

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 interpretive data useful to your career professional.

Note to professional: Check the Response Summary on page 9 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
Artistic	A	Self-expression, art appreciation, communication, culture	Composing music, performing, writing, creating visual art	Creativity, musical ability, artistic expression	Beauty, originality, independence, imagination
Investigative	I	Science, medicine, mathematics, research	Performing lab work, solving abstract problems, conducting research	Mathematical ability, researching, writing, analyzing	Independence, curiosity, learning
Social	S	People, teamwork, helping, community service	Teaching, caring for people, counseling, training employees	People skills, verbal ability, listening, showing understanding	Cooperation, generosity, service to others
Enterprising	E	Business, politics, leadership, entrepreneurship	Selling, managing, persuading, marketing	Verbal ability, ability to motivate and direct others	Risk taking, status, competition, influence
Conventional	C	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
Realistic	R	Machines, computer networks, athletics, working outdoors	Operating equipment, using tools, building, repairing, providing security	Mechanical ingenuity and dexterity, physical coordination	Tradition, practicality, common sense

YOUR HIGHEST THEMES

Artistic, Investigative, Social

YOUR THEME CODE

AIS

THEME	CODE	STANDARD SCORE & INTEREST LEVEL					STD SCORE
		< 30	40	50	60	70 >	
Artistic	A	VERY HIGH					71
Investigative	I	MODERATE					56
Social	S	MODERATE					51
Enterprising	E	MODERATE					48
Conventional	C	MODERATE					43
Realistic	R	LITTLE					37

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 on this page 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. Writing & Mass Communication (A)
2. Performing Arts (A)
3. Visual Arts & Design (A)
4. Culinary Arts (A)
5. Law (E)

Areas of Least Interest

- Management (E)
- Computer Hardware & Electronics (R)
- Military (R)

ARTISTIC — Very High

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Writing & Mass Communication	VH					71
Performing Arts	VH					71
Visual Arts & Design	VH					70
Culinary Arts	VH					67

INVESTIGATIVE — Moderate

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Research	H					57
Science	M					56
Medical Science	M					52
Mathematics	L					40

SOCIAL — Moderate

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Social Sciences	H					59
Counseling & Helping	M					58
Religion & Spirituality	M					53
Human Resources & Training	M					48
Healthcare Services	M					46
Teaching & Education	M					45

ENTERPRISING — Moderate

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Law	VH					66
Marketing & Advertising	VH					65
Politics & Public Speaking	H					58
Entrepreneurship	M					48
Sales	L					41
Management	VL					33

CONVENTIONAL — Moderate

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Finance & Investing	M					55
Office Management	M					50
Taxes & Accounting	M					43
Programming & Information Systems	L					39

REALISTIC — Little

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Nature & Agriculture	M					50
Protective Services	M					47
Athletics	M					45
Mechanics & Construction	M					40
Military	L					38
Computer Hardware & Electronics	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 next three pages you will find your scores for 122 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.

YOUR TOP TEN STRONG OCCUPATIONS

1. Librarian (A)
2. Technical Writer (AIR)
3. Broadcast Journalist (AE)
4. Graphic Designer (ARI)
5. Photographer (ARE)
6. Reporter (A)
7. Chef (ERA)
8. Attorney (A)
9. Editor (AI)
10. Translator (A)

**Occupations of
Dissimilar Interest**

Physical Education Teacher
(SRC)

Physicist (IRA)

Athletic Trainer (RIS)

Mathematician (IRC)

Mathematics Teacher (CIR)

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. If you have no scores in this range, take a look at those in the midrange and begin there. 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 those types of work and probably would contribute to such occupations in a unique way. Your career professional can guide you further in this process.

You can learn about occupations from information found in a public library, in the career library of a college or university near you, in a professional career center, or on the Internet. A recommended online source for occupational information is the O*NET™ database at <http://online.onetcenter.org>. You can also learn a lot about an occupation by talking to people who are working in that particular occupation. These people can describe their day-to-day work and tell you what they like and dislike about it.

OCCUPATIONAL SCALES

SECTION 3

ARTISTIC – Creating or Enjoying Art, Drama, Music, Writing

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR		STD SCORE
		10	15	20	30	40	50	55	
A	Librarian	[Bar from 10 to 63]							63
AIR	Technical Writer	[Bar from 10 to 62]							62
AE	Broadcast Journalist	[Bar from 10 to 61]							61
ARI	Graphic Designer	[Bar from 10 to 61]							61
ARE	Photographer	[Bar from 10 to 61]							61
A	Reporter	[Bar from 10 to 60]							60
A	Attorney	[Bar from 10 to 56]							56
AI	Editor	[Bar from 10 to 56]							56
A	Translator	[Bar from 10 to 56]							56
AE	Advertising Account Manager	[Bar from 10 to 52]							52
AES	Corporate Trainer	[Bar from 10 to 52]							52
ASI	ESL Instructor	[Bar from 10 to 52]							52
AE	Public Relations Director	[Bar from 10 to 51]							51
A	Musician	[Bar from 10 to 50]							50
AR	Artist	[Bar from 10 to 45]							45
ASE	English Teacher	[Bar from 10 to 43]							43
AER	Public Administrator	[Bar from 10 to 41]							41
AI	Urban & Regional Planner	[Bar from 10 to 40]							40
AIR	Medical Illustrator	[Bar from 10 to 36]							36
ASE	Art Teacher	[Bar from 10 to 31]							31
ARI	Architect	[Bar from 10 to 28]							28

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://online.onetcenter.org>.

INVESTIGATIVE – Researching, Analyzing, Inquiring

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR		STD SCORE
		10	15	20	30	40	50	55	
IA	Psychologist	[Bar from 10 to 43]							43
IRA	Chiropractor	[Bar from 10 to 36]							36
IAR	University Professor	[Bar from 10 to 35]							35
IRA	Dentist	[Bar from 10 to 32]							32
IA	Geographer	[Bar from 10 to 31]							31
IAR	Sociologist	[Bar from 10 to 31]							31
ICR	Pharmacist	[Bar from 10 to 29]							29
IR	Software Developer	[Bar from 10 to 28]							28
IR	Optometrist	[Bar from 10 to 23]							23
IR	R&D Manager	[Bar from 10 to 23]							23
IAR	Physician	[Bar from 10 to 22]							22
IRA	Biologist	[Bar from 10 to 21]							21
IES	Dietitian	[Bar from 10 to 21]							21
IRC	Medical Technologist	[Bar from 10 to 19]							19
IRA	Veterinarian	[Bar from 10 to 18]							18
IRA	Geologist	[Bar from 10 to 16]							16
IRA	Respiratory Therapist	[Bar from 10 to 15]							15
IRS	Science Teacher	[Bar from 10 to 14]							14
IR	Chemist	[Bar from 10 to 13]							13
IRC	Medical Technician	[Bar from 10 to 13]							13
IRC	Computer Scientist	[Bar from 10 to 11]							11
IRC	Mathematician	[Bar from 10 to 0]							0
IRA	Physicist	[Bar from 10 to -5]							-5

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
SA	College Instructor									53
SA	Social Worker									53
SEA	Social Science Teacher									45
SAI	Rehabilitation Counselor									42
SEA	School Administrator									41
SA	Speech Pathologist									41
SAE	Foreign Language Teacher									40
SE	School Counselor									32
SE	Community Service Director									30
SE	Parks & Recreation Manager									30
SI	Registered Nurse									29
SE	Special Education Teacher									28
SAR	Occupational Therapist									26
SA	Recreation Therapist									26
SAR	Minister									24
S	Elementary School Teacher									23
SCE	Licensed Practical Nurse									19
SIR	Physical Therapist									7
SRC	Physical Education Teacher									-11

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://online.onetcenter.org>.

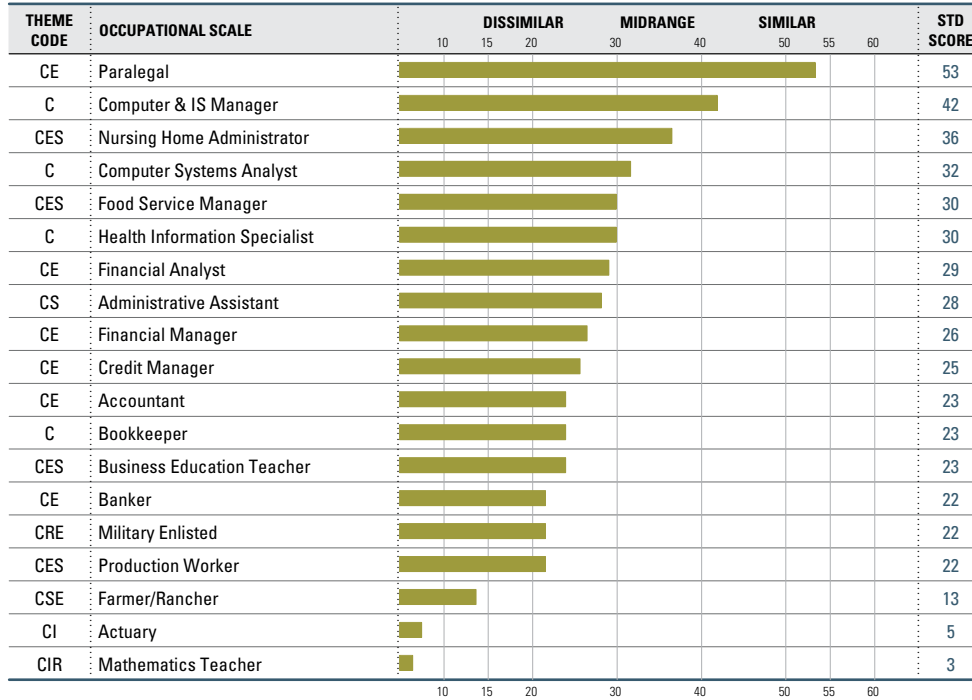
ENTERPRISING – Selling, Managing, Persuading

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR		STD SCORE	
		10	15	20	30	40	50	55		60
ERA	Chef									59
EA	Marketing Manager									52
ECA	Travel Consultant									48
EAS	Flight Attendant									47
E	Top Executive									47
EA	Interior Designer									46
EAI	Technical Sales Representative									43
E	Retail Sales Representative									42
ECA	Retail Sales Manager									41
E	Sales Manager									40
ECR	Restaurant Manager									39
EC	Buyer									38
ECS	Operations Manager									38
ECR	Purchasing Agent									38
EAC	Florist									37
ECS	Housekeeping/Maintenance Manager									37
EAS	Elected Public Official									33
EAS	Human Resources Manager									33
EIR	Investments Manager									31
ECR	Optician									30
E	Life Insurance Agent									27
EC	Cosmetologist									23
E	Realtor									21

OCCUPATIONAL SCALES

SECTION 3

CONVENTIONAL – Accounting, Organizing, Processing Data



Similar results (40 and above)

You share interests with women in that occupation and probably would enjoy the work.

Midrange results (30–39)

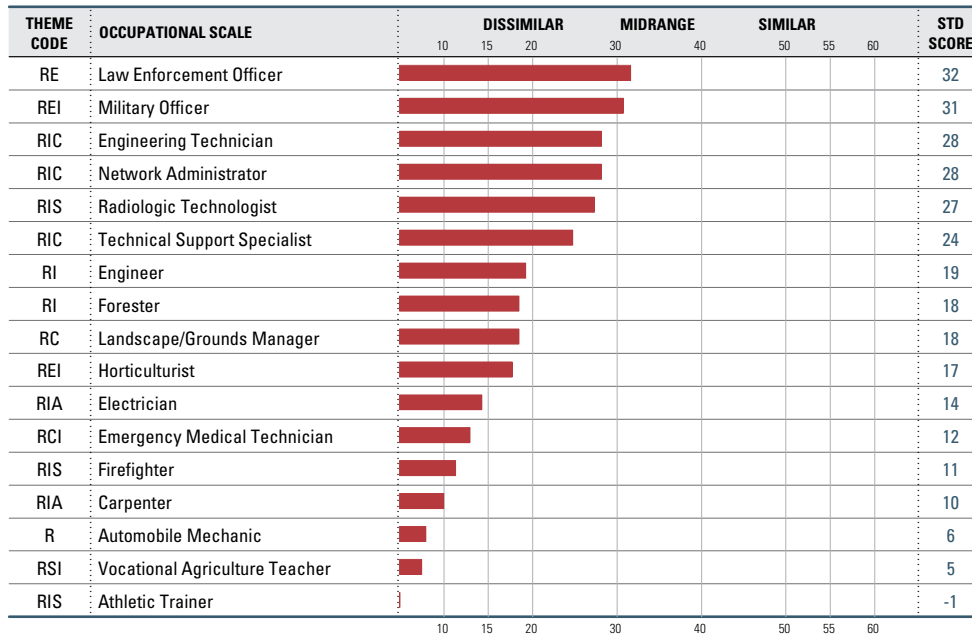
You share some interests with women in that occupation and probably would enjoy some of the work.

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://online.onetcenter.org>.

REALISTIC – Building, Repairing, Working Outdoors



PERSONAL STYLE SCALES

SECTION 4

The Personal Style Scales describe different ways of approaching people, learning, leading, making decisions, 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 more effectively narrow your choices and examine your opportunities. Each scale includes descriptions at both ends of the continuum, with scores indicating 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 are likely to prefer a balance of working alone and working with people
2. You seem to prefer to learn through lectures and books
3. You probably are comfortable both leading by example and taking charge
4. You may dislike taking risks
5. You probably enjoy both team roles and independent roles

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		< 25	CLEAR 35	45	MIDRANGE 55	65	CLEAR 75 >		STD SCORE
Work Style	Prefers working alone; enjoys data, ideas, or things; reserved			◆				Prefers working with people; enjoys helping others; outgoing	47
Learning Environment	Prefers practical learning environments; learns by doing; prefers short-term training to achieve a specific goal or skill					◆		Prefers academic environments; learns through lectures and books; willing to spend many years in school; seeks knowledge for its own sake	65
Leadership Style	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				◆			Is comfortable taking charge of and motivating others; prefers directing others to doing the job alone; enjoys initiating action; expresses opinions easily	54
Risk Taking	Dislikes risk taking; likes quiet activities; prefers to play it safe; makes careful decisions			◆				Likes risk taking; appreciates original ideas; enjoys thrilling activities and taking chances; makes quick decisions	44
Team Orientation	Prefers accomplishing tasks independently; enjoys role as independent contributor; likes to solve problems on one's own				◆			Prefers working on teams; enjoys collaborating on team goals; likes problem solving with others	50

PROFILE SUMMARY

SECTION 5

YOUR HIGHEST THEMES

Artistic, Investigative, Social

YOUR THEME CODE

AIS

YOUR TOP FIVE INTEREST AREAS

1. Writing & Mass Communication (A)
2. Performing Arts (A)
3. Visual Arts & Design (A)
4. Culinary Arts (A)
5. Law (E)

Areas of Least Interest

Management (E)
 Computer Hardware & Electronics (R)
 Military (R)

YOUR TOP TEN STRONG OCCUPATIONS

1. Librarian (A)
2. Technical Writer (AIR)
3. Broadcast Journalist (AE)
4. Graphic Designer (ARI)
5. Photographer (ARE)
6. Reporter (A)
7. Chef (ERA)
8. Attorney (A)
9. Editor (AI)
10. Translator (A)

Occupations of Dissimilar Interest

Physical Education Teacher (SRC)
 Physicist (IRA)
 Athletic Trainer (RIS)
 Mathematician (IRC)
 Mathematics Teacher (CIR)

YOUR PERSONAL STYLE SCALES PREFERENCES

1. You are likely to prefer a balance of working alone and working with people
2. You seem to prefer to learn through lectures and books
3. You probably are comfortable both leading by example and taking charge
4. You may dislike taking risks
5. You probably enjoy both team roles and independent roles

RESPONSE SUMMARY

SECTION 6

This section provides a summary of your responses to the different sections of the inventory for use in interpretation by your career professional.

ITEM RESPONSE PERCENTAGES					
Section Title	Strongly Like	Like	Indifferent	Dislike	Strongly Dislike
Occupations	23	9	17	8	42
Subject Areas	30	13	22	15	20
Activities	18	19	25	12	26
Leisure Activities	54	14	7	11	14
People	44	0	19	19	19
Characteristics	56	11	11	22	0
TOTAL PERCENTAGE	28	13	19	12	29

Total possible responses: 291 Your response total: 290 Items omitted: 1 Typicality index: 19—Combination of item responses appears consistent

Note: Due to rounding, total percentage may not add up to 100%.