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# Strong Interest Inventory®

## Profile with Interpretive Report & Skills Confidence Inventory Profile

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Report prepared for

**MARTIN 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>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>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>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>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>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>YOUR HIGHEST THEMES</b>	<b>YOUR THEME CODE</b>
<b>Enterprising, Social, Realistic</b>	<b>ESR</b>

THEME	CODE	STANDARD SCORE & INTEREST LEVEL					STD SCORE
		30	40	50	60	70	
<b>Enterprising</b>	<b>E</b>	[Bar from 30 to 63] HIGH					<b>63</b>
<b>Social</b>	<b>S</b>	[Bar from 30 to 58] HIGH					<b>58</b>
<b>Realistic</b>	<b>R</b>	[Bar from 30 to 55] MODERATE					<b>55</b>
<b>Conventional</b>	<b>C</b>	[Bar from 30 to 40] LITTLE					<b>40</b>
<b>Investigative</b>	<b>I</b>	[Bar from 30 to 40] LITTLE					<b>40</b>
<b>Artistic</b>	<b>A</b>	[Bar from 30 to 37] LITTLE					<b>37</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. Management (E)
3. Social Sciences (S)
4. Politics & Public Speaking (E)
5. Marketing & Advertising (E)

**Areas of Least Interest**

- Culinary Arts (A)
- Visual Arts & Design (A)
- Programming & Information Systems (C)

**ENTERPRISING — High**

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Sales						71
Management						63
Politics & Public Speaking						61
Marketing & Advertising						60
Law						57
Entrepreneurship						51

**SOCIAL — High**

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Social Sciences						62
Human Resources & Training						59
Teaching & Education						58
Counseling & Helping						52
Healthcare Services						51
Religion & Spirituality						51

**REALISTIC — Moderate**

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Athletics						61
Mechanics & Construction						57
Protective Services						52
Nature & Agriculture						50
Military						47
Computer Hardware & Electronics						40

**CONVENTIONAL — Little**

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Finance & Investing						55
Taxes & Accounting						48
Office Management						38
Programming & Information Systems						38

**INVESTIGATIVE — Little**

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Mathematics						51
Research						42
Science						40
Medical Science						39

**ARTISTIC — Little**

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Writing & Mass Communication						40
Performing Arts						38
Visual Arts & Design						36
Culinary Arts						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. Life Insurance Agent (E)
2. Buyer (EC)
3. Loan Officer/Counselor (E)
4. Operations Manager (ER)
5. Parks & Recreation Manager (SE)
6. Special Education Teacher (SEA)
7. Credit Manager (CE)
8. Realtor (E)
9. Top Executive, Business/Finance (E)
10. Florist (EAC)

Occupations of  
Dissimilar Interest

- Physicist (IRA)
- Medical Illustrator (AIR)
- Mathematician (ICA)
- Chemist (IR)
- Reporter (A)

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		
E	Life Insurance Agent										66
EC	Buyer										62
E	Loan Officer/Counselor										61
ER	Operations Manager										61
E	Realtor										58
E	Top Executive, Business/Finance										58
EAC	Florist										57
E	Sales Manager										57
ECR	Purchasing Agent										56
ESR	Human Resources Specialist										55
E	Securities Sales Agent										55
E	Marketing Manager										54
ER	Technical Sales Representative										53
E	Wholesale Sales Representative										53
ECS	Facilities Manager										52
ER	Optician										52
E	Personal Financial Advisor										52
ECR	Restaurant Manager										52
ESA	Elected Public Official										39
EAS	Flight Attendant										37
ER	Chef										33
EAR	Bartender										26
EA	Cosmetologist										22

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

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

**Dissimilar results (29 and below)**  
 You share few interests with men in that occupation and probably would not enjoy the work.

For more information about any of these occupations, visit O\*NET™ online at <http://www.onetonline.org>

**SOCIAL — Helping, Instructing, Caregiving**

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
SE	Parks & Recreation Manager										60
SEA	Special Education Teacher										60
SER	Human Resources Manager										55
S	Career Counselor										54
S	Middle School Teacher										53
SEC	School Administrator										52
SA	University Administrator										52
SAE	Training & Development Specialist										51
SE	School Counselor										50
S	Community Service Director										47
S	Instructional Coordinator										46
S	Secondary School Teacher										45
S	Mental Health Counselor										43
SRA	Rehabilitation Counselor										43
S	Elementary School Teacher										42
SAR	Recreation Therapist										42
SA	Social Worker										40
S	Religious/Spiritual Leader										39
SA	Occupational Therapist										33
SIR	Athletic Trainer										30
SIR	Physical Therapist										29
SAI	Registered Nurse										29
SA	Speech Pathologist										27
SEC	Dietitian										19

OCCUPATIONAL SCALES

SECTION 3

**REALISTIC — Building, Repairing, Working Outdoors**

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
R	Law Enforcement Officer										52
REC	Management Analyst										50
RCE	Production Worker										47
RC	Farmer/Rancher										46
RCE	Military Enlisted										44
RSE	Vocational Agriculture Teacher										43
RE	Landscape/Grounds Manager										42
REC	Military Officer										42
RI	Radiologic Technologist										41
R	Automobile Mechanic										38
RI	Emergency Medical Technician										37
RIC	Electrician										36
RI	Firefighter										34
REI	Horticulturist										33
RC	Computer & IS Manager										32
RIC	Computer/Mathematics Manager										30
RI	Engineer										27
RI	Forester										24
REA	Carpenter										23
RCI	Computer Systems Analyst										23
RIC	Engineering Technician										22
RIC	Software Developer										20
RIC	Computer Programmer										17
RCI	Technical Support Specialist										17
RIC	Network Administrator										13

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

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

**Dissimilar results (29 and below)**  
 You share few interests with men in that occupation and probably would not enjoy the work.

For more information about any of these occupations, visit O\*NET™ online at <http://www.onetonline.org>

**CONVENTIONAL — Accounting, Organizing, Processing Data**

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
CE	Credit Manager										59
CRE	Business/Finance Supervisor										52
CRE	Financial Analyst										49
CES	Business Education Teacher										48
CRE	Accountant										46
CA	Paralegal										46
CES	Nursing Home Administrator										45
C	Auditor										44
CRE	Financial Manager										43
CR	Customer Service Representative										42
CES	Food Service Manager										37
CSR	Administrative Assistant										35
C	Health Information Specialist										29
CIS	Mathematics Teacher										21
CI	Actuary										7

OCCUPATIONAL SCALES

SECTION 3

INVESTIGATIVE — Researching, Analyzing, Inquiring

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE
		10	15	20	30	40	50	55	60	
ISA	Chiropractor	[Bar from 10 to 33]								33
ICE	Pharmacist	[Bar from 10 to 26]								26
IRC	R&D Manager	[Bar from 10 to 12]								12
IRE	Medical Technician	[Bar from 10 to 11]								11
IR	Optometrist	[Bar from 10 to 9]								9
IRC	Medical Technologist	[Bar from 10 to 8]								8
IRS	Science Teacher	[Bar from 10 to 8]								8
I	University Faculty Member	[Bar from 10 to 7]								7
IRS	Respiratory Therapist	[Bar from 10 to 6]								6
IR	Dentist	[Bar from 10 to 3]								3
IAS	Psychologist	[Bar from 10 to 2]								2
IA	Geographer	[Bar from 10 to -1]								-1
ICR	Computer Scientist	[Bar from 10 to -3]								-3
IR	Veterinarian	[Bar from 10 to -3]								-3
IAR	Physician	[Bar from 10 to -4]								-4
IA	Biologist	[Bar from 10 to -5]								-5
IRA	Geologist	[Bar from 10 to -5]								-5
IR	Chemist	[Bar from 10 to -13]								-13
ICA	Mathematician	[Bar from 10 to -13]								-13
IRA	Physicist	[Bar from 10 to -39]								-39

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

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

**Dissimilar results (29 and below)**  
 You share few interests with men in that occupation and probably would not enjoy the work.

For more information about any of these occupations, visit O\*NET™ online at <http://www.onetonline.org>

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

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE
		10	15	20	30	40	50	55	60	
ASE	Public Administrator	[Bar from 10 to 42]								42
ARE	Attorney	[Bar from 10 to 37]								37
AE	Public Relations Director	[Bar from 10 to 30]								30
AI	Urban & Regional Planner	[Bar from 10 to 30]								30
AE	Advertising Account Manager	[Bar from 10 to 29]								29
A	Arts/Entertainment Manager	[Bar from 10 to 29]								29
AE	Interior Designer	[Bar from 10 to 27]								27
A	Musician	[Bar from 10 to 22]								22
ARE	Photographer	[Bar from 10 to 22]								22
ASI	ESL Instructor	[Bar from 10 to 19]								19
A	Graphic Designer	[Bar from 10 to 17]								17
AE	Broadcast Journalist	[Bar from 10 to 16]								16
AI	Translator	[Bar from 10 to 12]								12
A	Librarian	[Bar from 10 to 11]								11
AS	Art Teacher	[Bar from 10 to 9]								9
AI	Sociologist	[Bar from 10 to 9]								9
ASE	English Teacher	[Bar from 10 to 5]								5
ARI	Architect	[Bar from 10 to 4]								4
A	Editor	[Bar from 10 to 0]								0
AI	Technical Writer	[Bar from 10 to -3]								-3
A	Artist	[Bar from 10 to -4]								-4
A	Reporter	[Bar from 10 to -6]								-6
AIR	Medical Illustrator	[Bar from 10 to -18]								-18



**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 and through lectures and books.
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			Prefers working with people; enjoys helping others; outgoing			62
<b>Learning Environment</b>	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			54
<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			Is comfortable taking charge of and motivating others; prefers directing others to doing the job alone; enjoys initiating action; expresses opinions easily			60
<b>Risk Taking</b>	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			61
<b>Team Orientation</b>	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			57

## PROFILE SUMMARY

## SECTION 5

## YOUR HIGHEST THEMES

Enterprising, Social, Realistic

## YOUR THEME CODE

ESR

## YOUR TOP FIVE INTEREST AREAS

1. Sales (E)
2. Management (E)
3. Social Sciences (S)
4. Politics & Public Speaking (E)
5. Marketing & Advertising (E)

## Areas of Least Interest

Culinary Arts (A)  
 Visual Arts & Design (A)  
 Programming & Information Systems (C)

## YOUR TOP TEN STRONG OCCUPATIONS

1. Life Insurance Agent (E)
2. Buyer (EC)
3. Loan Officer/Counselor (E)
4. Operations Manager (ER)
5. Parks & Recreation Manager (SE)
6. Special Education Teacher (SEA)
7. Credit Manager (CE)
8. Realtor (E)
9. Top Executive, Business/Finance (E)
10. Florist (EAC)

## Occupations of Dissimilar Interest

Physicist (IRA)  
 Medical Illustrator (AIR)  
 Mathematician (ICA)  
 Chemist (IR)  
 Reporter (A)

## YOUR PERSONAL STYLE SCALES PREFERENCES

1. You likely prefer working with people.
2. You seem to prefer to learn by doing and through lectures and books.
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	0	32	18	37	13
Subject Areas	2	39	7	35	17
Activities	2	49	13	24	12
Leisure Activities	0	33	11	41	15
People	0	50	25	25	0
Your Characteristics	0	67	22	11	0
<b>TOTAL PERCENTAGE</b>	<b>1</b>	<b>40</b>	<b>14</b>	<b>32</b>	<b>13</b>

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

Total possible responses: 291    Your response total: 286    Items omitted: 5    Typicality index: 23—Combination of item responses appears consistent.



## INTRODUCTION TO YOUR STRONG INTERPRETIVE REPORT

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

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

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

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

### YOUR STRONG INTERPRETIVE REPORT INCLUDES PERSONALIZED INFORMATION ON

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

### SIX OCCUPATIONAL THEMES

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

### YOU CAN USE THIS INFORMATION TO HELP YOU

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

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

## YOUR GENERAL OCCUPATIONAL THEMES

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

YOUR THEME DESCRIPTIONS				YOUR THEME CODE: ESR	
THEME	CODE	DEFINITION	CAREER FIELDS	PERSONAL DESCRIPTORS	LEISURE ACTIVITIES
<b>Enterprising</b>	<b>E</b>	Selling Managing Persuading	Business Politics Sales Marketing	Assertive, adventurous, energetic, talkative, self-confident	Running for public office, raising money for organizations, enjoying sports
<b>Social</b>	<b>S</b>	Helping Instructing Caregiving	Teaching Healthcare Counseling Religion	Helpful, concerned for others, humanistic, verbal, generous	Entertaining, volunteering, reading self-improvement books
<b>Realistic</b>	<b>R</b>	Building Working outdoors Mechanical interests	Agriculture Forestry Technology Skilled trades Law enforcement	Practical, reliable, rugged, persistent	Building and repairing things, hiking, camping, serving in the military reserves, driving recreational vehicles

### ACTION STEP

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

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

## OTHER THEME DESCRIPTIONS

THEME	CODE	DEFINITION	CAREER FIELDS	PERSONAL DESCRIPTORS	LEISURE ACTIVITIES
<b>Conventional</b>	<b>C</b>	Accounting Organizing Processing data	Office management Banking/accounting/ finance Government service Business education Software development	Practical, organized, systematic, accurate, efficient	Collecting things, managing family finances, participating in civic organizations, volunteering, exercising
<b>Investigative</b>	<b>I</b>	Researching Analyzing Problem solving	Research Mathematics Physical, natural, or medical science	Analytical, achievement oriented, independent, insightful	Reading, doing crossword puzzles, playing strategy games, surfing the Internet
<b>Artistic</b>	<b>A</b>	Creating or enjoying art, drama, music, writing	Writing Entertainment Commercial or fine arts Music	Creative, expressive, independent, imaginative, original	Collecting artwork, attending plays or concerts, visiting museums, painting, playing music

## A CLOSER LOOK AT YOUR GENERAL OCCUPATIONAL THEMES

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

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

### SELECTED CAREER FIELDS

- Human resource management
- Nonprofit management
- Career/life coaching
- Training and development
- Hospitality management
- Mediation and arbitration

### ACTION STEP

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

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

### YOUR CAREER MOTIVATORS

YOUR HIGHEST THEME	STRONGEST CAREER MOTIVATOR	MOTIVATOR COMBINATIONS
<b>Enterprising</b>	Persuading and influencing	<b>ES</b> Persuading others of the value of something that is personally meaningful, or managing or supervising in a helping environment
<b>Social</b>	Helping others	<b>SE</b> Helping others through influence and persuasion, or helping others in a business environment

### ACTION STEPS

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

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

## YOUR BASIC INTERESTS

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

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

### YOUR TOP STRONG INTEREST AREAS

BASIC INTEREST SCALE	THEME	TYPICAL INTERESTS AND ACTIVITIES
Sales	Enterprising	<ul style="list-style-type: none"> <li>• Developing new prospects</li> <li>• Entertaining clients</li> <li>• Traveling for business</li> </ul>
Management	Enterprising	<ul style="list-style-type: none"> <li>• Supervising and directing others</li> <li>• Participating in executive leadership programs</li> <li>• Managing a department or office</li> </ul>
Social Sciences	Social	<ul style="list-style-type: none"> <li>• Learning about people and cultures</li> <li>• Studying changes in society</li> <li>• Teaching and research</li> </ul>
Politics & Public Speaking	Enterprising	<ul style="list-style-type: none"> <li>• Making public presentations</li> <li>• Running for political office</li> <li>• Serving on a school board</li> </ul>
Marketing & Advertising	Enterprising	<ul style="list-style-type: none"> <li>• Developing advertising campaigns</li> <li>• Evaluating profits for new products</li> <li>• Collecting consumer information</li> </ul>

#### ACTION STEPS

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

## YOUR SIMILARITY TO OCCUPATIONS

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

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

### YOUR TOP STRONG OCCUPATIONS

OCCUPATION	THEME CODE	TYPICAL WORK TASKS	SELECTED KNOWLEDGE, SKILLS, ABILITIES
<a href="#">Life Insurance Agent</a>	E	<ul style="list-style-type: none"> <li>Sell life, property, casualty, health, automotive, or other types of insurance</li> <li>Discuss advantages and disadvantages of various policies with potential clients</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of methods for promoting and selling products or services</li> <li>Knowledge of administrative and clerical procedures</li> <li>Skill in influencing and persuading others</li> </ul>
<a href="#">Buyer</a>	EC	<ul style="list-style-type: none"> <li>Select, negotiate price for, and purchase merchandise consistent with budget, quality, quantity, and specifications</li> <li>Analyze buying trends, sales records, pricing, and quality of merchandise</li> <li>Make transportation arrangements for merchandise</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of methods for showing, promoting, and selling products or services</li> <li>Knowledge of processes for providing customer service, including assessing needs, meeting quality standards, and evaluating customer satisfaction</li> </ul>
<a href="#">Loan Officer/Counselor</a>	E	<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>
<a href="#">Operations Manager</a>	ER	<ul style="list-style-type: none"> <li>Plan, direct, or coordinate the operations of companies or organizations</li> <li>Manage daily operations and plan the use of materials and human resources</li> <li>Monitor processes to ensure that they efficiently and effectively provide needed products and services while staying within budget</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of management principles involved in strategic planning and coordination of people and resources</li> <li>Ability to establish concrete objectives and specify the actions needed to achieve them</li> </ul>
<a href="#">Parks &amp; Recreation Manager</a>	SE	<ul style="list-style-type: none"> <li>Organize, lead, and promote interest in recreational activities such as arts, crafts, sports, games, camping, and hobbies</li> <li>Evaluate equipment and facilities and adapt activities to meet participant needs</li> <li>Enforce rules and regulations of recreational facilities to ensure safety</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of processes for providing customer service, including assessing needs, meeting quality standards, and evaluating customer satisfaction</li> <li>Knowledge of principles and methods for teaching and instruction</li> <li>Skill in coordinating the work and activities of others</li> </ul>
<a href="#">Special Education Teacher</a>	SEA	<ul style="list-style-type: none"> <li>Teach school subjects and daily living skills to educationally and physically handicapped students</li> <li>Confer with parents, administrators, and others to develop individual educational plans to promote students' educational, physical, and social development</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of methods for curriculum design, teaching, and instruction</li> <li>Skill in selecting and using training/instructional methods and procedures appropriate to the person</li> <li>Knowledge of human behavior and performance</li> </ul>

Continued on next page →

## YOUR TOP STRONG OCCUPATIONS (continued)

OCCUPATION	THEME CODE	TYPICAL WORK TASKS	SELECTED KNOWLEDGE, SKILLS, ABILITIES
<b>Credit Manager</b>	<b>CE</b>	<ul style="list-style-type: none"> <li>Direct and coordinate activities to implement policies, procedures, and practices concerning granting or extending lines of credit and loans</li> <li>Direct and coordinate activities such as credit investigations and collecting delinquent accounts</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of the financial markets, banking, and the analysis and reporting of financial data</li> <li>Ability to use logic and reasoning to identify the strengths and weaknesses of alternative solutions</li> <li>Skill in using mathematics to solve problems</li> </ul>
<b>Realtor</b>	<b>E</b>	<ul style="list-style-type: none"> <li>Rent, buy, or sell property for clients</li> <li>Discuss conditions of sale and draw up real estate contracts</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of methods for showing, promoting, and selling products or services</li> <li>Knowledge of laws and regulations governing real estate</li> <li>Skill in giving full attention to what other people are saying</li> </ul>
<b>Top Executive, Business/Finance</b>	<b>E</b>	<ul style="list-style-type: none"> <li>Formulate business strategies and provide overall direction of financial organizations</li> <li>Confer with board members, organizational officials, and staff members to coordinate activities and resolve problems related to business and finance</li> <li>Appoint department heads or managers and delegate responsibilities to subordinates</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of strategic planning, resource allocation, and leadership</li> <li>Knowledge of financial markets, banking, and the analysis and reporting of financial data</li> <li>Ability to establish long-range objectives and specify strategies and objectives to achieve them</li> </ul>
<b>Florist</b>	<b>EAC</b>	<ul style="list-style-type: none"> <li>Cut and arrange flowers, foliage, bouquets, and wreaths</li> <li>Confer with customers regarding price, type of arrangement desired, and the date, time, and place of delivery</li> <li>Inform customers about the care, maintenance, and handling of various plants and flowers</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of horticulture</li> <li>Knowledge of processes for providing customer service, including meeting quality standards and evaluating customer satisfaction</li> </ul>

**ACTION STEPS**

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



## YOUR PERSONAL STYLE

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

### YOUR PERSONAL STYLE SCALES PREFERENCES

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

### ACTION STEPS

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

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

## INTERPRETIVE REPORT SUMMARY

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

### YOUR HIGHEST THEMES

- Enterprising
- Social
- Realistic

### PERSONAL AND WORK ENVIRONMENT DESCRIPTORS

- Fast paced, assertive, influential
- Helpful, collaborative, cooperative
- Practical, hands-on, product driven

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

- Developing new prospects
- Entertaining clients
- Traveling for business
- Supervising and directing others
- Participating in executive leadership programs
- Managing a department or office
- Learning about people and cultures
- Studying changes in society
- Teaching and research

### CAREERS THAT MIGHT BE MOST APPEALING TO YOU

- Life Insurance Agent
- Buyer
- Loan Officer/Counselor
- Operations Manager
- Parks & Recreation Manager
- Special Education Teacher
- Credit Manager
- Realtor
- Top Executive, Business/Finance
- Florist

### HOW YOU LIKE TO WORK AND LEARN

- Interacting with others on a regular basis
- A combination of practical and theoretical learning
- Assuming leadership and directing others
- Taking risks and pursuing new opportunities
- With others, sharing responsibility and achievement

## NEXT STEPS

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

### ACTION STEPS

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



## LEVELS OF SKILLS CONFIDENCE BY THEME

Your *Skills Confidence Inventory* results describe how you perceive your own capabilities in performing activities related to the same six broad areas represented by the General Occupational Themes. Keep in mind that these results may not reflect your actual abilities; the results reflect how you rate yourself. Your own rating may influence what kinds of activities you try or avoid and may determine what occupations or educational programs you consider as possibilities for exploration.

Your confidence in each of the six areas is shown below. Additionally, you will see a Skills Confidence Theme code, which summarizes the areas in which you feel most confident performing particular activities.

**SKILLS CONFIDENCE THEME CODE: SCR**

THEME	CODE	CONFIDENCE SCORE & LEVEL					SCORE (1-5)	TYPICAL SKILL AREAS
		1	2	3	4	5		
Social	S	VERY HIGH					4.6	Education, counseling, social service
Conventional	C	HIGH					3.9	Finance, computers, organization
Realistic	R	HIGH					3.6	Outdoor work, construction, repair
Investigative	I	LITTLE					2.3	Research, math, science
Artistic	A	VERY LITTLE					1.6	Creative expression, music, design
Enterprising	E	VERY LITTLE					1.6	Sales, speaking, management

## COMPARISON OF LEVELS OF SKILLS CONFIDENCE AND INTEREST

The chart below compares your skills confidence levels with your interest levels as measured by the *Strong*. Your Skills Confidence Theme code is shown above the chart, as is your *Strong* Theme code. Use this comparison of confidence and interest to help you select Themes you'd like to explore further to find satisfying career, educational, and leisure options.

**SKILLS CONFIDENCE THEME CODE: SCR**

**STRONG THEME CODE: ESR**

THEME	CODE	FURTHER EXPLORATION If highest level of confidence is moderate		PRIORITIES FOR CAREER EXPLORATION
		Less	More	
Social	S	CONFIDENCE	INTEREST	High priority
Conventional	C	CONFIDENCE	INTEREST	Possible option if interests develop; needs careful consideration
Realistic	R	CONFIDENCE	INTEREST	High priority
Investigative	I	CONFIDENCE	INTEREST	Low priority
Artistic	A	CONFIDENCE	INTEREST	Low priority
Enterprising	E	CONFIDENCE	INTEREST	Good option if confidence in skills can be increased

Total responses out of 60: 60

See Understanding Your Results on the Skills Confidence Inventory at [https://www.skillsone.com/Pdfs/SCI\\_Understanding.pdf](https://www.skillsone.com/Pdfs/SCI_Understanding.pdf) for ideas on using skills confidence information in career exploration.

