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# Strong Interest Inventory® Profile and Interpretive Report

Interpretive Report developed by Judith Grutter and Allen L. Hammer

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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.



## INTRODUCTION TO YOUR STRONG INTERPRETIVE REPORT

You recently took the *Strong Interest Inventory*® assessment, the most widely used measure of career interests in the world. The purpose of this report is to help you understand the information presented on your *Strong* Profile and use it to explore your career options.

Your *Strong* results reflect your interests. You are likely to be the most satisfied and productive with career and educational choices that incorporate what you like to do. Your career professional can help you consider your interests, along with your skills and values, to find rewarding career, educational, and leisure options.

The *Strong* compares your answers to those of thousands of people in the general workforce and to the interests of satisfied workers in 130 occupations. This report summarizes your general interest patterns and your similarity to workers in various career fields and jobs. Your general interest patterns point to potentially satisfying work environments; your similarity to workers suggests potentially satisfying work tasks and specific careers.

Your results are organized around six major occupational themes that describe people and the environments in which they work. These occupational themes are listed in the Six Occupational Themes box to your right.

### SIX OCCUPATIONAL THEMES

- **Realistic**—the doers
- **Investigative**—the thinkers
- **Artistic**—the creators
- **Social**—the helpers
- **Enterprising**—the persuaders
- **Conventional**—the organizers

### YOUR STRONG INTERPRETIVE REPORT INCLUDES PERSONALIZED INFORMATION ON

- Your general interests (General Occupational Themes)
- Specific activities you might like to do at work and in your leisure time (Basic Interest Scales)
- Occupations suggested by your interests (Occupational Scales)
- Your preferred styles of working and learning (Personal Style Scales)

### YOU CAN USE THIS INFORMATION TO HELP YOU

- Choose a career field or specific job
- Explore educational options
- Identify potentially satisfying work environments
- Enrich your current work
- Generate ideas for volunteer and leisure activities

As you read this report, always keep in mind that the *Strong* is an inventory of your interests. It is not a test of your abilities. If you need clarification of your results, be sure to talk them over with your career professional.

## YOUR GENERAL OCCUPATIONAL THEMES

Your report begins with your results on the six General Occupational Themes. The chart below expands on the information presented on your Profile to include definitions of the Themes on which you scored highest, as well as career fields, personal descriptors, and leisure activities typically associated with those Themes. The Themes describe broad patterns of interest and can be used to help you identify satisfying work environments, the kinds of people you might enjoy working with, and what motivates you the most at work. Keep in mind that because the Themes are very broad, the descriptors may not fit you exactly.

YOUR THEME DESCRIPTIONS				YOUR THEME CODE: ECS	
THEME	CODE	DEFINITION	CAREER FIELDS	PERSONAL DESCRIPTORS	LEISURE ACTIVITIES
<b>Enterprising</b>	<b>E</b>	Selling Managing Persuading	Business Politics Sales Marketing	Assertive, adventurous, energetic, talkative, self-confident	Running for public office, raising money for organizations, enjoying sports
<b>Conventional</b>	<b>C</b>	Accounting Organizing Processing data	Office management Banking/accounting/ finance Government service Business education Software development	Practical, organized, systematic, accurate, efficient	Collecting things, managing family finances, participating in civic organizations, volunteering, exercising
<b>Social</b>	<b>S</b>	Helping Instructing Caregiving	Teaching Healthcare Counseling Religion	Helpful, concerned for others, humanistic, verbal, generous	Entertaining, volunteering, reading self-improvement books

### ACTION STEP

Look over your Theme descriptors here and on your Profile and highlight any that seem like a good fit for you. Cross out any that don't appeal to you.

You did not score as high on the Themes in the chart below, but some of the descriptors may still appeal to you. Highlight any words or phrases that seem like a good fit.

### OTHER THEME DESCRIPTIONS

THEME	CODE	DEFINITION	CAREER FIELDS	PERSONAL DESCRIPTORS	LEISURE ACTIVITIES
<b>Artistic</b>	<b>A</b>	Creating or enjoying art, drama, music, writing	Writing Entertainment Commercial or fine arts Music	Creative, expressive, independent, imaginative, original	Collecting artwork, attending plays or concerts, visiting museums, painting, playing music
<b>Realistic</b>	<b>R</b>	Building Working outdoors Mechanical interests	Agriculture Forestry Technology Skilled trades Law enforcement	Practical, reliable, rugged, persistent	Building and repairing things, hiking, camping, serving in the military reserves, driving recreational vehicles
<b>Investigative</b>	<b>I</b>	Researching Analyzing Problem solving	Research Mathematics Physical, natural, or medical science	Analytical, achievement oriented, independent, insightful	Reading, doing crossword puzzles, playing strategy games, surfing the Internet

## A CLOSER LOOK AT YOUR GENERAL OCCUPATIONAL THEMES

Most people's interests combine more than one Theme. Your highest Themes suggest career fields that might interest you the most and are your strongest career motivators—what will most excite you in your work. Examples of career fields for your highest Themes are highlighted below.

The top Themes of your Theme code are Enterprising and Conventional. These Themes are the ones on which we will focus in this section. Of course, you are not limited to these career fields. They are only a starting point for your exploration process.

### SELECTED CAREER FIELDS

- Product sales and marketing
- Real estate appraising
- Consulting
- Business and finance
- Purchasing
- Retail sales

### ACTION STEP

Note any career fields in the list above that appeal to you.

Although your Themes have some characteristics in common, each one has unique career motivators—what will stimulate you to achieve in your career.

### YOUR CAREER MOTIVATORS

YOUR HIGHEST THEME	STRONGEST CAREER MOTIVATOR	MOTIVATOR COMBINATIONS
<b>Enterprising</b>	Persuading and influencing	<b>EC</b> Making decisions and managing the flow of information or production of goods with bottom-line efficiency
<b>Conventional</b>	Organizing	<b>CE</b> Structuring practical work tasks and carrying them out in detail, in support of decisions made by others

### ACTION STEPS

1. Consider your career motivators. How might they determine the kind of work environment that would be attractive to you or the kind of work you would like to do? How have they been present in your life up to this point?
2. Consider other potential careers that seem to combine persuading and influencing and organizing.

The next section of your report begins to narrow down the broad Theme categories into more specific interests.

## YOUR BASIC INTERESTS

Now that you have considered your interests at the most general level, it is time to focus on specific areas of activity—things you might like to do. There are 30 Basic Interest Scales on the *Strong*.

The Basic Interest Scales in which you show the most interest are listed below. Notice that each Basic Interest is related to a particular Theme.

### YOUR TOP STRONG INTEREST AREAS

BASIC INTEREST SCALE	THEME	TYPICAL INTERESTS AND ACTIVITIES
Sales	Enterprising	<ul style="list-style-type: none"> <li>• Developing new prospects</li> <li>• Entertaining clients</li> <li>• Traveling for business</li> </ul>
Marketing & Advertising	Enterprising	<ul style="list-style-type: none"> <li>• Developing advertising campaigns</li> <li>• Evaluating profits for new products</li> <li>• Collecting consumer information</li> </ul>
Protective Services	Realistic	<ul style="list-style-type: none"> <li>• Doing police work</li> <li>• Fighting fires</li> <li>• Handling firearms</li> </ul>
Culinary Arts	Artistic	<ul style="list-style-type: none"> <li>• Preparing dinner for guests</li> <li>• Trying new recipes</li> <li>• Catering</li> </ul>
Law	Enterprising	<ul style="list-style-type: none"> <li>• Arguing legal issues</li> <li>• Preparing for trial</li> <li>• Studying law</li> </ul>

#### ACTION STEPS

1. Look over the interest areas above. How are they present in your life now? Do they represent your current work, school, or leisure interests? Do the activities you like cluster in the same Themes as your general interests? If they do, your interests are probably fairly focused. Try to make sure your work matches these interests. If your interest areas do not cluster, your interests may be more diverse. Think about ways you might incorporate some of them into your work and others into your leisure time.
2. Look at section 2 of your Profile. In what areas do you have the least interest? Try to avoid these areas in your work. If you do have to work in areas that are not particularly interesting to you, try to engage your top interests in your leisure time.

## YOUR SIMILARITY TO OCCUPATIONS

The Occupational Scales section of the *Strong* focuses your work interests even further. A high score on an Occupational Scale means your likes and dislikes are similar to those of the people who work in the occupation and who are satisfied with their jobs. Listed below are the Occupational Scales on which you scored the highest. You may enjoy the day-to-day work of these or related occupations. Click the name of the occupation to visit the O\*NET database and learn more about it.

Note that each of the following occupations has a Theme code. Ask your career professional to show you how to use Theme codes to expand your list of occupations to explore. The occupations listed below are just a few of the occupations that might interest you.

### YOUR TOP STRONG OCCUPATIONS

OCCUPATION	THEME CODE	TYPICAL WORK TASKS	SELECTED KNOWLEDGE, SKILLS, ABILITIES
<a href="#">Buyer</a>	EC	<ul style="list-style-type: none"> <li>Select, negotiate price for, and purchase merchandise consistent with budget, quality, quantity, and specifications</li> <li>Analyze buying trends, sales records, pricing, and quality of merchandise</li> <li>Make transportation arrangements for merchandise</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of methods for showing, promoting, and selling products or services</li> <li>Knowledge of processes for providing customer service, including assessing needs, meeting quality standards, and evaluating customer satisfaction</li> </ul>
<a href="#">Restaurant Manager</a>	ECR	<ul style="list-style-type: none"> <li>Review menus and assign prices to menu items</li> <li>Estimate food and beverage consumption to anticipate amounts to be purchased</li> <li>Monitor compliance with health regulations</li> <li>Hire and supervise employees engaged in serving food</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of management principles involved in coordination of people and resources</li> <li>Knowledge of processes for providing customer service, including meeting quality standards and evaluating customer satisfaction</li> <li>Knowledge of personnel recruitment, selection, training, benefits, and labor relations policies</li> </ul>
<a href="#">Florist</a>	EAC	<ul style="list-style-type: none"> <li>Cut and arrange flowers, foliage, bouquets, and wreaths</li> <li>Confer with customers regarding price, type of arrangement desired, and the date, time, and place of delivery</li> <li>Inform customers about the care, maintenance, and handling of various plants and flowers</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of horticulture</li> <li>Knowledge of processes for providing customer service, including meeting quality standards and evaluating customer satisfaction</li> </ul>
<a href="#">Parks &amp; Recreation Manager</a>	SE	<ul style="list-style-type: none"> <li>Organize, lead, and promote interest in recreational activities such as arts, crafts, sports, games, camping, and hobbies</li> <li>Evaluate equipment and facilities and adapt activities to meet participant needs</li> <li>Enforce rules and regulations of recreational facilities to ensure safety</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of processes for providing customer service, including assessing needs, meeting quality standards, and evaluating customer satisfaction</li> <li>Knowledge of principles and methods for teaching and instruction</li> <li>Skill in coordinating the work and activities of others</li> </ul>
<a href="#">Life Insurance Agent</a>	E	<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>
<a href="#">Facilities Manager</a>	ECS	<ul style="list-style-type: none"> <li>Supervise work activities of personnel to ensure clean facilities</li> <li>Purchase housekeeping and maintenance supplies and equipment, screen applicants, and train new employees</li> <li>Inspect grounds, facilities, and equipment routinely to determine maintenance and repair needs</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of personnel recruitment, selection, training, benefits, and labor relations policies</li> <li>Ability to motivate, develop, and direct people as they work</li> <li>Skills in time management and coordinating the activities of others</li> </ul>

Continued on next page →

**YOUR TOP STRONG OCCUPATIONS (continued)**

OCCUPATION	THEME CODE	TYPICAL WORK TASKS	SELECTED KNOWLEDGE, SKILLS, ABILITIES
<b>Flight Attendant</b>	<b>EAS</b>	<ul style="list-style-type: none"> <li>• Provide personal services to ensure the safety and comfort of airline passengers during flight</li> <li>• Greet passengers, verify tickets, explain use of safety equipment, and serve food and/or beverages</li> <li>• Prepare meal and beverage inventories</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of processes for providing customer service, including meeting quality standards and evaluating customer satisfaction</li> <li>• Knowledge of equipment, policies, and procedures to ensure effective security and safety</li> <li>• Skill in giving full attention to what others are saying</li> </ul>
<b>Technical Sales Representative</b>	<b>ER</b>	<ul style="list-style-type: none"> <li>• Sell equipment or services for wholesalers or manufacturers where basic technical or scientific knowledge is required</li> <li>• Study research or technical data on products</li> <li>• Evaluate customer needs and emphasize product features based on technical knowledge of product capabilities and limitations</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of principles and methods for showing, promoting, and selling products or services, including marketing strategy and tactics, product demonstration, sales techniques, and sales control systems</li> <li>• Technical knowledge in the particular field</li> </ul>
<b>Loan Officer/Counselor</b>	<b>E</b>	<ul style="list-style-type: none"> <li>• Meet with applicants to obtain information for loan applications and to answer questions about the process</li> <li>• Analyze applicants' financial status to determine feasibility of granting loans</li> <li>• Provide guidance to prospective applicants who have problems qualifying for traditional loans</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of principles and methods for showing, promoting, and selling services</li> <li>• Skill in talking to others to convey information effectively.</li> <li>• Skill in giving full attention to what other people are saying and taking time to understand the points being made</li> </ul>
<b>Realtor</b>	<b>E</b>	<ul style="list-style-type: none"> <li>• Rent, buy, or sell property for clients</li> <li>• Discuss conditions of sale and draw up real estate contracts</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>

**ACTION STEPS**

1. Highlight words or phrases that appeal to you in the Typical Work Tasks column of the preceding Occupations chart. Can you fit these highlighted words or phrases together to design your own unique job?
2. Refer to the last column of the chart to determine what knowledge, skills, and abilities you already possess or may need to acquire for any of the occupations that interest you.
3. Visit <http://www.onetonline.org/find/descriptor/browse/Interests/> to search the O\*NET database by Theme code. Search for additional occupations with Theme codes that share your top Themes.

## YOUR PERSONAL STYLE

Your personal style in five areas is indicated in the chart below, suggesting your unique way of approaching work and learning.

### YOUR PERSONAL STYLE SCALES PREFERENCES

PERSONAL STYLE SCALE	YOUR SCORE SUGGESTS YOU SHOULD CONSIDER A JOB WHERE
<b>Work Style</b>	<ul style="list-style-type: none"> <li>You work more with people than with ideas, data, or things.</li> <li>You can interact with colleagues or customers on a regular basis.</li> <li>You don't have to spend a lot of time alone writing reports or analyzing data.</li> </ul>
<b>Learning Environment</b>	<ul style="list-style-type: none"> <li>You can learn new skills.</li> <li>You can learn through hands-on experience.</li> <li>You can apply your learning to concrete problems.</li> </ul>
<b>Leadership Style</b>	<ul style="list-style-type: none"> <li>You can assume leadership for teams or projects.</li> <li>You can be outspoken and voice your opinion.</li> <li>You can direct others.</li> </ul>
<b>Risk Taking</b>	<ul style="list-style-type: none"> <li>You have opportunities to take physical, financial, or social risks.</li> <li>You can jump right in without a lot of planning.</li> <li>There are plenty of new opportunities to pursue.</li> </ul>
<b>Team Orientation</b>	<ul style="list-style-type: none"> <li>You can collaborate with others on team goals.</li> <li>You can reach decisions by consensus.</li> <li>You can share responsibility and accomplishments with others.</li> </ul>

### ACTION STEPS

Consider your personal style in the five areas listed above. Highlight the phrases you agree with. Cross out those you don't agree with. How do your highlighted phrases relate to the Theme codes that appear elsewhere in your report? What implications do your results have for

- Working with others or alone? (Work Style, Leadership Style, Team Orientation)
- Your approach to learning? (Learning Environment)
- The way you go about your career search? (Risk Taking)

## INTERPRETIVE REPORT SUMMARY

You have seen throughout your report that your General Occupational Themes, Basic Interests, and Occupations are all related to six personal/occupational categories: Realistic, Investigative, Artistic, Social, Enterprising, and Conventional. The following chart summarizes your personal information from these categories and suggests how each section of your *Strong* report might be represented in your life.

### YOUR HIGHEST THEMES

- Enterprising
- Conventional
- Social

### PERSONAL AND WORK ENVIRONMENT DESCRIPTORS

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

### SPECIFIC INTERESTS FOR WORK, LEISURE, AND LEARNING

- Developing new prospects
- Entertaining clients
- Traveling for business
- Developing advertising campaigns
- Evaluating profits for new products
- Collecting consumer information
- Doing police work
- Fighting fires
- Handling firearms

### CAREERS THAT MIGHT BE MOST APPEALING TO YOU

- Buyer
- Restaurant Manager
- Florist
- Parks & Recreation Manager
- Life Insurance Agent
- Facilities Manager
- Flight Attendant
- Technical Sales Representative
- Loan Officer/Counselor
- Realtor

### HOW YOU LIKE TO WORK AND LEARN

- Interacting with others on a regular basis
- Learning new skills to apply to concrete problems
- Assuming leadership and directing others
- Taking risks and pursuing new opportunities
- With others, sharing responsibility and achievement

## NEXT STEPS

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As is true for many people, your General Occupational Themes, Basic Interests, and Occupations share many characteristics. This often represents a similar focus throughout work, leisure, and academic interests. Find out as much as you can about occupations, career fields, leisure activities, and academic interests with codes similar to those of your top Themes.

### ACTION STEPS

1. Using the summary chart on the preceding page or any of the descriptors you highlighted in this report or on your *Strong Profile*, create a master list of all descriptors that either describe you or appeal to you. Take this list with you to any informational or job interviews you attend. During the interview, ask questions to determine whether there are opportunities to express these interests or engage in these activities and try to determine whether there is a good fit between your interests and the job you are considering. For example, if you highlighted *fast paced, assertive, influential*, ask about opportunities to express this interest.
2. Your *Strong* results can also help you during your career exploration. Your Enterprising Theme score suggests that the career planning process may at times seem too internal, requiring you to be more contemplative than you like to be. To keep yourself motivated:
  - Try to find a networking group that will expand on your own contacts and connections.
  - Talk to as many people as possible who work in occupations related to your interests.
  - Check out your reactions with a friend or associate.
  - Visit some classes before you enroll in a career-related educational program to make sure the training is practical and action oriented.
  - Ask a colleague to help you check out your decision if you seem to be acting too quickly.
3. The booklet *Where Do I Go Next? Using Your Strong Results to Manage Your Career* provides worksheets to help you in your career exploration. Use this booklet and other helpful books and Web sites suggested by your career professional.

