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

Career 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>	MODERATE					<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. Management (E)
5. Law (E)

**Areas of Least Interest**

- Science (I)
- Religion & Spirituality (S)
- Mechanics & Construction (R)

**ENTERPRISING — Very High**

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Sales	VH					78
Marketing & Advertising	VH					70
Management	VH					66
Law	VH					66
Entrepreneurship	VH					65
Politics & Public Speaking	VH					63

**CONVENTIONAL — Moderate**

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Finance & Investing	H					58
Office Management	M					59
Programming & Information Systems	M					51
Taxes & Accounting	M					48

**SOCIAL — Moderate**

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

**ARTISTIC — Moderate**

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Culinary Arts	VH					66
Writing & Mass Communication	M					52
Performing Arts	M					52
Visual Arts & Design	M					49

**REALISTIC — Moderate**

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

**INVESTIGATIVE — Very Little**

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Research	M					49
Medical Science	M					45
Mathematics	L					40
Science	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. **Restaurant Manager (ECR)**
2. **Buyer (EC)**
3. **Purchasing Agent (ECR)**
4. **Flight Attendant (EAS)**
5. **Law Enforcement Officer (RE)**
6. **Life Insurance Agent (E)**
7. **Optician (ECR)**
8. **Paralegal (CE)**
9. **Bartender (SEA)**
10. **Loan Officer/Counselor (SCE)**

**Occupations of  
Dissimilar Interest**

- Physicist (IRA)**
- Medical Illustrator (AIR)**
- Mathematician (IRC)**
- Biologist (IRA)**
- Geologist (IRA)**

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		
ECR	Restaurant Manager										75
EC	Buyer										71
ECR	Purchasing Agent										67
EAS	Flight Attendant										66
E	Life Insurance Agent										61
ECR	Optician										61
E	Wholesale Sales Representative										59
E	Realtor										57
E	Technical Sales Representative										57
EAC	Florist										56
ECS	Facilities Manager										53
EAS	Marketing Manager										53
E	Sales Manager										53
E	Securities Sales Agent										52
ERA	Chef										51
ESA	Operations Manager										51
E	Top Executive, Business/Finance										47
EC	Cosmetologist										43
EAS	Elected Public Official										39
EA	Interior Designer										25

**Similar results (40 and above)**  
You share interests with women in that occupation and probably would enjoy the work.

**Midrange results (30–39)**  
You share some interests with women in that occupation and probably would enjoy some of the work.

**Dissimilar results (29 and below)**  
You share few interests with women 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		
CE	Paralegal										61
CRE	Military Enlisted										55
CSE	Business/Finance Supervisor										54
CES	Nursing Home Administrator										54
C	Health Information Specialist										53
CES	Production Worker										51
CS	Administrative Assistant										50
CE	Financial Analyst										50
CS	Auditor										49
CSE	Farmer/Rancher										47
CE	Credit Manager										45
CES	Food Service Manager										44
CES	Business Education Teacher										42
C	Computer & IS Manager										42
C	Accountant										38
CSE	Financial Manager										37
C	Computer Systems Analyst										36
C	Technical Support Specialist										31
CI	Computer Programmer										30
CI	Software Developer										27
CIR	Network Administrator										26
CIR	Mathematics Teacher										18
CI	Actuary										16

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		
SEA	Bartender										60
SCE	Loan Officer/Counselor										60
SE	Community Service Director										57
SE	Parks & Recreation Manager										55
SE	Personal Financial Advisor										51
SC	Customer Service Representative										47
SAE	Human Resources Specialist										47
SEA	Human Resources Manager										45
SAC	Management Analyst										45
SAE	Training & Development Specialist										45
S	Career Counselor										41
SEA	School Administrator										39
SE	School Counselor										39
S	Secondary School Teacher										39
S	Instructional Coordinator										38
SA	Recreation Therapist										34
SA	Rehabilitation Counselor										33
SA	Speech Pathologist										33
SA	University Administrator										33
SA	Social Worker										31
S	Elementary School Teacher										30
SIR	Physical Therapist										30
S	Middle School Teacher										28
S	Mental Health Counselor										24
S	Special Education Teacher										22
SI	Registered Nurse										19
SAI	University Faculty Member										19
SAR	Occupational Therapist										16
S	Religious/Spiritual Leader										-3

**Similar results (40 and above)**  
You share interests with women in that occupation and probably would enjoy the work.

**Midrange results (30–39)**  
You share some interests with women in that occupation and probably would enjoy some of the work.

**Dissimilar results (29 and below)**  
You share few interests with women 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	Advertising Account Manager										48
AE	Broadcast Journalist										48
ASE	Attorney										38
AER	Public Administrator										37
ACI	Computer/Mathematics Manager										35
A	Arts/Entertainment Manager										30
AE	Public Relations Director										29
ARE	Photographer										28
A	Reporter										24
AI	Urban & Regional Planner										19
A	Graphic Designer										18
A	Musician										16
AR	Artist										12
A	Translator										12
AIR	Technical Writer										11
A	Librarian										9
A	Editor										8
ASI	ESL Instructor										6
ASE	English Teacher										0
ASE	Art Teacher										-4
ARI	Architect										-10
AIR	Medical Illustrator										-24

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		
RE	Law Enforcement Officer										63
RIS	Radiologic Technologist										45
REI	Military Officer										44
RCI	Emergency Medical Technician										40
R	Automobile Mechanic										28
RIS	Firefighter										27
REI	Horticulturist										27
RC	Landscape/Grounds Manager										26
RIC	Engineering Technician										22
RIA	Electrician										14
RSI	Vocational Agriculture Teacher										14
RIS	Athletic Trainer										12
RIA	Carpenter										2
RI	Forester										0

**Similar results (40 and above)**  
 You share interests with women in that occupation and probably would enjoy the work.

**Midrange results (30–39)**  
 You share some interests with women in that occupation and probably would enjoy some of the work.

**Dissimilar results (29 and below)**  
 You share few interests with women 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		
IES	Dietitian										29
ICR	Pharmacist										25
I	Engineer										24
IRC	Medical Technician										21
IRA	Chiropractor										20
IRA	Respiratory Therapist										17
IRA	Dentist										14
IAS	Psychologist										14
IRC	Medical Technologist										12
IR	Optometrist										10
IRC	Computer Scientist										8
IAR	Sociologist										8
IRS	Science Teacher										3
IR	R&D Manager										2
IAR	Physician										-3
IRA	Veterinarian										-3
IR	Chemist										-12
IA	Geographer										-12
IRA	Geologist										-13
IRA	Biologist										-14
IRC	Mathematician										-24
IRA	Physicist										-32

**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. Management (E)
5. Law (E)

## Areas of Least Interest

- Science (I)
- Religion & Spirituality (S)
- Mechanics & Construction (R)

## YOUR TOP TEN STRONG OCCUPATIONS

1. Restaurant Manager (ECR)
2. Buyer (EC)
3. Purchasing Agent (ECR)
4. Flight Attendant (EAS)
5. Law Enforcement Officer (RE)
6. Life Insurance Agent (E)
7. Optician (ECR)
8. Paralegal (CE)
9. Bartender (SEA)
10. Loan Officer/Counselor (SCE)

## Occupations of Dissimilar Interest

- Physicist (IRA)
- Medical Illustrator (AIR)
- Mathematician (IRC)
- Biologist (IRA)
- Geologist (IRA)

## 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 AND MBTI® CAREER REPORT

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

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

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

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

### HOW YOU WILL BENEFIT

The Strong and MBTI® Career Report can help you identify

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

### HOW YOUR REPORT IS ORGANIZED

The sections in your Strong and MBTI® Career Report are

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

## SUMMARY OF YOUR STRONG AND MBTI® RESULTS

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

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

### YOUR SIX STRONG GENERAL OCCUPATIONAL THEMES

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

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

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

People with interests in these areas usually enjoy directing the work of others in efficient and results-oriented work environments. Having status and authority is often important to them.

### YOUR FOUR MBTI® PERSONALITY PREFERENCES

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

- **Extraversion (E)**—Getting energy from and attuning to the outer world of people and activity
- **Sensing (S)**—Taking in information from the five senses and focusing on what is going on around you at the moment
- **Feeling (F)**—Making decisions based primarily on values and subjective consideration of person-centered concerns
- **Perceiving (P)**—Being flexible and spontaneous and wanting to keep your options open

People with ESFP preferences are enthusiastic in finding hands-on solutions to problems and are usually good in crisis situations. They tend to use a subjective, person-centered approach to decision making, considering their own and others' values.

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

## YOUR STRONG THEMES AND MBTI® PREFERENCES COMBINED

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

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

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

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

### ENTERPRISING + ESFP—The Energetic Persuaders

<b>Enterprising work environments</b>	<ul style="list-style-type: none"> <li>• Competitive</li> <li>• Fast paced</li> <li>• Business oriented</li> <li>• Focused on those in positions of power and influence</li> </ul>
<b>ESFPs at work</b>	<ul style="list-style-type: none"> <li>• Like motivating and encouraging others</li> <li>• Are lively, fast paced, and fun</li> <li>• Pay attention to important and relevant facts</li> <li>• Make decisions that promote consensus</li> </ul>
<b>Enterprising + ESFP individuals often like</b>	<ul style="list-style-type: none"> <li>• Team-oriented business environments</li> <li>• Sales and customer support positions</li> <li>• Task-focused work</li> <li>• Personal service entrepreneurship opportunities</li> </ul>

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

- Apply what you have learned from past experience
- Pay attention to facts and accuracy
- Make decisions based on cooperation and consensus
- Adapt well to change

However, some Enterprising work environments may seem a bit too impersonal to you. Your social bent may at times be viewed by others as detracting from productivity or as not taking work seriously enough.

## YOUR PERSONAL STYLE AND MBTI® PREFERENCES

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

### STRONG WORK STYLE + MBTI® TYPE

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

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

### STRONG LEARNING ENVIRONMENT + MBTI® TYPE

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

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

### STRONG LEADERSHIP STYLE + MBTI® TYPE

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

- Feel comfortable expressing your opinions
- Like managing people and giving practical directions
- Enjoy getting things going and motivating others to get a job done
- Want a job that provides opportunities to be in charge

### STRONG RISK TAKING + MBTI® TYPE

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

- Be most comfortable in positions that allow you to take risks or take on new challenges
- Search out new ways to help others
- Want to be assured that any risks you take are likely to benefit others besides you

### STRONG TEAM ORIENTATION + MBTI® TYPE

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

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

## CAREER FIELDS AND OCCUPATIONS SUGGESTED BY YOUR COMBINED RESULTS

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

### CAREER FIELDS FOR ENTERPRISING + ESFP TYPES

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

CAREER FIELD	O*NET CODE(S)
Sales and Advertising	41-3011.00
Public Relations	11-2031.00
Personnel Recruiting	13-1071.00
Training and Development	13-1151.00

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

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

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

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

#### YOUR TOP COMBINED OCCUPATIONS

OCCUPATION	TYPICAL WORK TASKS	SELECTED KNOWLEDGE, SKILLS, ABILITIES (KSAs)
<b>Life Insurance Agent</b>	<ul style="list-style-type: none"> <li>• Sell life, property, casualty, health, automotive, or other types of insurance</li> <li>• Discuss advantages and disadvantages of various policies with potential clients</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of methods for promoting and selling products or services</li> <li>• Knowledge of administrative and clerical procedures</li> <li>• Skill in influencing and persuading others</li> </ul>
<b>Bartender</b>	<ul style="list-style-type: none"> <li>• Take beverage orders from serving staff or patrons</li> <li>• Mix ingredients to prepare cocktails and other drinks</li> <li>• Collect money for drinks served and balance cash receipts</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of ways to provide customer and personal services</li> <li>• Ability to give full attention to what other people are saying and ask appropriate questions</li> <li>• Ability to arrange things or actions according to a specific set of rules</li> </ul>

Continued on next page →

## YOUR TOP COMBINED OCCUPATIONS (continued)

OCCUPATION	TYPICAL WORK TASKS	SELECTED KNOWLEDGE, SKILLS, ABILITIES (KSAs)
<b>Loan Officer/ Counselor</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>Wholesale Sales Representative</b>	<ul style="list-style-type: none"> <li>Contact regular and prospective customers to demonstrate products, explain product features, and solicit orders</li> <li>Recommend products to customers based on their needs and interests</li> <li>Answer customers' questions about products, prices, availability, product uses, and credit terms</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of showing, promoting, and selling products or services</li> <li>Knowledge of principles and processes for providing customer services and evaluation of customer satisfaction</li> <li>Skill in talking to others to convey information effectively</li> </ul>
<b>Realtor</b>	<ul style="list-style-type: none"> <li>Rent, buy, or sell property for clients and draw up real estate contracts</li> <li>Advise clients on market conditions, prices, mortgages, legal requirements, and related matters</li> <li>Act as an intermediary in negotiations between buyers and sellers over property prices and settlement details</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of methods for showing, promoting, and selling products or services</li> <li>Knowledge of laws and regulations governing real estate</li> <li>Skill in giving full attention to what other people are saying</li> </ul>
<b>Business/ Finance Supervisor</b>	<ul style="list-style-type: none"> <li>Coordinate operations and oversee activities directly related to business and finance</li> <li>Supervise staff, prepare work schedules, and assign specific duties</li> <li>Review financial statements, sales and activity reports, and other performance data to manage productivity</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of resource allocation, supervision, and coordination of people and resources</li> <li>Knowledge of financial markets, banking, and the analysis and reporting of financial data</li> <li>Ability to communicate ideas and information orally and in writing</li> </ul>
<b>Securities Sales Agent</b>	<ul style="list-style-type: none"> <li>Interview potential clients to determine clients' assets, liabilities, cash flow, insurance coverage, tax status, or financial objectives</li> <li>Complete sales orders and submit client-requested transactions for processing</li> <li>Review securities transactions to ensure conformance to governing agency regulations</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of economic and accounting principles and practices, the financial markets, and the analysis and reporting of financial data</li> <li>Skill in talking to others to convey information effectively and persuasively</li> <li>Ability to read and understand information and ideas presented in writing</li> </ul>
<b>Chef</b>	<ul style="list-style-type: none"> <li>Supervise and coordinate activities of cooks and workers engaged in food preparation</li> <li>Plan and price menu items, order supplies, and keep records</li> <li>Check the quality of received products</li> </ul>	<ul style="list-style-type: none"> <li>Ability to prepare nutritious and appetizing meals</li> <li>Knowledge of business principles, including resource allocation, human resource management, production methods, and coordination of people and resources</li> <li>Knowledge of personnel recruitment, selection, training, benefits, and labor relations</li> </ul>
<b>Personal Financial Advisor</b>	<ul style="list-style-type: none"> <li>Interview clients to determine their current income, expenses, insurance coverage, tax status, financial objectives, risk tolerance, and other information needed to develop a financial plan</li> <li>Analyze financial information obtained from clients to determine strategies for meeting their financial objectives</li> <li>Sell financial products such as stocks, bonds, mutual funds, and insurance</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of principles and methods for promoting and selling products and services</li> <li>Skill in using logic and reasoning to identify the strengths and weaknesses of alternative approaches to problems</li> <li>Skill in talking to others to convey information effectively</li> </ul>
<b>Production Worker</b>	<ul style="list-style-type: none"> <li>Perform a variety of routine tasks to assist in production activities, depending on the product and processes involved</li> <li>May include activities such as carrying or moving supplies to and from work stations, assisting in assembly, or feeding items into a processing machine</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of raw materials and production processes involved in the manufacture and distribution of goods</li> <li>Ability to exert yourself physically over long periods of time</li> <li>Ability to exert maximum muscle force to lift, push, pull, or carry objects</li> </ul>

**ACTION STEP**

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

## ADDITIONAL OCCUPATIONS TO EXPLORE

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

### OCCUPATIONS TO EXPLORE

Administrative Assistant	Human Resources Specialist
Advertising Account Manager	Military Enlisted
Cosmetologist	Nursing Home Administrator
Customer Service Representative	Optician
Elected Public Official	Parks & Recreation Manager
Elementary School Teacher	Radiologic Technologist
Farmer/Rancher	Rehabilitation Counselor
Flight Attendant	Restaurant Manager
Florist	Secondary School Teacher
Food Service Manager	Social Worker

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

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

### ACTION STEPS

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

- **Will this career provide plenty of variety and the opportunity to be flexible in how I do things?**
- **Will I be working with others toward immediate, tangible, profit-oriented goals?**
- **Will I be appreciated for my practical outlook and ability to motivate others?**

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

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

## CAREER DEVELOPMENT STRATEGIES

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

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

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

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

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

Is this a friendly environment that focuses on helping others?

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

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

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

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

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

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

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

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

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

## ARE YOU CONSIDERING A CAREER CHANGE?

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

- Learning about physical fitness and home improvement
- Coaching and mentoring young people
- Watching or participating in sporting events
- Volunteering for healthcare and mental health services

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

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

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

**Protective Services**—Serving in a volunteer fire department; doing martial arts; serving in the military reserves; watching police programs on television; taking classes in criminal justice, fire science, law enforcement, or firearm safety; organizing your neighbors to work toward a safe community

**Management**—Volunteering to serve on a nonprofit council, governing board, or chamber of commerce; working with Junior Achievement programs; attending or conducting leadership training seminars; reading books about management; attending programs about various management strategies and techniques; taking classes in business or economics

**Law**—Debating public policy; serving on a jury; working on civic improvement programs; volunteering for a legal aid group; reading books about law and politics; studying international systems of government; watching television programs about crime and the legal system; learning about negotiation, business, or political science

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

## SUCCESSFUL CAREER EXPLORATION AND CHANGE

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

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

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

- You are comfortable taking risks
- Your willingness to take risks may depend on whether you can achieve an important value by doing so
- You may be willing to try a completely different career field if you are convinced that it will be a better fit with your values
- You may be willing to take risks if those close to you do so as well

### STAYING MOTIVATED

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

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

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

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

## NEXT STEPS

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

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

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

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

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

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

