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# Strong Interest Inventory® Profile with High School Profile

High School Profile developed by Sandra K. Rumpel and Kathleen Lecertua

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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.



## 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
<b>Enterprising</b>	<b>E</b>	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
<b>Conventional</b>	<b>C</b>	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
<b>Social</b>	<b>S</b>	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

### 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

- Enjoy giving others directions to do a job
- Feel comfortable in a leadership position
- Like to openly express opinions and be persuasive

#### RISK TAKING

- Like taking risks
- Enjoy exciting and possibly dangerous activities
- Make impulsive decisions

#### 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

### 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

### PROTECTIVE SERVICES — Very High

This area represents an interest in protecting the public and preventing crime.

IN A JOB, YOU VALUE	CAREERS YOU MIGHT ENJOY EXPLORING	YOU MIGHT SPEND YOUR WORK TIME
Protecting people, data, and property Preventing and solving crimes Educating the public to prevent crime	Police Officer Victim Advocate Firefighter Secret Service Agent Security Guard	Collecting and analyzing evidence from crime scenes Advocating for crime victims Fitting, maintaining, and troubleshooting security systems Tracking computer crimes Monitoring threats to national security Providing emergency medical assistance

### 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

### LAW — Very High

This area represents an interest in applying and interpreting the law.

IN A JOB, YOU VALUE	CAREERS YOU MIGHT ENJOY EXPLORING	YOU MIGHT SPEND YOUR WORK TIME
Persuading others Power and authority Inductive reasoning	Judge Paralegal Mediator Public Defender Law Professor	Organizing and preparing legal documents Helping resolve conflict Arguing or interpreting legal issues Planning legal strategies Presiding over courts of law Advising clients regarding legal matters

See Putting Together Your Career Puzzle at [https://www.skillsone.com/Pdfs/Strong\\_HS\\_puzzle.pdf](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.

