



iStartStrong™ Report

Your Career Information Powered by the
Strong Interest Inventory® Assessment

Report prepared for
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6.17.2026

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Your STRONG Results

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

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

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

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



General Themes

describe your personality and potentially satisfying work environments.



Specific Interests

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

Your General Themes

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

Your Top Themes

ENTERPRISING & CONVENTIONAL

You probably would like work environments where you can manage others using concrete data and set procedures.

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



ENTERPRISING people are persuaders!

You like to lead and influence others.

[Learn More](#)



CONVENTIONAL people are organizers!

You like to collect and manage information.

[Learn More](#)

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



SOCIAL people are helpers!

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

[Learn More](#)



ARTISTIC people are creators!

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

[Learn More](#)



REALISTIC people are doers!

They like to use coordination and physical strength.

[Learn More](#)



INVESTIGATIVE people are thinkers!

They like to analyze and interpret data.

[Learn More](#)

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

Your Specific Interests

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

Your Top 5 Specific Interests

SALES
 MARKETING AND ADVERTISING
 PROTECTIVE SERVICES
 CULINARY ARTS
 LAW

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



SALES

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

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

Related Occupations

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



MARKETING AND ADVERTISING

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

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

Related Occupations

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



PROTECTIVE SERVICES

Your interest in this area suggests that you would enjoy police work and keeping the public safe. The work often involves enforcing laws and ordinances; controlling crowds; making arrests; dispatching police, fire, and ambulance vehicles; investigating criminal violations; fighting fires and conducting rescue efforts; and administering emergency medical care.

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

Related Occupations

[Correctional Officer](#)
[Emergency Medical Technician](#)
[Firefighter](#)
[Police Officer](#)
[Police, Fire, and Ambulance Dispatcher](#)
[Security Guard](#)



CULINARY ARTS

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

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

Related Occupations

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



LAW

Your interest in this area suggests that you would enjoy debating and arguing points of law. The work often involves representing clients in legal proceedings, facilitating conflict resolution, holding public meetings, researching legal precedents, preparing legal documents, assisting lawyers and judges in court, and transcribing trial proceedings.

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

Related Occupations

[Arbitrator/Mediator](#)
[Court Reporter](#)
[Law Clerk](#)
[Lawyer](#)
[Paralegal](#)
[Urban Planner](#)

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

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



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

Your STRONG Summary

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

 <p>ENTERPRISING Persuading and managing others</p>	SALES
 <p>CONVENTIONAL Organizing information</p>	MARKETING AND ADVERTISING
	PROTECTIVE SERVICES
	CULINARY ARTS
	LAW

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

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

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

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

