social life unrelated to work

### STRONG LEARNING ENVIRONMENT + MBTI® TYPE

Your *Strong* result and MBTI preference for Sensing suggest that you would probably:

- Enjoy practical learning environments in which you can apply what you learn as soon as you learn it
- Like to acquire specific skills that enable you to do a job
- Want a position that offers opportunities for on-the-job training

### STRONG LEADERSHIP STYLE + MBTI® TYPE

Your *Strong* result and MBTI preferences for Extraversion, Sensing, and Feeling suggest that you may:

- Step in and take charge if the situation calls for it and no one else comes forward
- Choose when and where to express your opinions
- Prefer a cooperative work environment that provides for interaction with others but lets you choose when to take charge

### STRONG RISK TAKING + MBTI® TYPE

Your *Strong* result and MBTI preferences for Feeling and Judging suggest that you may:

- Be comfortable in positions that offer new challenges but also provide some security
- Prefer to take on new challenges only after careful planning
- Enjoy discovering or creating new ways to help people

### STRONG TEAM ORIENTATION + MBTI® TYPE

Your *Strong* result and MBTI preference for Extraversion suggest that you would probably:

- Enjoy lots of contact with others and working as part of a team
- Like collaborating on goal setting and problem solving
- Be willing to share the recognition for group efforts

## CAREER FIELDS AND OCCUPATIONS SUGGESTED BY YOUR COMBINED RESULTS

Now that you have seen how your *Strong* Themes and MBTI preferences combine to suggest satisfying tasks and work environments, and how the *Strong* Personal Style Scales and MBTI preferences combine to suggest your styles of working and learning, it is time to narrow your career exploration to career fields and specific occupations.

### CAREER FIELDS FOR ENTERPRISING + ESFJ TYPES

The career fields to the right reflect both Enterprising work environments suggested by your *Strong* results and O\*NET™ job families that attract ESFJ types. You can find out more about these career fields by looking up their codes at <http://www.onetonline.org>. Your career professional can help you explore many other career fields that may appeal to you. These are just a few suggestions to help you get started.

CAREER FIELD	O*NET CODE(S)
Advertising and Promotions Management	11-2011.00
Business Education	25-1011.00
Human Resources	43-4161.00
Customer Service	43-4051.00

### OCCUPATIONS FOR YOUR COMBINED STRONG AND MBTI® RESULTS

The occupations in the table that follows were suggested by both your *Strong* interests and your MBTI type, thus making it likely that you may find them satisfying and enjoyable. Keep in mind that

- Your interests are similar to those of people working in these occupations who like their work
- These occupations tend to attract people with the same MBTI type as you have who are satisfied with their job

These occupations are based on data collected from more than 70,000 people who are satisfied with their jobs and have taken the *Strong* inventory and from more than 90,000 people who are satisfied with their jobs and have taken the MBTI assessment. The occupations from both sources are linked to the occupations found in the O\*NET system of occupational classification developed by the U.S. Department of Labor. For more information about these occupations, click an occupation name in the left column or visit <http://www.onetonline.org> and enter the occupation name in the search box at the Web site.

#### YOUR TOP COMBINED OCCUPATIONS

OCCUPATION	TYPICAL WORK TASKS	SELECTED KNOWLEDGE, SKILLS, ABILITIES (KSAs)
<b>Special Education Teacher</b>	<ul style="list-style-type: none"> <li>• Teach school subjects and daily living skills to educationally and physically handicapped students</li> <li>• Confer with parents, administrators, and others to develop individual educational plans to promote students' educational, physical, and social development</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of methods for curriculum design, teaching, and instruction</li> <li>• Skill in selecting and using instructional training methods and procedures appropriate to the person</li> <li>• Knowledge of human behavior and performance</li> </ul>
<b>Administrative Assistant</b>	<ul style="list-style-type: none"> <li>• Provide high-level administrative support by handling information requests and organizing schedules</li> <li>• Prepare reports, memos, and letters using word-processing, spreadsheet, database, or presentation software</li> <li>• Prepare agendas and make arrangements for meetings</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of administrative and clerical procedures, such as word processing, managing files and records, and office procedures</li> <li>• Skill in coordination of people and resources</li> <li>• Skill in time management for self and others</li> </ul>

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## YOUR TOP COMBINED OCCUPATIONS (continued)

OCCUPATION	TYPICAL WORK TASKS	SELECTED KNOWLEDGE, SKILLS, ABILITIES (KSAs)
<b>Customer Service Representative</b>	<ul style="list-style-type: none"> <li>Confer with customers to provide information about products and services, take or enter orders, cancel accounts, or obtain details of complaints</li> <li>Keep records of customer interactions and transactions</li> <li>Check to ensure that appropriate changes were made to resolve customers' problems</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of principles and processes for providing customer services</li> <li>Knowledge of administrative and clerical procedures and systems</li> <li>Ability to give full attention to what other people are saying and talk to others to convey information effectively</li> </ul>
<b>Life Insurance Agent</b>	<ul style="list-style-type: none"> <li>Sell life, property, casualty, health, automotive, or other types of insurance</li> <li>Discuss advantages and disadvantages of various policies with potential clients</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of methods for promoting and selling products or services</li> <li>Knowledge of administrative and clerical procedures</li> <li>Skill in influencing and persuading others</li> </ul>
<b>Middle School Teacher</b>	<ul style="list-style-type: none"> <li>Adapt teaching methods and instructional materials to meet students' varying needs and interests</li> <li>Establish and enforce procedures for maintaining order among students</li> <li>Confer with parents and other educators to resolve students' behavioral and academic problems</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of principles and methods for curriculum design, teaching and instruction, and the measurement of training effects</li> <li>Skill in teaching others how to do something</li> <li>Ability to communicate information and ideas in speaking so others will understand</li> </ul>
<b>Cosmetologist</b>	<ul style="list-style-type: none"> <li>Apply makeup to customers</li> <li>Consider customers' hair and other physical features to suggest hairstyle or recommend beauty treatment</li> <li>Sell cosmetics and beauty products</li> </ul>	<ul style="list-style-type: none"> <li>Ability to make precisely coordinated movements of the fingers to grasp and manipulate small objects</li> <li>Ability to see details at close range</li> <li>Knowledge of processes for providing customer service, including meeting quality standards and evaluating customer satisfaction</li> </ul>
<b>Speech Pathologist</b>	<ul style="list-style-type: none"> <li>Assess and treat persons with speech, language, voice, and fluency disorders</li> <li>Administer speech/language evaluations or examinations</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of methods for diagnosing and treating speech disorders</li> <li>Knowledge of the structure and content of the English language</li> </ul>
<b>Realtor</b>	<ul style="list-style-type: none"> <li>Rent, buy, or sell property for clients and draw up real estate contracts</li> <li>Advise clients on market conditions, prices, mortgages, legal requirements, and related matters</li> <li>Act as an intermediary in negotiations between buyers and sellers over property prices and settlement details</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of methods for showing, promoting, and selling products or services</li> <li>Knowledge of laws and regulations governing real estate</li> <li>Skill in giving full attention to what other people are saying</li> </ul>
<b>Elementary School Teacher</b>	<ul style="list-style-type: none"> <li>Teach basic academic and social skills</li> <li>Prepare, administer, and grade tests and assignments</li> <li>Confer with interested parties to resolve students' behavioral and academic problems</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of principles and methods for curriculum design, teaching, and instruction</li> <li>Ability to verbally communicate information and ideas so others will understand</li> </ul>
<b>Human Resources Specialist</b>	<ul style="list-style-type: none"> <li>Recruit, interview, screen, hire, and supervise training of staff</li> <li>Negotiate and administer employee compensation and benefits programs</li> <li>Evaluate job positions to determine classification, status, and salary</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of personnel recruitment, selection, training, compensation and benefits, labor relations and negotiation, and personnel information systems</li> <li>Knowledge of principles of strategic planning and coordination of people and resources</li> <li>Skill in understanding written information in work-related documents</li> </ul>

**ACTION STEP**

Do you see a pattern in these occupations? Try highlighting any KSAs or words or phrases that particularly appeal to you. You will probably see some trends emerge.

## ADDITIONAL OCCUPATIONS TO EXPLORE

The occupations listed in the preceding table were suggested because they match *both* your *Strong* interests and your MBTI preferences. There are many other occupations that may also be a good fit for your combined results, or for just one of the assessments. Some of them are listed here.

### OCCUPATIONS TO EXPLORE

Accountant	Occupational Therapist
Athletic Trainer	Optician
Business Education Teacher	Paralegal
Career Counselor	Parks & Recreation Manager
Dietitian	Personal Financial Advisor
Flight Attendant	Production Worker
Florist	Radiologic Technologist
Human Resources Manager	Restaurant Manager
Military Enlisted	School Counselor
Nursing Home Administrator	Secondary School Teacher

Don't be discouraged if the career field or occupation you are considering does not appear on one of your lists. Some people are successful in careers that are not typical for their interest patterns and personality types.

- Try looking at the broader patterns represented by these occupations rather than just at the titles. You may see that certain skill clusters or interest areas emerge.
- You might want to speak with a career professional to explore the unique perspective you could bring to your work, or to head off any stress that might arise as a result of your career choice.

### ACTION STEPS

**As you consider the occupations suggested by your *Strong* and MBTI results, think about how each one fits with your interests and personality. Ask yourself:**

- **Will this career allow me to use my people skills to promote something I believe in?**
- **Will I be working with others toward a common objective?**
- **Will I be appreciated for my ambition and detailed follow-through?**

**Consider the patterns and trends that emerged from your occupational lists, or think about how the occupations might differ.**

- **Are there any skills that are common to almost all of the occupations?**
- **Can you narrow your choices to those that best fit your personality and current interests?**



## CAREER DEVELOPMENT STRATEGIES

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People take the *Strong* and MBTI assessments for many different reasons.

- Some are looking for a good match to start their career.
- Some are considering a career change.
- Some are looking for ways to make their current job more interesting.
- Some are trying to bring more balance into their life.

The activities that follow will help you use your *Strong* and MBTI results to make effective decisions in managing your career.

## ARE YOU LOOKING FOR A GOOD MATCH TO START YOUR CAREER?

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Students and people who are entering the job market for the first time often take the *Strong* inventory and the MBTI assessment to guide them in a career direction that will be interesting and fulfilling. If this is true for you, be sure to consider entry positions that are a good fit for your *Strong* Theme and MBTI preferences. For each career direction you are considering, ask yourself:

Is this a friendly environment that focuses on helping others?

Is this an environment in which practical service and accurate information are rewarded?

Will I be required to focus on ideas and possibilities, or to change the way things are done more than I like?

If you answered “yes” to the first two questions, you are probably considering a career or occupation that is a good fit for your ESFJ preferences.

The third question is a heads-up: Work often includes tasks that are not very appealing. But it is important that such tasks don't take up the majority of your work time.

You will also want your first career position to be a good match for your interests in the *Strong* Enterprising Theme.

Is this work environment more fast paced and profit oriented than reflective and idea driven?

Would I spend more time managing projects and selling products than solving abstract problems?

Would this job allow me to be ambitious, persuasive, and entrepreneurial?

If you answered “no” to any of these questions, try to find a work environment that is a closer fit with your Enterprising Theme.

## ARE YOU CONSIDERING A CAREER CHANGE?

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People who take the *Strong* inventory or the MBTI assessment often do so because they feel some degree of career dissatisfaction. If this is true for you, it may be that your work is not a good fit for your MBTI type. Check the following statements that apply to you.

I work in an environment that is unfriendly, or that requires me to consider what may be logical but isn't necessarily in the best interest of others.

I work in an environment where new ideas and originality are rewarded more than helpfulness and practicality.

I am required to focus on possibilities for the future rather than on information and resources that are helpful right now.

If you checked any of these statements, you probably would be more satisfied in a career that allows you to focus on information or service that is directly helpful to people.

It is also possible that you are working in an environment that is not a good match for your interests in the Enterprising Theme. Check the following statements that apply to you.

I work in an environment that is more reflective and idea driven than fast paced and profit oriented.

I spend more time solving abstract problems than managing projects and selling products.

My job doesn't allow me to be ambitious, persuasive, and entrepreneurial.

If you checked any of the six statements above, consider talking with a career professional about ways to incorporate more of your MBTI preferences into your work or about finding a work environment that is a closer fit with the *Strong* Theme you find most appealing.

## DO YOU LIKE MOST OF WHAT YOU DO AT WORK BUT SOMETIMES WISH YOUR JOB COULD BE MORE INTERESTING?

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As people mature and acquire work experience, it is quite common for them to begin to find appealing work tasks that are not typical for their personality type. If this is true for you, you might want to consider:

- Learning about theories of human development
- Designing research studies that provide a rationale for the services you provide
- Exploring the logical reasons people behave as they do

It may also be that particular characteristics of Themes other than Enterprising appeal to you more than they used to. Consider your secondary Social Theme first, and then the others:

**Social**—Helping others, developing relationships, teaching; working in an environment that is collaborative, supportive, and cooperative

**Conventional**—Organizing, managing information, planning events; working in an environment that is structured, hierarchical, and predictable

**Artistic**—Creating, composing, writing, performing, designing, conceptualizing; working in an environment that is self-expressive, unstructured, and flexible

**Realistic**—Building, repairing, using tools; working in an environment that is product driven, structured, and hands-on

**Investigative**—Analyzing, solving problems, designing; working in an environment that is research oriented, scientific, and scholarly

Highlight any portions of the above statements that seem interesting to you, and consider how to use these interests to enrich the work you are already doing.

## WOULD YOU LIKE MORE BALANCE BETWEEN WORK AND OTHER AREAS OF YOUR LIFE?

Although very important and the major focus of this report, work is only one part of who we are. ESFJ types often find a great deal of satisfaction in the following:

- Taking classes in healthcare and personal services
- Taking on leadership roles in their professional associations or religious/spiritual groups
- Cooking for and entertaining friends and family
- Being active in their children's schools
- Volunteering for organizations that benefit the community

The *Strong* Basic Interest Scales also suggest areas that might be interesting to explore outside of work. Consider your five highest BISs and how you could activate them in leisure and volunteer activities, or by continuing your education.

**Sales**—Helping with community and service club fund-raising events; mentoring a high school student who is interested in sales; investing in real estate; traveling for business; entertaining clients; reading and watching television programs about successful businesspeople; taking classes in management, communication, or sales techniques

**Culinary Arts**—Experimenting with new recipes, ingredients, or techniques; setting a beautiful table for dinner, entertaining friends and family; going to fine restaurants; collecting fine wines; reading magazines about cooking; watching cooking programs on television; taking classes on nutrition or food and wine

**Marketing & Advertising**—Working on a fund-raising campaign for a political candidate; promoting your professional association or service club; volunteering for your local chamber of commerce; reading books and articles about business and economics; taking classes in business administration, communications, or marketing research

**Human Resources & Training**—Attending or conducting leadership training programs; giving presentations at professional association conferences; leading team-building groups; mentoring a high school or college student; reading about organizational development; taking classes in adult development, communication, or personnel theory and practice

**Entrepreneurship**—Starting a business related to something you are passionate about; meeting or reading about successful businesspeople; investing in real estate; working with Junior Achievement programs; developing Internet ads; expanding your network of contacts; reading about business success stories; taking classes in marketing or advertising

If any of these suggestions appeal to you, consider exploring how you might use them to enrich your life and enjoy new activities during your leisure time.

## SUCCESSFUL CAREER EXPLORATION AND CHANGE

Everyone approaches career exploration and change differently. Your score on the *Strong* Risk Taking Personal Style Scale and your MBTI type may help you understand your unique approach.

### RISK TAKING + THINKING–FEELING AND JUDGING–PERCEIVING

Your *Strong* Risk Taking score and your MBTI preference for Feeling and Judging suggest that:

- You are somewhat comfortable taking risks
- Staying committed to your present course and your present relationships is probably more important to you than trying something new
- If you decide to make a change, you will have to be sure it is congruent with your strong values

### STAYING MOTIVATED

Your *Enterprising* Theme suggests that there may be times when the career exploration process seems too internal to you. It may require you to be more contemplative than you like. To keep yourself motivated,

- Be an active user of social media to network and expand on your contacts and connections
- Talk to as many people as possible who work in occupations related to your interests, and check out your reactions with a friend or associate
- Ask a friend to help you examine your decision more closely if you seem to be acting too quickly

**Be sure to capitalize on your ESFJ strengths to help you get past any roadblocks that get in your way:**

- Use your **Extraversion** to discuss each stage of the career exploration process, move to action, network, and fine-tune your interviewing skills. But don't overlook the importance of reflecting on each step you take.
- Use your **Sensing** to collect all the necessary facts about each of your career alternatives; find out what is required in each. But be sure to be open to possibilities that you might not have considered before, too.
- Use your **Feeling** to determine how well a job matches your personal values—how you feel about each alternative, or how others might be affected by your decision. But don't forget to objectively examine the logical consequences of each alternative as well.
- Use your **Judging** to structure your activities, set goals, and establish timelines. But also try to stay open to any new opportunities that may develop along the way.

## NEXT STEPS

Career tools such as the *Strong* and MBTI assessments can't answer all your career questions by themselves. They are meant to serve as a starting point in your exploration. You may find the following suggestions helpful:

- First, maximize the value of this report by looking for trends in your results and reviewing all the phrases you highlighted.
- Review your *Strong* Profile and your original MBTI results. What did you highlight there?
- Make a note here of the highlighted phrases that best describe you.

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- Talk to a career professional about any questions you still have about your *Strong* and MBTI results, and see if there are any other assessments you might want or need to take.
- Research the career fields and occupations suggested in this report at <http://www.onetonline.org> or <http://www.bls.gov/ooh/>.
- Visit your library or university career center and read about suggested occupations in the *Occupational Outlook Handbook* or other references available there.
- Find people who are familiar with the occupations that interest you. Conduct informational interviews with them, keeping your MBTI type preferences and *Strong* results in mind as you explore your options.

You may also find these *Strong* and MBTI interpretation booklets helpful:

- *Where Do I Go Next?* explains *Strong*-related interests, values, skills, and motivators, and the role they play in career decision making.
- *Introduction to Type® and Careers* presents career fields and occupations that attract persons who share your MBTI type.

The final step of your career exploration will be to look for job openings in the occupations that are on your list and to begin the application process. Check in with your career professional or job seekers group often to make sure you stay motivated and on target. Good luck as your career continues to unfold and develop!

