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# Strong Interest Inventory<sup>®</sup> Profile with College Profile

College Profile developed by Jeffrey P. Prince

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Report prepared for

**J. SAMPLE**

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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
<b>Enterprising</b>	<b>E</b>	Business, politics, leadership, entrepreneurship	Selling, managing, persuading, marketing	Verbal ability, ability to motivate and direct others	Risk taking, status, competition, influence
<b>Conventional</b>	<b>C</b>	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
<b>Social</b>	<b>S</b>	People, teamwork, helping, community service	Teaching, caring for people, counseling, training employees	People skills, verbal ability, listening, showing understanding	Cooperation, generosity, service to others
<b>Artistic</b>	<b>A</b>	Self-expression, art appreciation, communication, culture	Composing music, performing, writing, creating visual art	Creativity, musical ability, artistic expression	Beauty, originality, independence, imagination
<b>Realistic</b>	<b>R</b>	Machines, computer networks, athletics, working outdoors	Operating equipment, using tools, building, repairing, providing security	Mechanical ingenuity and dexterity, physical coordination	Tradition, practicality, common sense
<b>Investigative</b>	<b>I</b>	Science, medicine, mathematics, research	Performing lab work, solving abstract problems, conducting research	Mathematical ability, researching, writing, analyzing	Independence, curiosity, learning

<b>YOUR HIGHEST THEMES</b>	<b>YOUR THEME CODE</b>
<b>Enterprising, Conventional, Social</b>	<b>ECS</b>

THEME	CODE	STANDARD SCORE & INTEREST LEVEL					STD SCORE
		30	40	50	60	70	
<b>Enterprising</b>	<b>E</b>	VERY HIGH					<b>74</b>
<b>Conventional</b>	<b>C</b>	MODERATE					<b>57</b>
<b>Social</b>	<b>S</b>	MODERATE					<b>50</b>
<b>Artistic</b>	<b>A</b>	MODERATE					<b>48</b>
<b>Realistic</b>	<b>R</b>	VERY LITTLE					<b>43</b>
<b>Investigative</b>	<b>I</b>	VERY LITTLE					<b>30</b>

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. Marketing & Advertising (E)
3. Protective Services (R)
4. Culinary Arts (A)
5. Law (E)

**Areas of Least Interest**

- Science (I)
- Mechanics & Construction (R)
- Nature & Agriculture (R)

**ENTERPRISING — Very High**

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Sales	[Progress bar to 78, labeled VH]					78
Marketing & Advertising	[Progress bar to 70, labeled VH]					70
Law	[Progress bar to 66, labeled VH]					66
Management	[Progress bar to 66, labeled VH]					66
Entrepreneurship	[Progress bar to 65, labeled VH]					65
Politics & Public Speaking	[Progress bar to 63, labeled H]					63

**CONVENTIONAL — Moderate**

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Office Management	[Progress bar to 59, labeled H]					59
Finance & Investing	[Progress bar to 58, labeled M]					58
Programming & Information Systems	[Progress bar to 51, labeled M]					51
Taxes & Accounting	[Progress bar to 48, labeled M]					48

**SOCIAL — Moderate**

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Human Resources & Training	[Progress bar to 59, labeled H]					59
Counseling & Helping	[Progress bar to 54, labeled M]					54
Healthcare Services	[Progress bar to 52, labeled M]					52
Social Sciences	[Progress bar to 46, labeled M]					46
Teaching & Education	[Progress bar to 42, labeled L]					42
Religion & Spirituality	[Progress bar to 37, labeled L]					37

**ARTISTIC — Moderate**

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Culinary Arts	[Progress bar to 66, labeled VH]					66
Performing Arts	[Progress bar to 52, labeled M]					52
Writing & Mass Communication	[Progress bar to 52, labeled M]					52
Visual Arts & Design	[Progress bar to 49, labeled M]					49

**REALISTIC — Very Little**

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Protective Services	[Progress bar to 67, labeled VH]					67
Athletics	[Progress bar to 65, labeled H]					65
Military	[Progress bar to 54, labeled M]					54
Computer Hardware & Electronics	[Progress bar to 44, labeled L]					44
Nature & Agriculture	[Progress bar to 36, labeled VL]					36
Mechanics & Construction	[Progress bar to 35, labeled VL]					35

**INVESTIGATIVE — Very Little**

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Research	[Progress bar to 49, labeled M]					49
Medical Science	[Progress bar to 45, labeled M]					45
Mathematics	[Progress bar to 40, labeled L]					40
Science	[Progress bar to 33, labeled VL]					33

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. Restaurant Manager (ECR)
3. Florist (EAC)
4. Parks & Recreation Manager (SE)
5. Life Insurance Agent (E)
6. Facilities Manager (ECS)
7. Flight Attendant (EAS)
8. Technical Sales Representative (ER)
9. Loan Officer/Counselor (E)
10. Realtor (E)

**Occupations of  
Dissimilar Interest**

- Physicist (IRA)
- Chemist (IR)
- Mathematician (ICA)
- Physician (IAR)
- Geographer (IA)

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										80
ECR	Restaurant Manager										77
EAC	Florist										71
E	Life Insurance Agent										63
ECS	Facilities Manager										62
EAS	Flight Attendant										61
ER	Technical Sales Representative										61
E	Loan Officer/Counselor										60
E	Realtor										60
EAR	Bartender										58
E	Wholesale Sales Representative										58
ER	Chef										57
ER	Optician										57
EA	Cosmetologist										55
ECR	Purchasing Agent										54
E	Securities Sales Agent										54
ER	Operations Manager										52
E	Personal Financial Advisor										51
E	Sales Manager										51
ESR	Human Resources Specialist										49
E	Marketing Manager										46
E	Top Executive, Business/Finance										43
ESA	Elected Public Official										38

**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>

**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										58
CES	Business Education Teacher										56
CSR	Administrative Assistant										55
CE	Credit Manager										55
CA	Paralegal										55
CRE	Business/Finance Supervisor										53
CR	Customer Service Representative										52
CRE	Financial Analyst										49
CRE	Accountant										47
C	Health Information Specialist										45
CES	Nursing Home Administrator										45
C	Auditor										42
CRE	Financial Manager										41
CIS	Mathematics Teacher										12
CI	Actuary										6

OCCUPATIONAL SCALES

SECTION 3

**SOCIAL — Helping, Instructing, Caregiving**

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
SE	Parks & Recreation Manager										64
SER	Human Resources Manager										45
SAI	Registered Nurse										44
SRA	Rehabilitation Counselor										44
SIR	Physical Therapist										43
SAE	Training & Development Specialist										42
SEC	Dietitian										41
S	Instructional Coordinator										41
SA	Occupational Therapist										41
S	Middle School Teacher										40
S	Career Counselor										39
SEA	Special Education Teacher										38
S	Elementary School Teacher										37
SEC	School Administrator										37
SA	Speech Pathologist										36
S	Mental Health Counselor										35
SA	University Administrator										35
S	Community Service Director										34
SE	School Counselor										34
S	Secondary School Teacher										32
SIR	Athletic Trainer										31
SAR	Recreation Therapist										29
SA	Social Worker										27
S	Religious/Spiritual Leader										21

**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		
AE	Interior Designer										44
A	Arts/Entertainment Manager										43
AE	Public Relations Director										39
AE	Advertising Account Manager										38
ASE	Public Administrator										38
ARE	Attorney										37
AE	Broadcast Journalist										36
A	Musician										28
AI	Urban & Regional Planner										25
ARE	Photographer										24
A	Graphic Designer										23
AI	Translator										20
A	Librarian										17
A	Reporter										16
AI	Technical Writer										12
AI	Sociologist										11
A	Editor										10
AS	Art Teacher										9
ASI	ESL Instructor										9
A	Artist										6
ASE	English Teacher										-1
ARI	Architect										-2
AIR	Medical Illustrator										-7

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		
R	Law Enforcement Officer										55
REC	Management Analyst										46
RCE	Military Enlisted										46
RI	Radiologic Technologist										45
RCE	Production Worker										44
RC	Farmer/Rancher										42
RE	Landscape/Grounds Manager										42
R	Automobile Mechanic										37
RI	Emergency Medical Technician										36
RC	Computer & IS Manager										33
RSE	Vocational Agriculture Teacher										31
RCI	Computer Systems Analyst										30
RIC	Computer/Mathematics Manager										27
RIC	Electrician										27
REI	Horticulturist										27
RI	Firefighter										24
REC	Military Officer										24
REA	Carpenter										23
RCI	Technical Support Specialist										23
RIC	Computer Programmer										18
RIC	Software Developer										17
RI	Engineer										15
RIC	Network Administrator										15
RIC	Engineering Technician										11
RI	Forester										3

**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										36
ISA	Chiropractor										28
IRE	Medical Technician										24
I	University Faculty Member										15
IRC	Medical Technologist										14
IAS	Psychologist										9
IRS	Respiratory Therapist										9
IR	Dentist										8
IR	Optometrist										4
IRS	Science Teacher										3
IRC	R&D Manager										2
IR	Veterinarian										-1
ICR	Computer Scientist										-7
IRA	Geologist										-7
IA	Biologist										-9
IA	Geographer										-11
IAR	Physician										-11
ICA	Mathematician										-26
IR	Chemist										-29
IRA	Physicist										-55

**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 prefer to lead by taking charge.
4. You may like taking 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	
<b>Work Style</b>	Prefers working alone; enjoys data, ideas, or things; reserved			62		Prefers working with people; enjoys helping others; outgoing
<b>Learning Environment</b>	35			35		Prefers academic environments; learns through lectures and books; willing to spend many years in school; seeks knowledge for its own sake
<b>Leadership Style</b>	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			64		Is comfortable taking charge of and motivating others; prefers directing others to doing the job alone; enjoys initiating action; expresses opinions easily
<b>Risk Taking</b>	Dislikes risk taking; likes quiet activities; prefers to play it safe; makes careful decisions			62		Likes risk taking; appreciates original ideas; enjoys thrilling activities and taking chances; makes quick decisions
<b>Team Orientation</b>	Prefers accomplishing tasks independently; enjoys role as independent contributor; likes to solve problems on one's own			67		Prefers working on teams; enjoys collaborating on team goals; likes problem solving with others

## PROFILE SUMMARY

## SECTION 5

## YOUR HIGHEST THEMES

Enterprising, Conventional, Social

## YOUR THEME CODE

ECS

## YOUR TOP FIVE INTEREST AREAS

1. Sales (E)
2. Marketing & Advertising (E)
3. Protective Services (R)
4. Culinary Arts (A)
5. Law (E)

## Areas of Least Interest

Science (I)  
 Mechanics & Construction (R)  
 Nature & Agriculture (R)

## YOUR TOP TEN STRONG OCCUPATIONS

1. Buyer (EC)
2. Restaurant Manager (ECR)
3. Florist (EAC)
4. Parks & Recreation Manager (SE)
5. Life Insurance Agent (E)
6. Facilities Manager (ECS)
7. Flight Attendant (EAS)
8. Technical Sales Representative (ER)
9. Loan Officer/Counselor (E)
10. Realtor (E)

## Occupations of Dissimilar Interest

Physicist (IRA)  
 Chemist (IR)  
 Mathematician (ICA)  
 Physician (IAR)  
 Geographer (IA)

## YOUR PERSONAL STYLE SCALES PREFERENCES

1. You likely prefer working with people.
2. You seem to prefer to learn by doing.
3. You probably prefer to lead by taking charge.
4. You may like taking 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	15	24	11	20	30
Subject Areas	20	20	13	15	33
Activities	40	16	22	8	13
Leisure Activities	21	14	7	29	29
People	31	19	25	13	13
Your Characteristics	67	0	11	22	0
<b>TOTAL PERCENTAGE</b>	<b>26</b>	<b>19</b>	<b>15</b>	<b>16</b>	<b>23</b>

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: 21—Combination of item responses appears consistent.



## USING YOUR THEMES

### YOUR HIGHEST THEMES

**Enterprising, Conventional, Social**

### YOUR THEME CODE

**ECS**

Your top three Themes are listed below in order of interest. Each Theme describes an important aspect of your interests and personality. Use all three Themes to identify college courses and academic majors that allow you to express what is important to you. The majors listed within each Theme are examples of some of the many related academic areas worth exploring.

## CONSIDERING THEMES OF GREATEST INTEREST TO YOU

### Enterprising (E) ACTIVE PERSUADERS

Enterprising students prefer to influence or lead others through selling the merits of ideas or products.

#### TYPICAL COLLEGE MAJORS

Business Administration	Hospitality	Management	Public Administration
Business Education	Hotel Management	Marketing	Public Relations
Consumer Economics	Human Resources	Organizational Leadership	Real Estate
Finance	Insurance	Personnel and Labor Relations	Restaurant Management
Government	International Business	Political Science	Retail Merchandising
History	International Relations	Pre-Law	Travel and Tourism

### Conventional (C) CAREFUL ORGANIZERS

Conventional students prefer to take an orderly approach to organizing and managing finances, procedures, or data.

#### TYPICAL COLLEGE MAJORS

Accounting	Court Reporting	Industrial Education	Office Systems
Actuarial Science	Data Management	Information Systems and Technology	Paralegal Studies
Banking and Finance	Dental Hygiene	Management Information Systems	Purchasing/Materials Management
Bookkeeping	Financial Planning	Mathematics Education	Secretarial Procedures
Business	Food Service Management	Medical Administration	Small Business Operations
Computer Programming	Hotel, Restaurant, and Institutional Management	Medical Transcription	Statistics
Computer Systems Operations			

### Social (S) EMPATHIC HELPERS

Social students prefer to take a helping or altruistic approach involving teaching, developing, or caring for others.

#### TYPICAL COLLEGE MAJORS

Child Development	Ethnic Studies	Nursing	Secondary Education
Counseling	Family Studies	Occupational Therapy	Social Work
Criminology	Health Education	Physical Education	Special Education
Dietetics/Nutrition	Hearing and Speech	Public Health	Substance Abuse Counseling
Elementary Education	Home Economics	Recreation	Urban Studies
ESL Teaching	Human Services	Religious Studies	Women's Studies

## USING YOUR BASIC INTEREST SCALES

These scales indicate interests that are important to your overall lifestyle, both in school and out of school.

Use your strongest basic interests to explore college courses, extracurricular activities, internships, and part-time jobs. You show the greatest interest in the five areas outlined below (arranged in descending order of interest).

### SALES — Very High

Selling products or services, or working with salespeople

CAMPUS ORGANIZATIONS/ACTIVITIES	INTERNSHIPS/JOB SETTINGS	COLLEGE COURSES
Business Student Organization	Company Sales Department	Business Administration
Charity Sales Drive	Retail Sales	Marketing
Fundraising Campaign	Travel/Tourism Company	Real Estate

### MARKETING & ADVERTISING — Very High

Marketing, researching, and developing advertising campaigns for products or services

CAMPUS ORGANIZATIONS/ACTIVITIES	INTERNSHIPS/JOB SETTINGS	COLLEGE COURSES
Advertising Club	Advertising Company	Business Management
Business Student Organization	Company Marketing Department	Communication
Fundraising Campaign	Retail Management	Marketing

### PROTECTIVE SERVICES — Very High

Providing for public safety

CAMPUS ORGANIZATIONS/ACTIVITIES	INTERNSHIPS/JOB SETTINGS	COLLEGE COURSES
Campus Safety Escort	Campus Police Department	Emergency Health Services
Criminal Justice Group	Fire Department	Fire Science
Emergency Services Volunteer	Hospital Emergency Room	Law Enforcement

### CULINARY ARTS — Very High

Cooking and hosting/entertaining others

CAMPUS ORGANIZATIONS/ACTIVITIES	INTERNSHIPS/JOB SETTINGS	COLLEGE COURSES
Home Economics Club	Campus Catering	Culinary Arts
Nutrition Club	Hotel or Resort	Food Science and Nutrition
Restaurant Reviewer	Restaurant	Hospitality Management

### LAW — Very High

Debating, applying the law, and studying legal proceedings

CAMPUS ORGANIZATIONS/ACTIVITIES	INTERNSHIPS/JOB SETTINGS	COLLEGE COURSES
Debate Team	Labor Union	Criminal Justice
Legal Aid Volunteer	Law Firm	Law
Pre-Law Organization	Student Conduct Office	Paralegal Studies

## USING YOUR OCCUPATIONAL SCALES

These scales identify jobs held by people with whom you share common interests, arranged in order of similarity of interests. Some occupations require specific training; however, many do not require a particular college major. Explore classes relevant to these occupations and consider related careers as well.

### YOUR TOP STRONG OCCUPATIONS

OCCUPATIONAL SCALE	THEME CODE	EDUCATIONAL PREPARATION	COLLEGE COURSES	RELATED CAREERS
<b>Buyer</b>	<b>EC</b>	High school diploma, AA, or BA	Marketing Business Management Accounting	Sales Manager Marketing Manager Public Relations Manager
<b>Restaurant Manager</b>	<b>ECR</b>	AA or BA in food service management preferred	Business Management Accounting Nutrition	Hotel Manager Chef Waiter/Waitress
<b>Florist</b>	<b>EAC</b>	High school diploma, AA, or BA	Design Business Management Horticulture	Designer Retailer Gardener
<b>Parks &amp; Recreation Manager</b>	<b>SE</b>	BA or MA in recreation or leisure studies	Physical Education Recreation Studies Business Management	Health Club Manager Resort Manager Athletic Director
<b>Life Insurance Agent</b>	<b>E</b>	BA, preferably in business or economics	Finance Accounting Marketing	Real Estate Sales Stockbroker Insurance Investigator
<b>Facilities Manager</b>	<b>ECS</b>	Vocational/technical certificate, AA, or BA	Business Management Human Resources Construction Trades	Property Services Manager Building Manager Groundskeeper Supervisor
<b>Flight Attendant</b>	<b>EAS</b>	High school diploma, AA, or BA	Psychology Education Foreign Languages	Reservations Agent Paramedic Public Relations Representative
<b>Technical Sales Representative</b>	<b>ER</b>	BA, preferably in a technical field	Sciences Engineering Business Management	Engineer Sales Manager Customer Service Representative
<b>Loan Officer/Counselor</b>	<b>E</b>	High school diploma, AA, or BA	Finance Economics Accounting	Financial Planner Insurance Agent Real Estate Broker
<b>Realtor</b>	<b>E</b>	High school diploma, plus license	Real Estate Finance Business Management	Real Estate Appraiser Property Manager Mortgage Broker

## USING YOUR PERSONAL STYLE SCALES

Next, use your Personal Style Scales to identify the specific ways you prefer to approach whatever academic courses, majors, or jobs you undertake.

PERSONAL STYLE SCALE	PREFERENCES/ACTIVITIES
<b>Work Style</b>	<ul style="list-style-type: none"> <li>Your score suggests a preference for working closely or frequently with people rather than working alone.</li> <li>You may prefer academic activities that focus on interpersonal interactions, such as study groups, group assignments, and helping others, rather than studying and researching on your own.</li> </ul>
<b>Learning Environment</b>	<ul style="list-style-type: none"> <li>Your score suggests a preference for applying learning to everyday life and learning through hands-on experience.</li> <li>You may prefer to learn through laboratory courses, internships, and work-study programs rather than through traditional classroom lectures and readings.</li> </ul>
<b>Leadership Style</b>	<ul style="list-style-type: none"> <li>Your score suggests a preference for taking charge through meeting, persuading, and directing others.</li> <li>You may enjoy leading a student organization, coordinating campus events, or facilitating classroom discussions.</li> </ul>
<b>Risk Taking</b>	<ul style="list-style-type: none"> <li>Your score suggests a preference for exploring new adventures, trying new things, and being spontaneous.</li> <li>You may enjoy outdoor adventure activities, sports, or independent travel as well as academic courses that encourage risk taking and self-reliance.</li> </ul>
<b>Team Orientation</b>	<ul style="list-style-type: none"> <li>Your score suggests a preference for team-based activities and for collaborating with others to solve problems.</li> <li>You may enjoy group projects, interactive seminars, and getting involved in campus groups and committees.</li> </ul>

See Applying Your Strong Results to College Majors at [https://www.skillsone.com/Pdfs/Strong\\_College\\_Majors.pdf](https://www.skillsone.com/Pdfs/Strong_College_Majors.pdf) for guidance about researching and deciding on an academic major.

