Strong Interest Inventory®
Profile with High School Profile and Interpretive Report
High School Profile developed by Sandra K. Rumpel and Kathleen Lecertua
Interpretive Report developed by Judith Grutter and Allen L. Hammer

Report prepared for
JOHN SAMPLE
Date taken
March 31, 2012

Interpreted by
Mary Guidance Counselor
City High School
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.
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.

### GENERAL OCCUPATIONAL THEMES

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.

<table>
<thead>
<tr>
<th>THEME</th>
<th>CODE</th>
<th>INTERESTS</th>
<th>WORK ACTIVITIES</th>
<th>POTENTIAL SKILLS</th>
<th>VALUES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enterprising</td>
<td>E</td>
<td>Business, politics, leadership, entrepreneurship</td>
<td>Selling, managing, persuading, marketing</td>
<td>Verbal ability, ability to motivate and direct others</td>
<td>Risk taking, status, competition, influence</td>
</tr>
<tr>
<td>Conventional</td>
<td>C</td>
<td>Organization, data management, accounting, investing, information systems</td>
<td>Setting up procedures and systems, organizing, keeping records, developing computer applications</td>
<td>Ability to work with numbers, data analysis, finances, attention to detail</td>
<td>Accuracy, stability, efficiency</td>
</tr>
<tr>
<td>Social</td>
<td>S</td>
<td>People, teamwork, helping, community service</td>
<td>Teaching, caring for people, counseling, training employees</td>
<td>People skills, verbal ability, listening, showing understanding</td>
<td>Cooperation, generosity, service to others</td>
</tr>
<tr>
<td>Investigative</td>
<td>I</td>
<td>Science, medicine, mathematics, research</td>
<td>Performing lab work, solving abstract problems, conducting research</td>
<td>Mathematical ability, researching, writing, analyzing</td>
<td>Independence, curiosity, learning</td>
</tr>
<tr>
<td>Artistic</td>
<td>A</td>
<td>Self-expression, art appreciation, communication, culture</td>
<td>Composing music, performing, writing, creating visual art</td>
<td>Creativity, musical ability, artistic expression</td>
<td>Beauty, originality, independence, imagination</td>
</tr>
<tr>
<td>Realistic</td>
<td>R</td>
<td>Machines, computer networks, athletics, working outdoors</td>
<td>Operating equipment, using tools, building, repairing, providing security</td>
<td>Mechanical ingenuity and dexterity, physical coordination</td>
<td>Tradition, practicality, common sense</td>
</tr>
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</table>

### YOUR HIGHEST THEMES

Enterprising, Conventional, Social

<table>
<thead>
<tr>
<th>THEME</th>
<th>CODE</th>
<th>STANDARD SCORE &amp; INTEREST LEVEL</th>
<th>STD SCORE</th>
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<td>64</td>
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<tr>
<td>Conventional</td>
<td>C</td>
<td>HIGH</td>
<td>62</td>
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<td>I</td>
<td>MODERATE</td>
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<td>Artistic</td>
<td>A</td>
<td>MODERATE</td>
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<td>Realistic</td>
<td>R</td>
<td>LITTLE</td>
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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.
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. Taxes & Accounting (C)
2. Sales (E)
3. Marketing & Advertising (E)
4. Entrepreneurship (E)
5. Finance & Investing (C)

Areas of Least Interest
Writing & Mass Communication (A)
Military (R)
Culinary Arts (A)

INTEREST LEVELS: VL = Very Little  |  L = Little  |  M = Moderate  |  H = High  |  VH = Very High
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.

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**YOUR TOP TEN STRONG OCCUPATIONS**

1. Optician (ER)
2. Financial Analyst (CRE)
3. Credit Manager (CE)
4. Customer Service Representative (CR)
5. Life Insurance Agent (E)
6. Business/Finance Supervisor (CRE)
7. Financial Manager (CRE)
8. Accountant (CRE)
9. Business Education Teacher (CES)
10. Facilities Manager (ECS)

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**Occupations of Dissimilar Interest**

- Medical Illustrator (AIR)
- Reporter (A)
- Physicist (IRA)
- Sociologist (AI)
- Architect (ARI)

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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](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**

**ENTERPRISING — Selling, Managing, Persuading**

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<thead>
<tr>
<th>THEME CODE</th>
<th>OCCUPATIONAL SCALE</th>
<th>DISSIMILAR</th>
<th>MIDRANGE</th>
<th>SIMILAR</th>
<th>STD SCORE</th>
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<tbody>
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<td>ER</td>
<td>Optician</td>
<td>10</td>
<td>15</td>
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<tr>
<td>E</td>
<td>Life Insurance Agent</td>
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<tr>
<td>ECS</td>
<td>Facilities Manager</td>
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</tr>
<tr>
<td>E</td>
<td>Wholesale Sales Representative</td>
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<td>EC</td>
<td>Buyer</td>
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<tr>
<td>ECR</td>
<td>Restaurant Manager</td>
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<tr>
<td>E</td>
<td>Marketing Manager</td>
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<td>Loan Officer/Counselor</td>
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<td>E</td>
<td>Personal Financial Advisor</td>
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<td>ECR</td>
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<td>ER</td>
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<tr>
<td>EAS</td>
<td>Flight Attendant</td>
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<tr>
<td>EAC</td>
<td>Florist</td>
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<td>ESR</td>
<td>Human Resources Specialist</td>
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<td>ER</td>
<td>Operations Manager</td>
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<tr>
<td>E</td>
<td>Sales Manager</td>
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<td>E</td>
<td>Top Executive, Business/Finance</td>
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<td>E</td>
<td>Securities Sales Agent</td>
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<td>E</td>
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<tr>
<td>EA</td>
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<tr>
<td>EAR</td>
<td>Bartender</td>
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<tr>
<td>ESA</td>
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<tr>
<td>ER</td>
<td>Chef</td>
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**CONVENTIONAL — Accounting, Organizing, Processing Data**

<table>
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<tr>
<th>THEME CODE</th>
<th>OCCUPATIONAL SCALE</th>
<th>DISSIMILAR</th>
<th>MIDRANGE</th>
<th>SIMILAR</th>
<th>STD SCORE</th>
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<tbody>
<tr>
<td>CRE</td>
<td>Financial Analyst</td>
<td>10</td>
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<tr>
<td>CE</td>
<td>Credit Manager</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CR</td>
<td>Customer Service Representative</td>
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</tr>
<tr>
<td>CRE</td>
<td>Business/Finance Supervisor</td>
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<tr>
<td>CRE</td>
<td>Financial Manager</td>
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<tr>
<td>CRE</td>
<td>Accountant</td>
<td></td>
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</tr>
<tr>
<td>CES</td>
<td>Business Education Teacher</td>
<td></td>
<td></td>
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<tr>
<td>C</td>
<td>Auditor</td>
<td></td>
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<tr>
<td>CSR</td>
<td>Administrative Assistant</td>
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<td>Health Information Specialist</td>
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<tr>
<td>CES</td>
<td>Food Service Manager</td>
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<tr>
<td>CI</td>
<td>Actuary</td>
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<tr>
<td>CA</td>
<td>Paralegal</td>
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<tr>
<td>CIS</td>
<td>Mathematics Teacher</td>
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</tbody>
</table>

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](http://www.onetonline.org)
### Social — Helping, Instructing, Caregiving

<table>
<thead>
<tr>
<th>Theme Code</th>
<th>Occupational Scale</th>
<th>Dissimilar</th>
<th>Midrange</th>
<th>Similar</th>
<th>Std Score</th>
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<tbody>
<tr>
<td>S</td>
<td>Instructional Coordinator</td>
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<td>SE</td>
<td>Parks &amp; Recreation Manager</td>
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<td>S</td>
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<td>Athletic Trainer</td>
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<td>S</td>
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<td>University Administrator</td>
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<td>SAR</td>
<td>Recreation Therapist</td>
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<tr>
<td>SAI</td>
<td>Registered Nurse</td>
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<td>SEC</td>
<td>School Administrator</td>
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<td>SAE</td>
<td>Training &amp; Development Specialist</td>
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<td>S</td>
<td>Community Service Director</td>
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<td>Mental Health Counselor</td>
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<td>Religious/Spiritual Leader</td>
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<td>SEC</td>
<td>Dietitian</td>
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</table>

### Investigative — Researching, Analyzing, Inquiring

<table>
<thead>
<tr>
<th>Theme Code</th>
<th>Occupational Scale</th>
<th>Dissimilar</th>
<th>Midrange</th>
<th>Similar</th>
<th>Std Score</th>
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<tr>
<td>ICE</td>
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<td>Biologist</td>
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<td>IRA</td>
<td>Geologist</td>
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<td>I</td>
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### OCCUPATIONAL SCALES

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

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#### REALISTIC — Building, Repairing, Working Outdoors

<table>
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<th>THEME CODE</th>
<th>OCCUPATIONAL SCALE</th>
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<th>MIDRANGE</th>
<th>SIMILAR</th>
<th>STD SCORE</th>
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<tr>
<td>REC</td>
<td>Management Analyst</td>
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<td>RI</td>
<td>Emergency Medical Technician</td>
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<td>R</td>
<td>Automobile Mechanic</td>
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<td>RC</td>
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<tr>
<td>RIC</td>
<td>Engineering Technician</td>
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<td></td>
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</tr>
</tbody>
</table>

**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
PERSONAL STYLE SCALES

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 a balance of working alone and working with people.
2. You seem to prefer to learn by doing.
3. You probably are comfortable both leading by example and taking charge.
4. You may like taking risks.
5. You probably enjoy the role of independent contributor.

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<th>CLEAR</th>
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<tr>
<td>enjoys data, ideas,</td>
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<td></td>
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</tr>
<tr>
<td>or things; reserved</td>
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<tr>
<td>Prefers working with</td>
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</tr>
<tr>
<td>people; enjoys helping</td>
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<tr>
<td>others; outgoing</td>
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<td>Learning Environment</td>
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<tr>
<td>learns by doing; prefers</td>
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<td>short-term training to</td>
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<tr>
<td>achieve a specific goal</td>
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<tr>
<td>or skill</td>
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<td>Prefers academic</td>
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<td>environments; learns</td>
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<td>through lectures and</td>
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<td>books; willing to spend</td>
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<td>own sake</td>
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<td>Leadership Style</td>
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<td>Is not comfortable</td>
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<td>rather than direct</td>
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<td>others; may lead by</td>
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<td>others; prefers directing</td>
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<tr>
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<tr>
<td>alone; enjoys initiating</td>
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<td>action; expresses</td>
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<td>prefers to play it safe;</td>
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<tr>
<td>makes careful decisions</td>
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<tr>
<td>Likes risk taking;</td>
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<tr>
<td>appreciates original</td>
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<td>ideas; enjoys thrilling</td>
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<td>chances; makes quick</td>
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<td>Team Orientation</td>
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<td>Prefers accomplishing</td>
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<td>tasks independently;</td>
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<tr>
<td>enjoys role as</td>
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<td>independent contributor;</td>
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<td>likes to solve problems</td>
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<td>on one's own</td>
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PROFILE SUMMARY

YOUR HIGHEST THEMES
Enterprising, Conventional, Social

YOUR THEME CODE
ECS

YOUR TOP FIVE INTEREST AREAS
1. Taxes & Accounting (C)
2. Sales (E)
3. Marketing & Advertising (E)
4. Entrepreneurship (E)
5. Finance & Investing (C)

YOUR TOP FIVE INTEREST AREAS
Enterprising, Conventional, Social

YOUR HIGHEST THEMES

YOUR TOP FIVE INTEREST AREAS
1. Taxes & Accounting (C)
2. Sales (E)
3. Marketing & Advertising (E)
4. Entrepreneurship (E)
5. Finance & Investing (C)

YOUR TOP TEN STRONG OCCUPATIONS
1. Optician (ER)
2. Financial Analyst (CRE)
3. Credit Manager (CE)
4. Customer Service Representative (CR)
5. Life Insurance Agent (E)
6. Business/Finance Supervisor (CRE)
7. Financial Manager (CRE)
8. Accountant (CRE)
9. Business Education Teacher (CES)
10. Facilities Manager (ECS)

YOUR PERSONAL STYLE SCALES PREFERENCES
1. You likely prefer a balance of working alone and working with people.
2. You seem to prefer to learn by doing.
3. You probably are comfortable both leading by example and taking charge.
4. You may like taking risks.
5. You probably enjoy the role of independent contributor.

RESPONSE SUMMARY

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

<table>
<thead>
<tr>
<th>ITEM RESPONSE PERCENTAGES</th>
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<tbody>
<tr>
<td>Section Title</td>
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<td>Occupations</td>
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<td>Subject Areas</td>
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<tr>
<td>Activities</td>
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<tr>
<td>Leisure Activities</td>
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<tr>
<td>People</td>
</tr>
<tr>
<td>Your Characteristics</td>
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<tr>
<td>TOTAL PERCENTAGE</td>
</tr>
</tbody>
</table>

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

Total possible responses: 291  Your response total: 291  Items omitted: 0  Typicality index: 20—Combination of item responses appears consistent.
BEYOND HIGH SCHOOL: EXPLORING YOUR OPTIONS

Like a puzzle, career exploration involves many interlocking pieces of information. Your results on the Strong Interest Inventory® assessment provide valuable pieces for your career exploration puzzle. Putting these pieces together will give you a clear picture of your educational and career options.

GENERAL OCCUPATIONAL THEMES

One set of key pieces from the Strong is the General Occupational Themes. The table below lists the Themes in rank order according to your interest levels. You can use these Themes to identify educational programs, volunteer or job possibilities, and work environments that appeal to you. This table lists just a few of the many options available. To get some ideas, you may want to highlight school subjects, jobs, and environments you’d like to explore. Note that educational programs that can be completed in less than four years are shown in italics in the table.

<table>
<thead>
<tr>
<th>THEME</th>
<th>CODE</th>
<th>EDUCATIONAL PROGRAMS</th>
<th>VOLUNTEER &amp; JOB POSSIBILITIES</th>
<th>WORK ENVIRONMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enterprising</td>
<td>E</td>
<td>Business, management, international relations, law, marketing, sales, public relations, entrepreneurship, political science, advertising</td>
<td>Concessions clerk, fast-food shift manager, page in state legislature, political campaign volunteer, retail salesclerk, waiter/waitress</td>
<td>Real estate office, law office, marketing department, retail or wholesale business, advertising firm</td>
</tr>
<tr>
<td>Conventional</td>
<td>C</td>
<td>Accounting, court reporting, office management, medical administration, statistics, finance, information systems, computer programming, investing</td>
<td>Data processor, janitorial services, newspaper carrier, office assistant, receptionist, restaurant worker, stock clerk</td>
<td>Accounting firm, bank, courthouse, database division, insurance agency, office, quality control division</td>
</tr>
<tr>
<td>Social</td>
<td>S</td>
<td>Counseling, education, health services, nursing, sociology, religion, human resources, training and development</td>
<td>Camp counselor, city recreation coach, day-care helper, nurse’s aide, religion teacher, tour guide</td>
<td>Community organization, hospital, personnel office, religious organization, school, youth center</td>
</tr>
</tbody>
</table>

PERSONAL STYLE SCALES

Another set of key Strong puzzle pieces is personal characteristics, as indicated by your results on the Personal Style Scales. Your preferred styles are outlined below. Highlight phrases that fit you. As you gather facts about possible careers or educational programs, consider whether the options you investigate seem to suit you.

WORK STYLE
- Like to work alone and with others
- Enjoy ideas, data, and things, and helping people
- Are equally comfortable being outgoing and being reserved

LEARNING ENVIRONMENT
- Like to learn in hands-on settings
- Prefer short-term educational training to achieve career goals
- Learn by doing or trying things

LEADERSHIP STYLE
- Like both leading by example and leading by directing others
- Are equally comfortable taking charge and allowing others to take the lead
- May or may not enjoy being persuasive

RISK TAKING
- Like taking risks
- Enjoy exciting and possibly dangerous activities
- Make impulsive decisions

TEAM ORIENTATION
- Enjoy working where you can contribute independently
- Prefer to accomplish tasks on your own
- Feel comfortable solving problems by yourself
### BASIC INTEREST SCALES

Another set of key pieces from the Strong is specific interest areas and activities relevant to the world of work, as indicated by your results on the Basic Interest Scales. Your top five interest areas are shown below. These areas are likely to be motivating and rewarding for you. You may want to highlight phrases that appeal to you.

**TAXES & ACCOUNTING — Very High**

This area represents an interest in financial accounting and tax preparation.

<table>
<thead>
<tr>
<th>IN A JOB, YOU VALUE</th>
<th>CAREERS YOU MIGHT ENJOY EXPLORING</th>
<th>YOU MIGHT SPEND YOUR WORK TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set procedures</td>
<td>Auditor</td>
<td>Auditing tax information</td>
</tr>
<tr>
<td>Working with data and detail</td>
<td>Tax Examiner</td>
<td>Completing tax forms for clients</td>
</tr>
<tr>
<td>Clear lines of authority</td>
<td>Accountant</td>
<td>Analyzing client financial status</td>
</tr>
<tr>
<td></td>
<td>Tax Preparer</td>
<td>Examining records for compliance with laws and regulations</td>
</tr>
<tr>
<td></td>
<td>Actuary</td>
<td>Calculating bills and compiling budgets</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tracking profits and losses of a company</td>
</tr>
</tbody>
</table>

**SALES — High**

This area represents an interest in selling products or services.

<table>
<thead>
<tr>
<th>IN A JOB, YOU VALUE</th>
<th>CAREERS YOU MIGHT ENJOY EXPLORING</th>
<th>YOU MIGHT SPEND YOUR WORK TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Making a profit</td>
<td>Buyer/Purchasing Agent</td>
<td>Helping customers purchase products</td>
</tr>
<tr>
<td>Closing a deal</td>
<td>Retail Salesperson</td>
<td>Buying products for retail sales</td>
</tr>
<tr>
<td>Competition</td>
<td>Customer Service Representative</td>
<td>Selling products over the phone or on the Internet</td>
</tr>
<tr>
<td></td>
<td>Sales Manager</td>
<td>Specializing in selling particular products</td>
</tr>
<tr>
<td></td>
<td>Realtor</td>
<td>Selling products to companies and individuals</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Working on a commission basis</td>
</tr>
</tbody>
</table>

**MARKETING & ADVERTISING — High**

This area represents an interest in promoting products or services.

<table>
<thead>
<tr>
<th>IN A JOB, YOU VALUE</th>
<th>CAREERS YOU MIGHT ENJOY EXPLORING</th>
<th>YOU MIGHT SPEND YOUR WORK TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Influencing others</td>
<td>Advertising Manager</td>
<td>Developing marketing plans</td>
</tr>
<tr>
<td>Aesthetic product appeal</td>
<td>Promotions Manager</td>
<td>Predicting market trends</td>
</tr>
<tr>
<td>Creativity</td>
<td>Merchandise Buyer</td>
<td>Designing promotional events</td>
</tr>
<tr>
<td></td>
<td>Copywriter</td>
<td>Writing ads for Web campaigns and print or broadcast media</td>
</tr>
<tr>
<td></td>
<td>Creative Director</td>
<td>Tracking the success of advertising campaigns</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Developing brand identity for companies and products</td>
</tr>
</tbody>
</table>

**ENTREPRENEURSHIP — High**

This area represents an interest in developing and managing new businesses.

<table>
<thead>
<tr>
<th>IN A JOB, YOU VALUE</th>
<th>CAREERS YOU MIGHT ENJOY EXPLORING</th>
<th>YOU MIGHT SPEND YOUR WORK TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Being your own boss</td>
<td>Small Business Owner</td>
<td>Managing daily business operations</td>
</tr>
<tr>
<td>Taking chances</td>
<td>Real Estate Developer</td>
<td>Making all work-related decisions</td>
</tr>
<tr>
<td>Making money</td>
<td>Marketing Manager</td>
<td>Putting in long hours to succeed</td>
</tr>
<tr>
<td></td>
<td>Sales Manager</td>
<td>Taking full responsibility for success and failure</td>
</tr>
<tr>
<td></td>
<td>Business Consultant</td>
<td>Writing business plans</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Seeking financing/raising money</td>
</tr>
</tbody>
</table>

**FINANCE & INVESTING — High**

This area represents an interest in managing money and investments.

<table>
<thead>
<tr>
<th>IN A JOB, YOU VALUE</th>
<th>CAREERS YOU MIGHT ENJOY EXPLORING</th>
<th>YOU MIGHT SPEND YOUR WORK TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managing data</td>
<td>Stockbroker</td>
<td>Counseling clients about financial issues</td>
</tr>
<tr>
<td>Making financial predictions</td>
<td>Investment Banker</td>
<td>Making decisions about investments</td>
</tr>
<tr>
<td>Budgeting</td>
<td>Mergers and Acquisitions Consultant</td>
<td>Buying and selling stocks for clients</td>
</tr>
<tr>
<td></td>
<td>Financial Planner</td>
<td>Tracking financial performance</td>
</tr>
<tr>
<td></td>
<td>Chief Financial Officer</td>
<td>Helping clients regain control of finances</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Helping companies secure financing</td>
</tr>
</tbody>
</table>

See Putting Together Your Career Puzzle at [https://www.skillsone.com/Pdfs/Strong_HS_puzzle.pdf](https://www.skillsone.com/Pdfs/Strong_HS_puzzle.pdf) for steps you can take to use your interests and specific personal characteristics to identify and evaluate career and educational options.
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)

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.

<table>
<thead>
<tr>
<th>THEME</th>
<th>CODE</th>
<th>DEFINITION</th>
<th>CAREER FIELDS</th>
<th>PERSONAL DESCRIPTORS</th>
<th>LEISURE ACTIVITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enterprising</td>
<td>E</td>
<td>Selling, Managing, Persuading</td>
<td>Business, Politics, Sales, Marketing</td>
<td>Assertive, adventurous, energetic, talkative, self-confident</td>
<td>Running for public office, raising money for organizations, enjoying sports</td>
</tr>
<tr>
<td>Conventional</td>
<td>C</td>
<td>Accounting, Organizing, Processing data</td>
<td>Office management, Banking/accounting/finance, Government service, Business education, Software development</td>
<td>Practical, organized, systematic, accurate, efficient</td>
<td>Collecting things, managing family finances, participating in civic organizations, volunteering, exercising</td>
</tr>
<tr>
<td>Social</td>
<td>S</td>
<td>Helping, Instructing, Caregiving</td>
<td>Teaching, Healthcare, Counseling, Religion</td>
<td>Helpful, concerned for others, humanistic, verbal, generous</td>
<td>Entertaining, volunteering, reading self-improvement books</td>
</tr>
</tbody>
</table>

**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.

<table>
<thead>
<tr>
<th>THEME</th>
<th>CODE</th>
<th>DEFINITION</th>
<th>CAREER FIELDS</th>
<th>PERSONAL DESCRIPTORS</th>
<th>LEISURE ACTIVITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investigative</td>
<td>I</td>
<td>Researching, Analyzing, Problem solving</td>
<td>Research, Mathematics, Physical, natural, or medical science</td>
<td>Analytical, achievement oriented, independent, insightful</td>
<td>Reading, doing crossword puzzles, playing strategy games, surfing the Internet</td>
</tr>
<tr>
<td>Artistic</td>
<td>A</td>
<td>Creating or enjoying art, drama, music, writing</td>
<td>Writing, Entertainment, Commercial or fine arts, Music</td>
<td>Creative, expressive, independent, imaginative, original</td>
<td>Collecting artwork, attending plays or concerts, visiting museums, painting, playing music</td>
</tr>
<tr>
<td>Realistic</td>
<td>R</td>
<td>Building, Working outdoors, Mechanical interests</td>
<td>Agriculture, Forestry, Technology, Skilled trades, Law enforcement</td>
<td>Practical, reliable, rugged, persistent</td>
<td>Building and repairing things, hiking, camping, serving in the military reserves, driving recreational vehicles</td>
</tr>
</tbody>
</table>
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.

SELECTED CAREER FIELDS

• Product sales and marketing
• Real estate appraising
• Consulting
• Business and finance
• Purchasing
• Retail sales

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.

<table>
<thead>
<tr>
<th>YOUR HIGHEST THEME</th>
<th>STRONGEST CAREER MOTIVATOR</th>
<th>MOTIVATOR COMBINATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enterprising</td>
<td>Persuading and influencing</td>
<td>EC Making decisions and managing the flow of information or production of goods with bottom-line efficiency</td>
</tr>
<tr>
<td>Conventional</td>
<td>Organizing</td>
<td>CE Structuring practical work tasks and carrying them out in detail, in support of decisions made by others</td>
</tr>
</tbody>
</table>

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 organizing.

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

<table>
<thead>
<tr>
<th>BASIC INTEREST SCALE</th>
<th>THEME</th>
<th>TYPICAL INTERESTS AND ACTIVITIES</th>
</tr>
</thead>
</table>
| Taxes & Accounting        | Conventional | • Preparing taxes  
                          |                       | • Tracking profits and losses of a company  
                          |                       | • Analyzing data                                      |
| Sales                     | Enterprising | • Developing new prospects  
                          |                       | • Entertaining clients  
                          |                       | • Traveling for business                                      |
| Marketing & Advertising   | Enterprising | • Developing advertising campaigns  
                          |                       | • Evaluating profits for new products  
                          |                       | • Collecting consumer information                                      |
| Entrepreneurship          | Enterprising | • Owning your own business  
                          |                       | • Developing business opportunities  
                          |                       | • Working from a home office                                      |
| Finance & Investing       | Conventional | • Analyzing financial data  
                          |                       | • Managing investments  
                          |                       | • Financial planning and budgeting                                      |

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

<table>
<thead>
<tr>
<th>OCCUPATION</th>
<th>THEME CODE</th>
<th>TYPICAL WORK TASKS</th>
<th>SELECTED KNOWLEDGE, SKILLS, ABILITIES</th>
</tr>
</thead>
</table>
| Optician                    | ER         | • Design, measure, fit, and adapt lenses and frames for clients according to prescription  
• Prepare work orders for optical laboratory containing instructions for grinding and mounting lenses in frames  
• Assist clients in selecting frames                                                                 | • Knowledge of processes for providing customer service, including meeting quality standards and evaluating customer satisfaction  
• Skill in giving full attention to what other people are saying                                                                 |
| Financial Analyst           | CRE        | • Analyze financial information to forecast business, industry, and economic conditions for use in making investment decisions  
• Assemble spreadsheets, charts, and graphs to illustrate financial reports  
• Interpret data affecting investment programs, such as price, yield, and future trends | • Knowledge of economic and accounting principles and practices, the financial markets, banking, and the analysis and reporting of financial data  
• Knowledge of arithmetic, algebra, calculus, statistics, and their applications                                                                 |
| Credit Manager              | CE         | • Direct and coordinate activities to implement policies, procedures, and practices concerning granting or extending lines of credit and loans  
• Direct and coordinate activities such as credit investigations and collecting delinquent accounts                                                                 | • Knowledge of the financial markets, banking, and the analysis and reporting of financial data  
• Ability to use logic and reasoning to identify the strengths and weaknesses of alternative solutions  
• Skill in using mathematics to solve problems                                                                 |
| Customer Service Representative | CR      | • Confer with customers to provide information about products and services, take or enter orders, cancel accounts, or obtain details of complaints  
• Keep records of customer interactions and transactions  
• Check to ensure that appropriate changes were made to resolve customers’ problems                                             | • Knowledge of principles and processes for providing customer services  
• Knowledge of administrative and clerical procedures and systems  
• Ability to give full attention to what other people are saying and talk to others to convey information effectively                                                                 |
| Life Insurance Agent        | E          | • Sell life, property, casualty, health, automotive, or other types of insurance  
• Discuss advantages and disadvantages of various policies with potential clients                                                                 | • Knowledge of methods for promoting and selling products or services  
• Knowledge of administrative and clerical procedures  
• Skill in influencing and persuading others                                                                 |
| Business/Finance Supervisor | CRE        | • Coordinate operations and oversee activities directly related to business and finance  
• Supervise staff, prepare work schedules, and assign specific duties  
• Review financial statements, sales and activity reports, and other performance data to manage productivity                                                                 | • Knowledge of resource allocation, supervision, and coordination of people and resources  
• Knowledge of financial markets, banking, and the analysis and reporting of financial data  
• Ability to communicate ideas and information orally and in writing                                                                 |
| Financial Manager           | CRE        | • Plan, direct, and coordinate accounting, investing, banking, securities, and other financial activities  
• Develop control procedures for activities such as budgets, cash and credit management, and accounting  
• Direct preparation of financial statements, budgets, or reports required by regulatory agencies                                                                 | • Knowledge of economic and accounting principles and practices, the financial markets, banking, and the analysis and reporting of financial data  
• Knowledge of business and management principles  
• Knowledge of arithmetic, algebra, statistics, and their applications                                                                 |
### SELECTED KNOWLEDGE, SKILLS, ABILITIES

#### YOUR TOP STRONG OCCUPATIONS (continued)

<table>
<thead>
<tr>
<th>OCCUPATION</th>
<th>THEME CODE</th>
<th>TYPICAL WORK TASKS</th>
<th>SELECTED KNOWLEDGE, SKILLS, ABILITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accountant</td>
<td>CRE</td>
<td>• Analyze financial information and prepare financial reports</td>
<td>• Knowledge of accounting principles and practices and the analysis and reporting of financial data</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Maintain records of assets, liabilities, profit and loss, tax liability, and/or other financial activities</td>
<td>• Ability to use mathematics to solve problems</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Assess accuracy and conformance to reporting and procedural standards</td>
<td>• Knowledge of laws, legal codes, government regulations, and agency rules</td>
</tr>
<tr>
<td>Business Education Teacher</td>
<td>CES</td>
<td>• Teach and demonstrate business techniques, procedures, and methods</td>
<td>• Knowledge of principles and methods for curriculum and training design, teaching, and instruction</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Develop curricula and plan course content and methods of instruction</td>
<td>• Ability to verbally communicate information and ideas so others will understand</td>
</tr>
<tr>
<td>Facilities Manager</td>
<td>ECS</td>
<td>• Supervise work activities of personnel to ensure clean facilities</td>
<td>• Knowledge of personnel recruitment, selection, training, benefits, and labor relations policies</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Purchase housekeeping and maintenance supplies and equipment, screen applicants, and train new employees</td>
<td>• Ability to motivate, develop, and direct people as they work</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Inspect grounds, facilities, and equipment routinely to determine maintenance and repair needs</td>
<td>• Skills in time management and coordinating the activities of others</td>
</tr>
</tbody>
</table>

### 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/](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

<table>
<thead>
<tr>
<th>PERSONAL STYLE SCALE</th>
<th>YOUR SCORE SUGGESTS YOU SHOULD CONSIDER A JOB WHERE</th>
</tr>
</thead>
</table>
| **Work Style**           | • You work with ideas, data, and things, and with people.  
                          | • You balance your time between working with colleagues and working alone.  
                          | • You have a mix of writing reports, analyzing data, and interacting with others. |
| **Learning Environment** | • You can learn new skills.  
                          | • You can learn through hands-on experience.  
                          | • You can apply your learning to concrete problems. |
| **Leadership Style**     | • You can assume leadership when necessary.  
                          | • You can take charge of some projects but not others.  
                          | • You can voice your opinion or not, depending on the circumstances. |
| **Risk Taking**          | • You have opportunities to take physical, financial, or social risks.  
                          | • You can jump right in without a lot of planning.  
                          | • There are plenty of new opportunities to pursue. |
| **Team Orientation**     | • You can work independently.  
                          | • You can make decisions on your own.  
                          | • You are responsible for your own work and accomplishments. |

### 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.

<table>
<thead>
<tr>
<th>YOUR HIGHEST THEMES</th>
<th>PERSONAL AND WORK ENVIRONMENT DESCRIPTORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enterprising</td>
<td>Fast paced, assertive, influential</td>
</tr>
<tr>
<td>Conventional</td>
<td>Organized, efficient, accurate</td>
</tr>
<tr>
<td>Social</td>
<td>Helpful, collaborative, cooperative</td>
</tr>
</tbody>
</table>

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

| • Preparing taxes            | • Developing advertising campaigns                                   |
| • Tracking profits and losses of a company | • Evaluating profits for new products                               |
| • Analyzing data             | • Collecting consumer information                                    |
| • Developing new prospects   |                                                                     |
| • Entertaining clients       |                                                                     |
| • Traveling for business     |                                                                     |

**CAREERS THAT MIGHT BE MOST APPEALING TO YOU**

| • Optician                    | • Business/Finance Supervisor                                       |
| • Financial Analyst          | • Financial Manager                                                  |
| • Credit Manager             | • Accountant                                                        |
| • Customer Service Representative | • Business Education Teacher                                 |
| • Life Insurance Agent       | • Facilities Manager                                                |

**HOW YOU LIKE TO WORK AND LEARN**

| • Balance between working with colleagues and working alone | • Taking risks and pursuing new opportunities                         |
| • Learning new skills to apply to concrete problems         | • Independently, responsible for your own work and achievements      |
| • Taking charge of some projects but not others             |                                                                     |
NEXT STEPS

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.