



iStartStrong™ Report

Your Career Information Powered by the
Strong Interest Inventory® Assessment

Report prepared for
JOHN SAMPLE

8.21.2023

Developed by Judith Grutter



CPP, Inc. | 800-624-1765 | www.cpp.com

iStartStrong™ Report Copyright 2011 by CPP, Inc. All rights reserved.

iStartStrong, *Strong Interest Inventory*, the Strong logo, and the CPP logo are trademarks or registered trademarks of CPP, Inc., in the United States and other countries.

Your STRONG Results

You recently completed the *Strong Interest Inventory*® assessment online, and here are your results! This report is based on your answers to 291 questions about what you like to do—your *interests*. Your interests suggest a lot about your personality in general, as well as about career fields and educational programs you might enjoy.

Your results will give you a great deal of information to help you make informed decisions about your future:

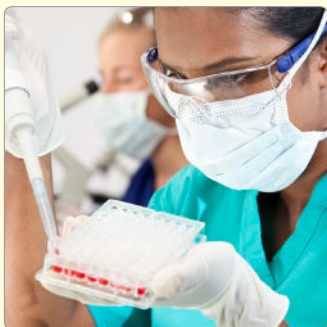
- Careers that reflect your interests
- Possible education and training programs
- Satisfying work environments
- Enjoyable activities for your free time

The report provides your *Strong* results and links to additional information. Read about your top General Themes and Specific Interests first, then explore the other Themes and interest areas listed to find more career fields you might like to learn about.



General Themes

describe your personality and potentially satisfying work environments.



Specific Interests

narrow the General Themes into interest areas related to career fields, occupations, education and training, and activities you would likely find rewarding.

Your General Themes

The *Strong* uses six General Themes to describe your personality and the kinds of work environments you might find satisfying. Many people find that a combination of two Themes describes them well. You are likely to enjoy work environments that closely correspond to your top Themes.

Your Top Themes

ENTERPRISING & SOCIAL

You probably would like collaborative work environments where you can manage and influence others.

Click the links below to learn more about your top Themes.



ENTERPRISING people are persuaders!

You like to lead and influence others.

[Learn More](#)



SOCIAL people are helpers!

You like to help, nurture, and care for others.

[Learn More](#)

Up to now you've been exploring your top two Themes. The other four Themes are listed here in your order of interest. The farther down the list a Theme is, the less likely it is to attract you. Just as before, each Theme links to more information. Click the links even if you are pretty sure the Themes don't describe you to see if the additional information may be useful. Think of people you know who seem to fit the descriptions. Knowing about a range of careers and work environments will help you see where you do and don't fit in.



CONVENTIONAL people are organizers!

They like to collect and manage information.

[Learn More](#)



ARTISTIC people are creators!

They like to express their creativity and appreciate the creativity of others.

[Learn More](#)



REALISTIC people are doers!

They like to use coordination and physical strength.

[Learn More](#)



INVESTIGATIVE people are thinkers!

They like to analyze and interpret data.

[Learn More](#)

The next section of your report suggests Specific Interests that may or may not be related to your General Themes. The Themes describe you in a very broad way, identifying personality traits and characteristics of potentially satisfying work environments. Your Specific Interests indicate particular things you are likely to enjoy doing.

Your Specific Interests

In addition to the 6 General Themes, the *Strong* gives you information on 30 Specific Interests and how you rated them. You can use your top interests to explore career fields, school subjects and college majors, training programs, outside activities—anything that reflects what you like to do. Although liking something doesn't guarantee you will be good at it, you are more likely to be better at things you like to do than at things you don't enjoy.

Your Top 5 Specific Interests

SALES

CULINARY ARTS

MARKETING AND ADVERTISING

HUMAN RESOURCES AND TRAINING

ENTREPRENEURSHIP

Use the links below to learn more about your top five Specific Interests, and mark anything that you would like to learn more about.



SALES

Your interest in this area suggests that you would enjoy selling products or services or working with salespeople. The work often involves identifying prospective customers, contacting customers to discuss their needs, preparing sales contracts, and resolving customer complaints regarding sales and service.

[Areas of Study](#) | [Career Fields](#) | [Activities](#)

Related Occupations

[Product Demonstrator and Promoter](#)
[Real Estate Broker](#)
[Retail Salesperson](#)
[Sales Manager](#)
[Sales Representative](#)
[Telemarketer](#)



CULINARY ARTS

Your interest in this area suggests that you would enjoy cooking and the creative presentation of food, as well as hosting and entertaining. The work often involves creating and planning menus, demonstrating new cooking techniques, managing food preparation and service, and preparing decorative food displays.

[Areas of Study](#) | [Career Fields](#) | [Activities](#)

Related Occupations

[Caterer](#)
[Chef](#)
[Food Demonstrator](#)
[Food Stylist](#)
[Line Cook](#)
[Restaurant Manager](#)



MARKETING AND ADVERTISING

Your interest in this area suggests that you would enjoy the research and development of advertising campaigns for products or services. The work often involves developing strategies, monitoring market trends, conducting market research, collecting consumer information, and preparing promotional materials.

[Areas of Study](#) | [Career Fields](#) | [Activities](#)

Related Occupations

[Advertising Director](#)
[Advertising Sales Agent](#)
[Copy Writer](#)
[Graphic Designer](#)
[Market Researcher](#)
[Marketing Manager](#)



HUMAN RESOURCES AND TRAINING

Your interest in this area suggests that you would enjoy developing and training people, as well as managing and directing the employment activities of an organization. The work often involves recruiting and hiring, employee development, conflict resolution, and overseeing compensation and benefits.

[Areas of Study](#) | [Career Fields](#) | [Activities](#)

Related Occupations

[Business Teacher](#)
[Corporate Trainer](#)
[Employment Interviewer](#)
[Human Resources Manager](#)
[Labor Relations Specialist](#)
[Personnel Assistant](#)



ENTREPRENEURSHIP

Your interest in this area suggests that you would enjoy developing and managing new business opportunities. The work varies widely, depending on specific business interests. It involves a range of tasks such as formulating marketing strategies, directing and coordinating business activities, managing staff, and analyzing financial information.

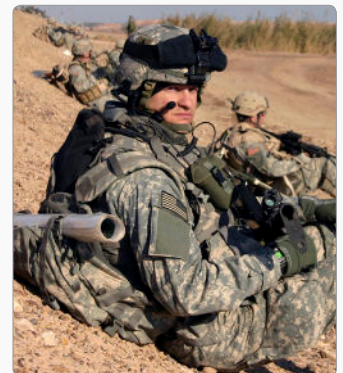
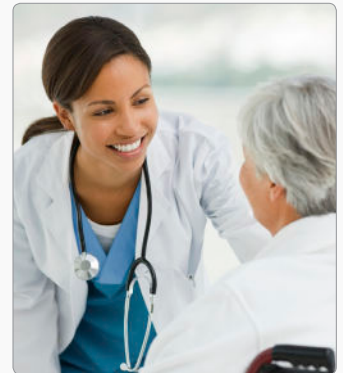
[Areas of Study](#) | [Career Fields](#) | [Activities](#)

Related Occupations

[Business Operations Specialist](#)
[Financial Analyst](#)
[General Manager](#)
[Management Analyst](#)
[Marketing Manager](#)
[Small Business Owner](#)

Now that you have read about your top 5 Specific Interests, review the other 25 Specific Interests, listed below in order from most to least appealing to you. Check out any that you're curious about by clicking its name.

- [Programming and Information Systems](#)
- [Teaching and Education](#)
- [Office Management](#)
- [Athletics](#)
- [Management](#)
- [Visual Arts and Design](#)
- [Healthcare Services](#)
- [Performing Arts](#)
- [Law](#)
- [Counseling and Helping](#)
- [Finance and Investing](#)
- [Research](#)
- [Computer Hardware and Electronics](#)
- [Taxes and Accounting](#)
- [Nature and Agriculture](#)
- [Medical Science](#)
- [Military](#)
- [Politics and Public Speaking](#)
- [Science](#)
- [Protective Services](#)
- [Mechanics and Construction](#)
- [Mathematics](#)
- [Social Sciences](#)
- [Writing and Mass Communication](#)
- [Religion and Spirituality](#)



The next section provides a summary of your results and suggested next steps in your career exploration.

Your STRONG Summary

General personality characteristics—your General Themes—and what you like to do—your Specific Interests—are very important in identifying potential work environments, areas of study, career fields, and activities. Here again are your top Themes and Interests.

 <p>ENTERPRISING Persuading and managing others</p>	SALES
 <p>SOCIAL Helping others</p>	CULINARY ARTS
	MARKETING AND ADVERTISING
	HUMAN RESOURCES AND TRAINING
	ENTREPRENEURSHIP

Congratulations! By completing the *Strong Interest Inventory* assessment you have taken a key step in planning your future. You've learned about work environments that are a good fit for your personality and specific things you might like to do based on your interests. The more you know about yourself and careers, the more useful and targeted information you'll have for making decisions. Consider speaking with a career counselor or advisor about an expanded interpretation of your *Strong* results.

In addition, explore some career resources on your own. Here are a few on the Web to get you started.

- Descriptions of jobs and projected openings: [Occupational Outlook Handbook](#)
- Career information by school subject: [Bureau of Labor Statistics](#)
- Career information linked to General Themes: [O*NET](#)

And talk to people—people you know, people you know who know people—anyone who can give you firsthand information about jobs and career paths. You can find people through college and university alumni offices, professional associations, online networking groups, and local and regional career centers. Many people will let you “shadow” them while they do their work. This is a terrific way to find out what a job is really like. Good luck!

