

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
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
Investigative	I	Science, medicine, mathematics, research	Performing lab work, solving abstract problems, conducting research	Mathematical ability, researching, writing, analyzing	Independence, curiosity, learning
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
Artistic	A	Self-expression, art appreciation, communication, culture	Composing music, performing, writing, creating visual art	Creativity, musical ability, artistic expression	Beauty, originality, independence, imagination

YOUR HIGHEST THEMES

Social, Enterprising, Conventional

YOUR THEME CODE

SEC

THEME	CODE	STANDARD SCORE & INTEREST LEVEL					STD SCORE
		< 30	40	50	60	70 >	
Social	S	HIGH					58
Enterprising	E	MODERATE					57
Conventional	C	MODERATE					55
Investigative	I	MODERATE					51
Realistic	R	LITTLE					44
Artistic	A	LITTLE					40

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. **Entrepreneurship (E)**
2. **Teaching & Education (S)**
3. **Finance & Investing (C)**
4. **Sales (E)**
5. **Religion & Spirituality (S)**

Areas of Least Interest

- Performing Arts (A)**
- Athletics (R)**
- Protective Services (R)**

SOCIAL — High

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Teaching & Education	[Progress bar to 64, labeled VH]					64
Religion & Spirituality	[Progress bar to 60, labeled H]					60
Human Resources & Training	[Progress bar to 58, labeled H]					58
Counseling & Helping	[Progress bar to 56, labeled H]					56
Social Sciences	[Progress bar to 46, labeled M]					46
Healthcare Services	[Progress bar to 41, labeled L]					41

ENTERPRISING — Moderate

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Entrepreneurship	[Progress bar to 68, labeled VH]					68
Sales	[Progress bar to 63, labeled H]					63
Marketing & Advertising	[Progress bar to 55, labeled M]					55
Management	[Progress bar to 53, labeled M]					53
Politics & Public Speaking	[Progress bar to 49, labeled M]					49
Law	[Progress bar to 45, labeled M]					45

CONVENTIONAL — Moderate

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Finance & Investing	[Progress bar to 65, labeled H]					65
Programming & Information Systems	[Progress bar to 60, labeled H]					60
Taxes & Accounting	[Progress bar to 54, labeled M]					54
Office Management	[Progress bar to 52, labeled M]					52

INVESTIGATIVE — Moderate

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Research	[Progress bar to 57, labeled M]					57
Science	[Progress bar to 53, labeled M]					53
Mathematics	[Progress bar to 47, labeled M]					47
Medical Science	[Progress bar to 46, labeled M]					46

REALISTIC — Little

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Nature & Agriculture	[Progress bar to 49, labeled M]					49
Computer Hardware & Electronics	[Progress bar to 47, labeled M]					47
Military	[Progress bar to 47, labeled L]					47
Mechanics & Construction	[Progress bar to 43, labeled L]					43
Protective Services	[Progress bar to 38, labeled VL]					38
Athletics	[Progress bar to 33, labeled VL]					33

ARTISTIC — Little

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Writing & Mass Communication	[Progress bar to 52, labeled M]					52
Culinary Arts	[Progress bar to 41, labeled L]					41
Visual Arts & Design	[Progress bar to 41, labeled L]					41
Performing Arts	[Progress bar to 29, labeled VL]					29

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. **Investments Manager (ECI)**
2. **Special Education Teacher (SEA)**
3. **Speech Pathologist (SA)**
4. **Administrative Assistant (CSA)**
5. **Banker (CE)**
6. **Translator (AI)**
7. **Farmer/Rancher (RC)**
8. **College Instructor (S)**
9. **Operations Manager (E)**
10. **University Professor (IAS)**

**Occupations of
Dissimilar Interest**

-
- Physical Therapist (SIR)**
 - Medical Illustrator (AIR)**
 - Editor (AI)**
 - English Teacher (ASE)**
 - Elected Public Official (ESA)**

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

SOCIAL – Helping, Instructing, Caregiving

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR		STD SCORE	
		10	15	20	30	40	50	55		60
SEA	Special Education Teacher									52
SA	Speech Pathologist									51
S	College Instructor									44
SA	Social Worker									41
SEC	Dietitian									39
SAI	Rehabilitation Counselor									36
SA	Minister									34
SE	School Counselor									34
SEA	Social Science Teacher									34
SEC	School Administrator									32
SA	Foreign Language Teacher									29
SCE	Licensed Practical Nurse									29
SE	Community Service Director									26
S	Elementary School Teacher									26
SAR	Recreation Therapist									23
SA	Occupational Therapist									21
SE	Parks & Recreation Manager									21
SAI	Registered Nurse									21
SIR	Athletic Trainer									14
SR	Physical Education Teacher									11
SIR	Physical Therapist									5

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://online.onetcenter.org>.

ENTERPRISING – Selling, Managing, Persuading

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR		STD SCORE	
		10	15	20	30	40	50	55		60
ECl	Investments Manager									53
E	Operations Manager									44
ECS	Housekeeping/Maintenance Manager									41
EA	Marketing Manager									41
ECR	Purchasing Agent									39
E	Top Executive									37
ER	Optician									34
E	Realtor									34
ECA	Travel Consultant									34
E	Life Insurance Agent									33
ECR	Restaurant Manager									30
ECS	Retail Sales Manager									30
ES	Sales Manager									29
EAS	Flight Attendant									28
E	Retail Sales Representative									28
ESI	Technical Sales Representative									25
EC	Buyer									24
ES	Human Resources Manager									24
EAC	Florist									23
EA	Cosmetologist									17
ER	Chef									12
ESA	Elected Public Official									10

OCCUPATIONAL SCALES

SECTION 3

CONVENTIONAL – Accounting, Organizing, Processing Data

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
CSA	Administrative Assistant										48
CE	Banker										47
CRI	Computer Systems Analyst										43
CES	Nursing Home Administrator										42
CE	Credit Manager										39
C	Bookkeeper										37
CE	Financial Analyst										36
C	Health Information Specialist										35
CE	Accountant										33
CES	Business Education Teacher										33
CA	Paralegal										33
CI	Actuary										31
CE	Financial Manager										29
CES	Food Service Manager										24
CIS	Mathematics Teacher										23

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://online.onetcenter.org>.

INVESTIGATIVE – Researching, Analyzing, Inquiring

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
IAS	University Professor										44
IAR	Software Developer										43
IRC	Technical Support Specialist										37
IRA	Geologist										35
IRC	Medical Technologist										33
ICR	Computer Scientist										32
IRC	Network Administrator										31
IA	Biologist										30
IR	Chemist										30
ICE	Pharmacist										29
IR	Optometrist										28
IRS	Respiratory Therapist										28
IR	Veterinarian										27
IRE	Medical Technician										26
IR	Dentist										25
IAR	Physician										25
IA	Psychologist										25
IRS	Science Teacher										25
ISA	Chiropractor										24
IA	Geographer										22
IRC	R&D Manager										20
ICA	Mathematician										18
IRA	Physicist										14

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		
RC	Farmer/Rancher										45
RSE	Vocational Agriculture Teacher										44
RI	Forester										41
REI	Horticulturist										41
RI	Emergency Medical Technician										37
RE	Landscape/Grounds Manager										37
R	Law Enforcement Officer										35
RI	Radiologic Technologist										33
R	Automobile Mechanic										31
RCE	Military Enlisted										31
RI	Engineer										30
REC	Military Officer										30
RCE	Production Worker										30
RIC	Computer & IS Manager										28
RIC	Electrician										25
RIC	Engineering Technician										24
RI	Firefighter										17
REA	Carpenter										15

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://online.onetcenter.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		
AI	Translator										47
A	Librarian										39
AES	Corporate Trainer										34
ARE	Photographer										32
AI	Technical Writer										32
AE	Broadcast Journalist										31
A	Graphic Designer										30
ASI	ESL Instructor										28
AE	Advertising Account Manager										27
A	Attorney										26
AE	Interior Designer										26
ASE	Public Administrator										25
A	Musician										24
AI	Urban & Regional Planner										24
AI	Sociologist										23
AE	Public Relations Director										20
A	Artist										19
AS	Art Teacher										17
A	Reporter										13
ARI	Architect										12
ASE	English Teacher										9
AI	Editor										8
AIR	Medical Illustrator										6

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 be comfortable taking some 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	MIDRANGE 45 55	CLEAR 65	75 >	STD SCORE
Work Style	<p>Prefers working alone; enjoys data, ideas, or things; reserved</p> <p>Prefers working with people; enjoys helping others; outgoing</p>			◆			47
Learning Environment	<p>Prefers practical learning environments; learns by doing; prefers short-term training to achieve a specific goal or skill</p> <p>Prefers academic environments; learns through lectures and books; willing to spend many years in school; seeks knowledge for its own sake</p>				◆		57
Leadership Style	<p>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</p> <p>Is comfortable taking charge of and motivating others; prefers directing others to doing the job alone; enjoys initiating action; expresses opinions easily</p>			◆			48
Risk Taking	<p>Dislikes risk taking; likes quiet activities; prefers to play it safe; makes careful decisions</p> <p>Likes risk taking; appreciates original ideas; enjoys thrilling activities and taking chances; makes quick decisions</p>			◆			48
Team Orientation	<p>Prefers accomplishing tasks independently; enjoys role as independent contributor; likes to solve problems on one's own</p> <p>Prefers working on teams; enjoys collaborating on team goals; likes problem solving with others</p>				◆		53

PROFILE SUMMARY

SECTION 5

YOUR HIGHEST THEMES

Social, Enterprising, Conventional

YOUR THEME CODE

SEC

YOUR TOP FIVE INTEREST AREAS

1. Entrepreneurship (E)
2. Teaching & Education (S)
3. Finance & Investing (C)
4. Sales (E)
5. Religion & Spirituality (S)

Areas of Least Interest

- Performing Arts (A)
 Athletics (R)
 Protective Services (R)

YOUR TOP TEN STRONG OCCUPATIONS

1. Investments Manager (ECI)
2. Special Education Teacher (SEA)
3. Speech Pathologist (SA)
4. Administrative Assistant (CSA)
5. Banker (CE)
6. Translator (AI)
7. Farmer/Rancher (RC)
8. College Instructor (S)
9. Operations Manager (E)
10. University Professor (IAS)

Occupations of Dissimilar Interest

- Physical Therapist (SIR)
 Medical Illustrator (AIR)
 Editor (AI)
 English Teacher (ASE)
 Elected Public Official (ESA)

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 be comfortable taking some 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	3	23	19	23	32
Subject Areas	9	22	15	37	17
Activities	15	32	21	26	5
Leisure Activities	0	25	18	32	25
People	19	13	38	19	13
Characteristics	33	33	33	0	0
TOTAL PERCENTAGE	9	26	20	26	19

Total possible responses: 291 Your response total: 290 Items omitted: 1 Typicality index: 20—Combination of item responses appears consistent

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