



Strong Interest Inventory® Profile and Interpretive Report

Interpretive Report developed by Judith Grutter and Allen L. Hammer

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

YOUR HIGHEST THEMES

Enterprising, Realistic, Conventional

YOUR THEME CODE

ERC

THEME	CODE	STANDARD SCORE & INTEREST LEVEL					STD SCORE
		30	40	50	60	70	
Enterprising	E	VERY HIGH					66
Realistic	R	MODERATE					56
Conventional	C	MODERATE					55
Investigative	I	MODERATE					53
Artistic	A	MODERATE					49
Social	S	MODERATE					48

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. Marketing & Advertising (E)
3. Finance & Investing (C)
4. Entrepreneurship (E)
5. Research (I)

Areas of Least Interest

- Healthcare Services (S)
- Nature & Agriculture (R)
- Culinary Arts (A)

ENTERPRISING — Very High

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Sales	[Bar from 30 to 69, labeled VH]					69
Marketing & Advertising	[Bar from 30 to 66, labeled VH]					66
Entrepreneurship	[Bar from 30 to 65, labeled VH]					65
Politics & Public Speaking	[Bar from 30 to 64, labeled H]					64
Law	[Bar from 30 to 59, labeled H]					59
Management	[Bar from 30 to 55, labeled M]					55

REALISTIC — Moderate

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Mechanics & Construction	[Bar from 30 to 60, labeled M]					60
Computer Hardware & Electronics	[Bar from 30 to 59, labeled M]					59
Athletics	[Bar from 30 to 55, labeled M]					55
Military	[Bar from 30 to 55, labeled M]					55
Protective Services	[Bar from 30 to 49, labeled M]					49
Nature & Agriculture	[Bar from 30 to 44, labeled L]					44

CONVENTIONAL — Moderate

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Finance & Investing	[Bar from 30 to 66, labeled VH]					66
Taxes & Accounting	[Bar from 30 to 61, labeled H]					61
Programming & Information Systems	[Bar from 30 to 60, labeled H]					60
Office Management	[Bar from 30 to 44, labeled M]					44

INVESTIGATIVE — Moderate

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Research	[Bar from 30 to 65, labeled VH]					65
Mathematics	[Bar from 30 to 59, labeled M]					59
Science	[Bar from 30 to 52, labeled M]					52
Medical Science	[Bar from 30 to 45, labeled M]					45

ARTISTIC — Moderate

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Visual Arts & Design	[Bar from 30 to 53, labeled M]					53
Writing & Mass Communication	[Bar from 30 to 52, labeled M]					52
Performing Arts	[Bar from 30 to 46, labeled M]					46
Culinary Arts	[Bar from 30 to 43, labeled M]					43

SOCIAL — Moderate

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Social Sciences	[Bar from 30 to 59, labeled H]					59
Human Resources & Training	[Bar from 30 to 56, labeled M]					56
Counseling & Helping	[Bar from 30 to 55, labeled M]					55
Religion & Spirituality	[Bar from 30 to 49, labeled M]					49
Teaching & Education	[Bar from 30 to 48, labeled M]					48
Healthcare Services	[Bar from 30 to 39, labeled L]					39

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. **Management Analyst (REC)**
2. **Auditor (C)**
3. **Computer Systems Analyst (RCI)**
4. **Credit Manager (CE)**
5. **Operations Manager (ER)**
6. **Purchasing Agent (ECR)**
7. **Financial Analyst (CRE)**
8. **Top Executive, Business/Finance (E)**
9. **Wholesale Sales Representative (E)**
10. **Optician (ER)**

**Occupations of
Dissimilar Interest**

- Medical Illustrator (AIR)**
- Athletic Trainer (SIR)**
- Art Teacher (AS)**
- Mathematician (ICA)**
- Veterinarian (IR)**

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		
ER	Operations Manager										57
ECR	Purchasing Agent										56
E	Top Executive, Business/Finance										55
E	Wholesale Sales Representative										55
ER	Optician										54
E	Marketing Manager										53
EC	Buyer										52
E	Loan Officer/Counselor										52
E	Securities Sales Agent										51
EAC	Florist										50
E	Realtor										49
E	Sales Manager										49
ER	Technical Sales Representative										48
ESR	Human Resources Specialist										47
E	Life Insurance Agent										46
E	Personal Financial Advisor										46
ECR	Restaurant Manager										45
ECS	Facilities Manager										41
ESA	Elected Public Official										39
EAS	Flight Attendant										39
EA	Cosmetologist										36
ER	Chef										31
EAR	Bartender										24

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>

REALISTIC — Building, Repairing, Working Outdoors

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
REC	Management Analyst										61
RCI	Computer Systems Analyst										57
RC	Computer & IS Manager										53
RIC	Software Developer										50
RCI	Technical Support Specialist										50
RIC	Computer/Mathematics Manager										49
RI	Engineer										49
RCE	Production Worker										49
RIC	Computer Programmer										48
RIC	Network Administrator										48
RIC	Electrician										43
REC	Military Officer										37
R	Automobile Mechanic										35
REA	Carpenter										34
R	Law Enforcement Officer										34
RCE	Military Enlisted										33
RC	Farmer/Rancher										32
RIC	Engineering Technician										30
RI	Radiologic Technologist										30
RE	Landscape/Grounds Manager										29
RI	Emergency Medical Technician										24
RI	Forester										22
RSE	Vocational Agriculture Teacher										21
RI	Firefighter										18
REI	Horticulturist										17

OCCUPATIONAL SCALES

SECTION 3

CONVENTIONAL — Accounting, Organizing, Processing Data

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
C	Auditor										57
CE	Credit Manager										57
CRE	Financial Analyst										55
CRE	Accountant										53
CRE	Business/Finance Supervisor										51
CRE	Financial Manager										51
CI	Actuary										46
CA	Paralegal										46
CR	Customer Service Representative										45
CES	Business Education Teacher										37
CES	Nursing Home Administrator										37
CES	Food Service Manager										36
CSR	Administrative Assistant										35
C	Health Information Specialist										31
CIS	Mathematics Teacher										26

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>

INVESTIGATIVE — Researching, Analyzing, Inquiring

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
ICR	Computer Scientist										39
I	University Faculty Member										37
IRC	R&D Manager										36
ICE	Pharmacist										34
IAS	Psychologist										33
IRC	Medical Technologist										30
IR	Chemist										27
IA	Geographer										22
IRS	Respiratory Therapist										21
IRA	Physicist										20
ISA	Chiropractor										19
IRE	Medical Technician										19
IR	Dentist										18
IRS	Science Teacher										18
IRA	Geologist										17
IR	Optometrist										17
IA	Biologist										12
IAR	Physician										8
IR	Veterinarian										8
ICA	Mathematician										7

OCCUPATIONAL SCALES

SECTION 3

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

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
ASE	Public Administrator										50
A	Arts/Entertainment Manager										47
ARE	Photographer										42
AE	Interior Designer										39
AI	Sociologist										38
AI	Urban & Regional Planner										38
A	Librarian										35
AI	Translator										33
ARI	Architect										32
ARE	Attorney										32
A	Musician										32
A	Editor										31
AE	Advertising Account Manager										30
AE	Broadcast Journalist										28
AE	Public Relations Director										28
ASI	ESL Instructor										27
AI	Technical Writer										26
A	Graphic Designer										20
A	Reporter										13
A	Artist										11
ASE	English Teacher										9
AS	Art Teacher										5
AIR	Medical Illustrator										-5

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

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

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

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

SOCIAL — Helping, Instructing, Caregiving

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
SAE	Training & Development Specialist										44
S	Instructional Coordinator										43
SEC	School Administrator										43
SE	Parks & Recreation Manager										42
SER	Human Resources Manager										41
S	Community Service Director										37
SRA	Rehabilitation Counselor										37
S	Career Counselor										36
SA	University Administrator										35
S	Middle School Teacher										32
S	Secondary School Teacher										32
SE	School Counselor										29
S	Elementary School Teacher										28
SA	Occupational Therapist										28
SEA	Special Education Teacher										27
S	Religious/Spiritual Leader										25
SEC	Dietitian										23
SAR	Recreation Therapist										23
SA	Speech Pathologist										22
SAI	Registered Nurse										21
SIR	Physical Therapist										20
S	Mental Health Counselor										18
SA	Social Worker										18
SIR	Athletic Trainer										2

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 alone.
2. You seem to prefer to learn through lectures and books.
3. You probably prefer to lead by taking charge.
4. You may like taking risks.
5. You probably enjoy both team roles and independent roles.

Clear Scores

(Below 46 and above 54)

You indicated a clear preference for one style versus the other.

Midrange Scores (46–54)

You indicated that some of the descriptors on both sides apply to you.

PERSONAL STYLE SCALE	CLEAR		MIDRANGE		CLEAR		STD SCORE
	25	35	45	55	65	75	
Work Style	Prefers working alone; enjoys data, ideas, or things; reserved		43		Prefers working with people; enjoys helping others; outgoing		43
Learning Environment	Prefers practical learning environments; learns by doing; prefers short-term training to achieve a specific goal or skill		57		Prefers academic environments; learns through lectures and books; willing to spend many years in school; seeks knowledge for its own sake		57
Leadership Style	Is not comfortable taking charge of others; prefers to do the job rather than direct others; may lead by example rather than by giving directions		63		Is comfortable taking charge of and motivating others; prefers directing others to doing the job alone; enjoys initiating action; expresses opinions easily		63
Risk Taking	Dislikes risk taking; likes quiet activities; prefers to play it safe; makes careful decisions		57		Likes risk taking; appreciates original ideas; enjoys thrilling activities and taking chances; makes quick decisions		57
Team Orientation	Prefers accomplishing tasks independently; enjoys role as independent contributor; likes to solve problems on one's own		51		Prefers working on teams; enjoys collaborating on team goals; likes problem solving with others		51

PROFILE SUMMARY

SECTION 5

YOUR HIGHEST THEMES

Enterprising, Realistic, Conventional

YOUR THEME CODE

ERC

YOUR TOP FIVE INTEREST AREAS

1. Sales (E)
2. Marketing & Advertising (E)
3. Finance & Investing (C)
4. Entrepreneurship (E)
5. Research (I)

Areas of Least Interest

Healthcare Services (S)
 Nature & Agriculture (R)
 Culinary Arts (A)

YOUR TOP TEN STRONG OCCUPATIONS

1. Management Analyst (REC)
2. Auditor (C)
3. Computer Systems Analyst (RCI)
4. Credit Manager (CE)
5. Operations Manager (ER)
6. Purchasing Agent (ECR)
7. Financial Analyst (CRE)
8. Top Executive, Business/Finance (E)
9. Wholesale Sales Representative (E)
10. Optician (ER)

Occupations of Dissimilar Interest

Medical Illustrator (AIR)
 Athletic Trainer (SIR)
 Art Teacher (AS)
 Mathematician (ICA)
 Veterinarian (IR)

YOUR PERSONAL STYLE SCALES PREFERENCES

1. You likely prefer working alone.
2. You seem to prefer to learn through lectures and books.
3. You probably prefer to lead by taking charge.
4. You may like taking risks.
5. You probably enjoy both team roles and independent roles.

RESPONSE SUMMARY

SECTION 6

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

ITEM RESPONSE PERCENTAGES

Section Title	Strongly Like	Like	Indifferent	Dislike	Strongly Dislike
Occupations	1	25	30	25	19
Subject Areas	7	39	30	15	9
Activities	20	44	25	7	5
Leisure Activities	4	39	36	21	0
People	31	44	25	0	0
Your Characteristics	22	78	0	0	0
TOTAL PERCENTAGE	10	37	28	16	10

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: 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.

SIX OCCUPATIONAL THEMES

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

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.

YOUR THEME DESCRIPTIONS				YOUR THEME CODE: ERC	
THEME	CODE	DEFINITION	CAREER FIELDS	PERSONAL DESCRIPTORS	LEISURE ACTIVITIES
Enterprising	E	Selling Managing Persuading	Business Politics Sales Marketing	Assertive, adventurous, energetic, talkative, self-confident	Running for public office, raising money for organizations, enjoying sports
Realistic	R	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
Conventional	C	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

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
Investigative	I	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
Artistic	A	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
Social	S	Helping Instructing Caregiving	Teaching Healthcare Counseling Religion	Helpful, concerned for others, humanistic, verbal, generous	Entertaining, volunteering, reading self-improvement books

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 Realistic. 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

- Production supervision
- Construction management
- Product sales
- Agricultural or environmental management
- Small business management
- Military officer

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
Enterprising	Persuading and influencing	ER Directing the production of or persuading others to buy tangible goods, or supervising workers in the skilled trades
Realistic	Using physical skill	RE Producing and distributing tangible goods

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 using physical skill.

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"> • Developing new prospects • Entertaining clients • Traveling for business
Marketing & Advertising	Enterprising	<ul style="list-style-type: none"> • Developing advertising campaigns • Evaluating profits for new products • Collecting consumer information
Finance & Investing	Conventional	<ul style="list-style-type: none"> • Analyzing financial data • Managing investments • Financial planning and budgeting
Entrepreneurship	Enterprising	<ul style="list-style-type: none"> • Owning your own business • Developing business opportunities • Working from a home office
Research	Investigative	<ul style="list-style-type: none"> • Analyzing research results • Conducting scientific experiments • Writing reports

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
Management Analyst	REC	<ul style="list-style-type: none"> Conduct organizational studies and evaluations and design systems and procedures Analyze data gathered and develop solutions or alternative methods of proceeding Confer with personnel concerned to ensure successful functioning of newly implemented systems or procedures 	<ul style="list-style-type: none"> Knowledge of principles of strategic planning, resource allocation, leadership, production methods, and coordination of people and resources Skill in giving full attention to what other people are saying and taking time to understand the points being made Ability to combine pieces of information to form general rules or conclusions
Auditor	C	<ul style="list-style-type: none"> Examine and analyze accounting records and prepare financial reports Inspect account books and accounting systems for efficiency and compliance with accepted procedures Confer with management about financial and regulatory matters 	<ul style="list-style-type: none"> Knowledge of economic and accounting principles and practices Ability to use logic and reasoning to identify alternative solutions or approaches to problems Ability to read and understand information and ideas presented in writing
Computer Systems Analyst	RCI	<ul style="list-style-type: none"> Analyze user requirements and procedures to automate or improve existing systems Review computer system capabilities, work flow, and scheduling limitations Analyze information processing or computation needs and plan and design computer systems 	<ul style="list-style-type: none"> Knowledge of circuit boards, processors, chips, electronic equipment, and computer hardware and software, including applications and programming Skill in writing computer programs for various purposes Skill in using techniques such as structured analysis, data modeling, and information engineering
Credit Manager	CE	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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
Operations Manager	ER	<ul style="list-style-type: none"> Plan, direct, or coordinate the operations of companies or organizations Manage daily operations and plan the use of materials and human resources Monitor processes to ensure that they efficiently and effectively provide needed products and services while staying within budget 	<ul style="list-style-type: none"> Knowledge of management principles involved in strategic planning and coordination of people and resources Ability to establish concrete objectives and specify the actions needed to achieve them
Purchasing Agent	ECR	<ul style="list-style-type: none"> Purchase machinery, equipment, parts, or supplies necessary for the operation of a business Monitor shipments to ensure that goods are delivered on time Maintain records of items purchased, costs, delivery, product performance, and inventories 	<ul style="list-style-type: none"> Knowledge of business principles involved in resource allocation and production methods Skills in negotiation Skills in considering the relative costs and benefits of potential actions to choose the most appropriate one

Continued on next page →

YOUR TOP STRONG OCCUPATIONS (continued)

OCCUPATION	THEME CODE	TYPICAL WORK TASKS	SELECTED KNOWLEDGE, SKILLS, ABILITIES
Financial Analyst	CRE	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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
Top Executive, Business/Finance	E	<ul style="list-style-type: none"> Formulate business strategies and provide overall direction of financial organizations Confer with board members, organizational officials, and staff members to coordinate activities and resolve problems related to business and finance Appoint department heads or managers and delegate responsibilities to subordinates 	<ul style="list-style-type: none"> Knowledge of strategic planning, resource allocation, and leadership Knowledge of financial markets, banking, and the analysis and reporting of financial data Ability to establish long-range objectives and specify strategies and objectives to achieve them
Wholesale Sales Representative	E	<ul style="list-style-type: none"> Contact regular and prospective customers to demonstrate products, explain product features, and solicit orders Recommend products to customers based on their needs and interests Answer customers' questions about products, prices, availability, product uses, and credit terms 	<ul style="list-style-type: none"> Knowledge of showing, promoting, and selling products or services Knowledge of principles and processes for providing customer services and evaluation of customer satisfaction Skill in talking to others to convey information effectively
Optician	ER	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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

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
Work Style	<ul style="list-style-type: none"> You work more with ideas, data, or things than with people. You spend most of your time working on your own. You spend a lot of time writing reports and analyzing data.
Learning Environment	<ul style="list-style-type: none"> You can learn lots of new ideas. You can learn from reading and lectures. You can apply your learning to abstract problems.
Leadership Style	<ul style="list-style-type: none"> You can assume leadership for teams or projects. You can be outspoken and voice your opinion. You can direct others.
Risk Taking	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> You can work independently some of the time and work on teams other times. You can make decisions on your own and by consensus. You have a balance between group and individual responsibility and accomplishment.

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
- Realistic
- Conventional

PERSONAL AND WORK ENVIRONMENT DESCRIPTORS

- Fast paced, assertive, influential
- Practical, hands-on, product driven
- Organized, efficient, accurate

SPECIFIC INTERESTS FOR WORK, LEISURE, AND LEARNING

- Developing new prospects
- Entertaining clients
- Traveling for business
- Developing advertising campaigns
- Evaluating profits for new products
- Collecting consumer information
- Analyzing financial data
- Managing investments
- Financial planning and budgeting

CAREERS THAT MIGHT BE MOST APPEALING TO YOU

- Management Analyst
- Auditor
- Computer Systems Analyst
- Credit Manager
- Operations Manager
- Purchasing Agent
- Financial Analyst
- Top Executive, Business/Finance
- Wholesale Sales Representative
- Optician

HOW YOU LIKE TO WORK AND LEARN

- With ideas, data, or things, mostly on your own
- Learning new ideas to apply to abstract problems
- Assuming leadership and directing others
- Taking risks and pursuing new opportunities
- A combination of group and individual responsibility and accomplishment

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.

