



Strong Interest Inventory® and Myers-Briggs Type Indicator® Career Report with Strong Profile and Strong College Profile

Career Report developed by Judith Grutter and Allen L. Hammer

College Profile developed by Jeffrey P. Prince

Report prepared for

SAMPLE STUDENT

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Interpreted by

Karan Gupta

KGC

Karan Gupta Consulting



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

YOUR HIGHEST THEMES	YOUR THEME CODE
Enterprising, Conventional, Realistic	ECR

THEME	CODE	STANDARD SCORE & INTEREST LEVEL					STD SCORE
		30	40	50	60	70	
Enterprising	E	VERY HIGH					66
Conventional	C	VERY HIGH					64
Realistic	R	MODERATE					60
Artistic	A	MODERATE					54
Investigative	I	MODERATE					54
Social	S	MODERATE					46

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. Finance & Investing (C)
3. Entrepreneurship (E)
4. Mechanics & Construction (R)
5. Marketing & Advertising (E)

Areas of Least Interest

- Teaching & Education (S)
- Counseling & Helping (S)
- Religion & Spirituality (S)

ENTERPRISING — Very High

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Sales	[Orange bar from 30 to 70] VH					74
Entrepreneurship	[Orange bar from 30 to 65] VH					65
Marketing & Advertising	[Orange bar from 30 to 60] H					60
Politics & Public Speaking	[Orange bar from 30 to 55] M					55
Law	[Orange bar from 30 to 52] M					52
Management	[Orange bar from 30 to 50] M					50

CONVENTIONAL — Very High

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Finance & Investing	[Green bar from 30 to 71] VH					71
Office Management	[Green bar from 30 to 57] H					57
Taxes & Accounting	[Green bar from 30 to 57] M					57
Programming & Information Systems	[Green bar from 30 to 57] M					57

REALISTIC — Moderate

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Mechanics & Construction	[Red bar from 30 to 62] H					62
Athletics	[Red bar from 30 to 60] M					60
Military	[Red bar from 30 to 59] M					59
Computer Hardware & Electronics	[Red bar from 30 to 55] M					55
Protective Services	[Red bar from 30 to 52] M					52
Nature & Agriculture	[Red bar from 30 to 51] M					51

ARTISTIC — Moderate

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Visual Arts & Design	[Green bar from 30 to 60] H					60
Performing Arts	[Green bar from 30 to 53] M					53
Writing & Mass Communication	[Green bar from 30 to 53] M					53
Culinary Arts	[Green bar from 30 to 51] M					51

INVESTIGATIVE — Moderate

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Research	[Blue bar from 30 to 58] M					58
Mathematics	[Blue bar from 30 to 58] M					58
Medical Science	[Blue bar from 30 to 57] M					57
Science	[Blue bar from 30 to 50] M					50

SOCIAL — Moderate

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Healthcare Services	[Purple bar from 30 to 52] M					52
Human Resources & Training	[Purple bar from 30 to 50] M					50
Social Sciences	[Purple bar from 30 to 49] M					49
Religion & Spirituality	[Purple bar from 30 to 48] M					48
Counseling & Helping	[Purple bar from 30 to 47] M					47
Teaching & Education	[Purple bar from 30 to 44] M					44

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. Optician (ER)
2. Realtor (E)
3. Technical Sales Representative (ER)
4. Wholesale Sales Representative (E)
5. Loan Officer/Counselor (E)
6. Accountant (CRE)
7. Securities Sales Agent (E)
8. Management Analyst (REC)
9. Production Worker (RCE)
10. Life Insurance Agent (E)

**Occupations of
Dissimilar Interest**

- Mathematician (ICA)
- Biologist (IA)
- Mental Health Counselor (S)
- Art Teacher (AS)
- English Teacher (ASE)

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	Optician										61
E	Realtor										59
ER	Technical Sales Representative										57
E	Wholesale Sales Representative										57
E	Loan Officer/Counselor										56
E	Securities Sales Agent										55
E	Life Insurance Agent										53
EAS	Flight Attendant										52
E	Personal Financial Advisor										51
EAC	Florist										50
ECS	Facilities Manager										49
E	Marketing Manager										49
ECR	Purchasing Agent										49
E	Sales Manager										49
EC	Buyer										48
ER	Operations Manager										48
ECR	Restaurant Manager										48
E	Top Executive, Business/Finance										44
EAR	Bartender										41
EA	Cosmetologist										41
ESR	Human Resources Specialist										39
ER	Chef										33
ESA	Elected Public Official										32

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

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

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

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

CONVENTIONAL — Accounting, Organizing, Processing Data

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
CRE	Accountant										55
CE	Credit Manager										52
CRE	Financial Analyst										51
CRE	Financial Manager										50
C	Auditor										49
CR	Customer Service Representative										48
CRE	Business/Finance Supervisor										47
CSR	Administrative Assistant										45
CES	Nursing Home Administrator										42
CES	Food Service Manager										41
CI	Actuary										39
C	Health Information Specialist										37
CA	Paralegal										37
CES	Business Education Teacher										33
CIS	Mathematics Teacher										23

OCCUPATIONAL SCALES

SECTION 3

REALISTIC — Building, Repairing, Working Outdoors

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
REC	Management Analyst										54
RCE	Production Worker										54
RI	Engineer										47
RC	Computer & IS Manager										46
REA	Carpenter										45
RIC	Computer Programmer										45
RCI	Computer Systems Analyst										45
RIC	Engineering Technician										45
RIC	Computer/Mathematics Manager										44
RIC	Electrician										43
RCE	Military Enlisted										43
RIC	Software Developer										43
REC	Military Officer										42
RCI	Technical Support Specialist										41
RIC	Network Administrator										39
R	Automobile Mechanic										37
REI	Horticulturist										36
RI	Radiologic Technologist										35
RE	Landscape/Grounds Manager										33
R	Law Enforcement Officer										28
RC	Farmer/Rancher										27
RI	Firefighter										23
RI	Emergency Medical Technician										21
RSE	Vocational Agriculture Teacher										21
RI	Forester										11

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

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

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

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

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

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
A	Arts/Entertainment Manager										47
ARE	Photographer										46
ARI	Architect										44
AE	Advertising Account Manager										40
AE	Public Relations Director										39
AE	Interior Designer										35
A	Librarian										35
ASE	Public Administrator										35
AI	Urban & Regional Planner										35
A	Musician										34
A	Editor										33
AI	Technical Writer										33
AI	Translator										30
AE	Broadcast Journalist										28
A	Graphic Designer										28
ARE	Attorney										25
AIR	Medical Illustrator										19
A	Artist										18
ASI	ESL Instructor										17
AI	Sociologist										17
A	Reporter										11
ASE	English Teacher										10
AS	Art Teacher										9

OCCUPATIONAL SCALES

SECTION 3

INVESTIGATIVE — Researching, Analyzing, Inquiring

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
ICE	Pharmacist										40
IR	Optometrist										39
IRC	R&D Manager										36
IRC	Medical Technologist										35
IR	Dentist										34
IRE	Medical Technician										31
IRS	Respiratory Therapist										29
ICR	Computer Scientist										28
ISA	Chiropractor										27
I	University Faculty Member										24
IRS	Science Teacher										23
IRA	Geologist										20
IAS	Psychologist										20
IR	Chemist										18
IR	Veterinarian										18
IAR	Physician										12
IRA	Physicist										12
IA	Geographer										11
IA	Biologist										6
ICA	Mathematician										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		
SIR	Physical Therapist										47
SE	Parks & Recreation Manager										45
S	Instructional Coordinator										40
SAE	Training & Development Specialist										34
SEC	Dietitian										33
SER	Human Resources Manager										30
SA	Occupational Therapist										30
SEC	School Administrator										30
SAI	Registered Nurse										29
S	Secondary School Teacher										29
S	Community Service Director										28
S	Middle School Teacher										28
SRA	Rehabilitation Counselor										27
SA	University Administrator										25
S	Career Counselor										24
S	Elementary School Teacher										24
SA	Speech Pathologist										23
SAR	Recreation Therapist										16
SE	School Counselor										16
S	Religious/Spiritual Leader										13
SIR	Athletic Trainer										11
SA	Social Worker										11
SEA	Special Education Teacher										11
S	Mental Health Counselor										7

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 by doing and through lectures and books.
3. You probably are comfortable both leading by example and 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			Prefers working with people; enjoys helping others; outgoing			44
Learning Environment	Prefers practical learning environments; learns by doing; prefers short-term training to achieve a specific goal or skill			Prefers academic environments; learns through lectures and books; willing to spend many years in school; seeks knowledge for its own sake			48
Leadership Style	Is not comfortable taking charge of others; prefers to do the job rather than direct others; may lead by example rather than by giving directions			Is comfortable taking charge of and motivating others; prefers directing others to doing the job alone; enjoys initiating action; expresses opinions easily			50
Risk Taking	Dislikes risk taking; likes quiet activities; prefers to play it safe; makes careful decisions			Likes risk taking; appreciates original ideas; enjoys thrilling activities and taking chances; makes quick decisions			62
Team Orientation	Prefers accomplishing tasks independently; enjoys role as independent contributor; likes to solve problems on one's own			Prefers working on teams; enjoys collaborating on team goals; likes problem solving with others			48

PROFILE SUMMARY

SECTION 5

YOUR HIGHEST THEMES

Enterprising, Conventional, Realistic

YOUR THEME CODE

ECR

YOUR TOP FIVE INTEREST AREAS

1. Sales (E)
2. Finance & Investing (C)
3. Entrepreneurship (E)
4. Mechanics & Construction (R)
5. Marketing & Advertising (E)

Areas of Least Interest

- Teaching & Education (S)
- Counseling & Helping (S)
- Religion & Spirituality (S)

YOUR TOP TEN STRONG OCCUPATIONS

1. Optician (ER)
2. Realtor (E)
3. Technical Sales Representative (ER)
4. Wholesale Sales Representative (E)
5. Loan Officer/Counselor (E)
6. Accountant (CRE)
7. Securities Sales Agent (E)
8. Management Analyst (REC)
9. Production Worker (RCE)
10. Life Insurance Agent (E)

Occupations of Dissimilar Interest

- Mathematician (ICA)
- Biologist (IA)
- Mental Health Counselor (S)
- Art Teacher (AS)
- English Teacher (ASE)

YOUR PERSONAL STYLE SCALES PREFERENCES

1. You likely prefer working alone.
2. You seem to prefer to learn by doing and through lectures and books.
3. You probably are comfortable both leading by example and 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	26	44	29	0
Subject Areas	2	28	54	15	0
Activities	8	34	46	12	0
Leisure Activities	25	39	32	4	0
People	19	38	38	6	0
Your Characteristics	0	89	11	0	0
TOTAL PERCENTAGE	7	33	44	17	0

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: 24—Combination of item responses appears consistent.



USING YOUR THEMES

YOUR HIGHEST THEMES

Enterprising, Conventional, Realistic

YOUR THEME CODE

ECR

Your top three Themes are listed below in order of interest. Each Theme describes an important aspect of your interests and personality. Use all three Themes to identify college courses and academic majors that allow you to express what is important to you. The majors listed within each Theme are examples of some of the many related academic areas worth exploring.

CONSIDERING THEMES OF GREATEST INTEREST TO YOU

Enterprising (E) ACTIVE PERSUADERS

Enterprising students prefer to influence or lead others through selling the merits of ideas or products.

TYPICAL COLLEGE MAJORS

Business Administration	Hospitality	Management	Public Administration
Business Education	Hotel Management	Marketing	Public Relations
Consumer Economics	Human Resources	Organizational Leadership	Real Estate
Finance	Insurance	Personnel and Labor Relations	Restaurant Management
Government	International Business	Political Science	Retail Merchandising
History	International Relations	Pre-Law	Travel and Tourism

Conventional (C) CAREFUL ORGANIZERS

Conventional students prefer to take an orderly approach to organizing and managing finances, procedures, or data.

TYPICAL COLLEGE MAJORS

Accounting	Court Reporting	Industrial Education	Office Systems
Actuarial Science	Data Management	Information Systems and Technology	Paralegal Studies
Banking and Finance	Dental Hygiene	Management Information Systems	Purchasing/Materials Management
Bookkeeping	Financial Planning	Mathematics Education	Secretarial Procedures
Business	Food Service Management	Medical Administration	Small Business Operations
Computer Programming	Hotel, Restaurant, and Institutional Management	Medical Transcription	Statistics
Computer Systems Operations			

Realistic (R) PRACTICAL DOERS

Realistic students prefer to take an active hands-on approach involving construction, mechanical, or outdoor activities.

TYPICAL COLLEGE MAJORS

Agriculture	Electronics	Horticulture	Military Science
Animal Science	Facilities Management	Industrial Arts Education	Natural Resources
Automotive Services	Fire Science	Landscape Architecture	Physical Fitness and Training
Civil Engineering	Fish and Wildlife Management	Law Enforcement	Plumbing
Computer Technology	Forestry	Mechanical Engineering	Transportation
Drafting	Heating, Air Conditioning, and Refrigeration	Medical Technology	Welding
Earth Science			

USING YOUR BASIC INTEREST SCALES

These scales indicate interests that are important to your overall lifestyle, both in school and out of school.

Use your strongest basic interests to explore college courses, extracurricular activities, internships, and part-time jobs. You show the greatest interest in the five areas outlined below (arranged in descending order of interest).

SALES — Very High

Selling products or services, or working with salespeople

CAMPUS ORGANIZATIONS/ACTIVITIES	INTERNSHIPS/JOB SETTINGS	COLLEGE COURSES
Business Student Organization Charity Sales Drive Fundraising Campaign	Company Sales Department Retail Sales Travel/Tourism Company	Business Administration Marketing Real Estate

FINANCE & INVESTING — Very High

Managing money and investments

CAMPUS ORGANIZATIONS/ACTIVITIES	INTERNSHIPS/JOB SETTINGS	COLLEGE COURSES
Business Student Organization Investment Club Student Organization Treasurer	Brokerage Firm Commercial Real Estate Company Financial Planning Company	Business Management Economics Finance

ENTREPRENEURSHIP — Very High

Developing and managing new business opportunities

CAMPUS ORGANIZATIONS/ACTIVITIES	INTERNSHIPS/JOB SETTINGS	COLLEGE COURSES
Business Student Organization Fundraising Campaign Investment Club	Internet Start-Up Company Management Training Program Small Retail Business	Business Management Finance Marketing

MECHANICS & CONSTRUCTION — High

Working with equipment, machinery, and instruments

CAMPUS ORGANIZATIONS/ACTIVITIES	INTERNSHIPS/JOB SETTINGS	COLLEGE COURSES
Automotive Club Carpentry Group Engineering Society	Construction Company Engineering Company Manufacturing Facility	Auto Mechanics Civil & Mechanical Engineering Construction Management

MARKETING & ADVERTISING — High

Marketing, researching, and developing advertising campaigns for products or services

CAMPUS ORGANIZATIONS/ACTIVITIES	INTERNSHIPS/JOB SETTINGS	COLLEGE COURSES
Advertising Club Business Student Organization Fundraising Campaign	Advertising Company Company Marketing Department Retail Management	Business Management Communication Marketing

USING YOUR OCCUPATIONAL SCALES

These scales identify jobs held by people with whom you share common interests, arranged in order of similarity of interests. Some occupations require specific training; however, many do not require a particular college major. Explore classes relevant to these occupations and consider related careers as well.

YOUR TOP STRONG OCCUPATIONS

OCCUPATIONAL SCALE	THEME CODE	EDUCATIONAL PREPARATION	COLLEGE COURSES	RELATED CAREERS
Optician	ER	High school diploma, plus apprenticeship	Sciences Mathematics Computer Science	Dental Technician Orthotist Prosthetist
Realtor	E	High school diploma, plus license	Real Estate Finance Business Management	Real Estate Appraiser Property Manager Mortgage Broker
Technical Sales Representative	ER	BA, preferably in a technical field	Sciences Engineering Business Management	Engineer Sales Manager Customer Service Representative
Wholesale Sales Representative	E	High school diploma, AA, or BA	Marketing Communication Business Management	Retail Buyer Public Relations Specialist Advertising Salesperson
Loan Officer/Counselor	E	High school diploma, AA, or BA	Finance Economics Accounting	Financial Planner Insurance Agent Real Estate Broker
Accountant	CRE	BA in accounting or related field	Accounting Business Administration Bookkeeping	Auditor Financial Analyst Tax Examiner
Securities Sales Agent	E	BA in finance, economics, or related field	Accounting Economics Marketing	Investment Banker Real Estate Broker Insurance Underwriter
Management Analyst	REC	MBA or MA in related field	Business Management Marketing Economics	Budget Analyst Economist Market Researcher
Production Worker	RCE	High school diploma or GED	Mathematics Computer Programming Electronics	Engineering Technician Machinist Welder
Life Insurance Agent	E	BA, preferably in business or economics	Finance Accounting Marketing	Real Estate Sales Stockbroker Insurance Investigator

USING YOUR PERSONAL STYLE SCALES

Next, use your Personal Style Scales to identify the specific ways you prefer to approach whatever academic courses, majors, or jobs you undertake.

PERSONAL STYLE SCALE	PREFERENCES/ACTIVITIES
Work Style	<ul style="list-style-type: none"> Your score suggests a preference for working independently with ideas or data and liking quiet for concentration when studying. You may prefer academic work that involves research, reading, and solving problems on your own rather than assignments that require interacting closely or frequently with others.
Learning Environment	<ul style="list-style-type: none"> Your score suggests you may prefer a balance between learning by doing and learning through academic course work. At times you may enjoy attending lectures or reading theory, and at other times you may prefer hands-on practical training.
Leadership Style	<ul style="list-style-type: none"> Your score suggests a preference for leading others through a variety of means. Sometimes you may enjoy leading a student organization or facilitating a class discussion, and at other times you may prefer to be a contributing member.
Risk Taking	<ul style="list-style-type: none"> Your score suggests a preference for exploring new adventures, trying new things, and being spontaneous. You may enjoy outdoor adventure activities, sports, or independent travel as well as academic courses that encourage risk taking and self-reliance.
Team Orientation	<ul style="list-style-type: none"> Your score suggests a preference for a mix of academic activities depending on the circumstances. You may enjoy a range of work, from independent assignments that require you to solve problems on your own to collaborative team projects.

See Applying Your Strong Results to College Majors at https://www.skillsone.com/Pdfs/Strong_College_Majors.pdf for guidance about researching and deciding on an academic major.



INTRODUCTION TO YOUR STRONG AND MBTI® CAREER REPORT

As part of your career exploration process you recently took two powerful assessments:

- The *Strong Interest Inventory*® (*Strong*) assessment
- The *Myers-Briggs Type Indicator*® (MBTI®) assessment

Both of these tools have been revised and updated through many decades of research and provide the latest, most thorough information available relating career interests, personality, and work environments. Although each assessment is helpful in itself, examining your combined results will expand your understanding of both yourself and your career options.

This report builds on what you have learned from prior interpretations of the *Strong* and MBTI tools. Although the following pages include brief summaries of your *Strong* and MBTI results, make sure that you have discussed each assessment with a career professional first in order to get the most from this report.

HOW YOU WILL BENEFIT

The Strong and MBTI® Career Report can help you identify

- Work tasks you might find satisfying
- Work environments that would be a good fit
- Specific occupations and career fields you might enjoy
- Ways to alter your work environment to make it more satisfying
- Leisure activities to balance your work life
- Strategies for career development
- Tactics for staying motivated during the career exploration process

HOW YOUR REPORT IS ORGANIZED

The sections in your Strong and MBTI® Career Report are

- Summary of Your *Strong* and MBTI Results
- Your *Strong* Themes and MBTI Preferences Combined
- Your Personal Style and MBTI Preferences
- Career Fields and Occupations Suggested by Your Combined Results
- Additional Occupations to Explore
- Career Development Strategies
- Successful Career Exploration and Change
- Next Steps

SUMMARY OF YOUR STRONG AND MBTI® RESULTS

Your results on the *Strong* and MBTI tools are based on the same assumption—that you are most likely to be satisfied and productive if you are working at something you enjoy in an environment you find compatible.

- The *Strong* assessment matches your interests with six types of work environments.
- The MBTI assessment describes your personality type and matches it with types of work.

YOUR SIX STRONG GENERAL OCCUPATIONAL THEMES

Your *Strong* Profile showed your level of interest in six General Occupational Themes. These Themes reflect broad patterns of interest and are used to describe both people's personalities and the environments in which they work. The Themes below are presented in your order of interest.

- **Enterprising**—Managing, selling
- **Conventional**—Accounting, processing data
- **Realistic**—Building, repairing
- **Artistic**—Creating or enjoying art
- **Investigative**—Researching, analyzing
- **Social**—Helping, instructing

Your highest Themes are **Enterprising** and **Conventional**.

People with interests in these areas usually enjoy directing the work of others in efficient and results-oriented work environments. Having status and authority is often important to them.

YOUR FOUR MBTI® PERSONALITY PREFERENCES

Your MBTI results show these four personality preferences: **ESTP**.

- **Extraversion (E)**—Getting energy from and attuning to the outer world of people and activity
- **Sensing (S)**—Taking in information from the five senses and focusing on what is going on around you at the moment
- **Thinking (T)**—Making decisions based primarily on logic and an objective analysis of cause and effect
- **Perceiving (P)**—Being flexible and spontaneous and wanting to keep your options open

People with ESTP preferences like to make things happen and are willing to take risks to get things done. They enjoy solving problems in an action-oriented, hands-on way using logical analysis.

If you have any questions about your Strong or MBTI results, be sure to ask your career professional for clarification.

YOUR STRONG THEMES AND MBTI® PREFERENCES COMBINED

Your combined *Strong* Theme and MBTI results are described below. Your combined results will help you explore:

- What you might like to do
- Where you might like to work
- How you might like to work and learn

This report focuses on your Enterprising *Strong* Theme because that is the Theme in which you showed the greatest interest. The Enterprising Theme likely represents your strongest career motivator and the kinds of activities you find most energizing. Business-related work environments will probably attract you first.

Your *Strong* results show that you are also quite interested in the Conventional and Realistic Themes. You may find it helpful to discuss with your career professional how these Themes might affect your career exploration.

ENTERPRISING + ESTP—The Resourceful Persuaders

Enterprising work environments	<ul style="list-style-type: none"> • Competitive • Fast paced • Business oriented • Focused on those in positions of power and influence
ESTPs at work	<ul style="list-style-type: none"> • Like finding new ways of doing things • Like physical action and responding to crises • Pay attention to important and relevant facts • Are logical in their decision making
Enterprising + ESTP individuals often like	<ul style="list-style-type: none"> • Competitive business environments • Troubleshooting business-related problems • Task-focused work • Careful attention to detail

You can probably tell from the descriptions above that Enterprising work environments are often attractive to ESTPs. You are likely to be recognized for your ability to:

- Communicate well with others
- Apply what you have learned from past experience
- Pay attention to facts and accuracy
- Adapt well to change

However, some Enterprising work environments may seem a bit too fast paced to you. Your need for accuracy may at times be viewed by others as putting a damper on their enthusiasm.

YOUR PERSONAL STYLE AND MBTI® PREFERENCES

Explained below are your results on the five *Strong* scales that describe your personal style of working and learning, combined with the impact of your MBTI preferences.

STRONG WORK STYLE + MBTI® TYPE

Your *Strong* result and MBTI preferences for Extraversion and Thinking suggest that you may:

- Prefer to do your work alone, even though you are energized by people and activity around you
- Enjoy socializing with your coworkers, or have a busy social life unrelated to work
- Enjoy talking to others to get ideas but then prefer to work on the ideas by yourself

STRONG LEARNING ENVIRONMENT + MBTI® TYPE

Your *Strong* result and MBTI preference for Sensing suggest that you would probably:

- Enjoy learning through reading and lecture as well as through hands-on experience
- Want a position in which both continuing education and on-the-job training are valued
- Like some attention paid to broad theories and concepts but also want answers to your “So what?” questions

STRONG LEADERSHIP STYLE + MBTI® TYPE

Your *Strong* result and MBTI preferences for Extraversion, Sensing, and Thinking suggest that you may:

- Choose when and where to express your opinions
- Prefer a work environment that provides for interaction with others but lets you choose when to take charge
- Step in and take charge if the situation calls for it and no one else comes forward

STRONG RISK TAKING + MBTI® TYPE

Your *Strong* result and MBTI preferences for Thinking and Perceiving suggest that you may:

- Be willing to take on risky new challenges or opportunities in your current job
- Logically weigh the risks of staying the course versus trying something new
- Be comfortable going in an entirely new career direction

STRONG TEAM ORIENTATION + MBTI® TYPE

Your *Strong* result and MBTI preference for Extraversion suggest that you would probably:

- Enjoy interacting with others and working as part of a team when necessary
- Be willing to collaborate on goal setting and problem solving when asked
- Share the recognition for group efforts when appropriate

CAREER FIELDS AND OCCUPATIONS SUGGESTED BY YOUR COMBINED RESULTS

Now that you have seen how your *Strong* Themes and MBTI preferences combine to suggest satisfying tasks and work environments, and how the *Strong* Personal Style Scales and MBTI preferences combine to suggest your styles of working and learning, it is time to narrow your career exploration to career fields and specific occupations.

CAREER FIELDS FOR ENTERPRISING + ESTP TYPES

The career fields to the right reflect both Enterprising work environments suggested by your *Strong* results and O*NET™ job families that attract ESTP types. You can find out more about these career fields by looking up their codes at <http://www.onetonline.org>. Your career professional can help you explore many other career fields that may appeal to you. These are just a few suggestions to help you get started.

CAREER FIELD	O*NET CODE(S)
Sales	11-2022.00 41-9022.00 41-4011.00
Marketing	11-2011.00 11-2021.00
Production Management	51-1011.00
Small Business Ownership	11-1021.00

OCCUPATIONS FOR YOUR COMBINED STRONG AND MBTI® RESULTS

The occupations in the table that follows were suggested by both your *Strong* interests and your MBTI type, thus making it likely that you may find them satisfying and enjoyable. Keep in mind that

- Your interests are similar to those of people working in these occupations who like their work
- These occupations tend to attract people with the same MBTI type as you have who are satisfied with their job

These occupations are based on data collected from more than 70,000 people who are satisfied with their jobs and have taken the *Strong* inventory and from more than 90,000 people who are satisfied with their jobs and have taken the MBTI assessment. The occupations from both sources are linked to the occupations found in the O*NET system of occupational classification developed by the U.S. Department of Labor. For more information about these occupations, click an occupation name in the left column or visit <http://www.onetonline.org> and enter the occupation name in the search box at the Web site.

YOUR TOP COMBINED OCCUPATIONS

OCCUPATION	TYPICAL WORK TASKS	SELECTED KNOWLEDGE, SKILLS, ABILITIES (KSAs)
Realtor	<ul style="list-style-type: none"> • Rent, buy, or sell property for clients and draw up real estate contracts • Advise clients on market conditions, prices, mortgages, legal requirements, and related matters • Act as an intermediary in negotiations between buyers and sellers over property prices and settlement details 	<ul style="list-style-type: none"> • Knowledge of methods for showing, promoting, and selling products or services • Knowledge of laws and regulations governing real estate • Skill in giving full attention to what other people are saying
Technical Sales Representative	<ul style="list-style-type: none"> • Sell equipment or services for wholesalers or manufacturers where basic technical or scientific knowledge is required • Study research or technical data on products • Evaluate customer needs and emphasize product features based on technical knowledge of product capabilities and limitations 	<ul style="list-style-type: none"> • Knowledge of principles and methods for showing, promoting, and selling products or services, including marketing strategy and tactics, product demonstration, sales techniques, and sales control systems • Technical knowledge in the particular field

Continued on next page →

YOUR TOP COMBINED OCCUPATIONS (continued)

OCCUPATION	TYPICAL WORK TASKS	SELECTED KNOWLEDGE, SKILLS, ABILITIES (KSAs)
Wholesale Sales Representative	<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
Loan Officer/Counselor	<ul style="list-style-type: none"> Meet with applicants to obtain information for loan applications and to answer questions about the process Analyze applicants' financial status to determine feasibility of granting loans Provide guidance to prospective applicants who have problems qualifying for traditional loans 	<ul style="list-style-type: none"> Knowledge of principles and methods for showing, promoting, and selling services Skill in talking to others to convey information effectively Skill in giving full attention to what other people are saying and taking time to understand the points being made
Securities Sales Agent	<ul style="list-style-type: none"> Interview potential clients to determine clients' assets, liabilities, cash flow, insurance coverage, tax status, or financial objectives Complete sales orders and submit client-requested transactions for processing Review securities transactions to ensure conformance to governing agency regulations 	<ul style="list-style-type: none"> Knowledge of economic and accounting principles and practices, the financial markets, and the analysis and reporting of financial data Skill in talking to others to convey information effectively and persuasively Ability to read and understand information and ideas presented in writing
Credit Manager	<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 investigation and collection of 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
Financial Analyst	<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, and statistics and their applications
Personal Financial Advisor	<ul style="list-style-type: none"> Interview clients to determine their current income, expenses, insurance coverage, tax status, financial objectives, risk tolerance, and other information needed to develop a financial plan Analyze financial information obtained from clients to determine strategies for meeting their financial objectives Sell financial products such as stocks, bonds, mutual funds, and insurance 	<ul style="list-style-type: none"> Knowledge of principles and methods for promoting and selling products and services Skill in using logic and reasoning to identify the strengths and weaknesses of alternative approaches to problems Skill in talking to others to convey information effectively
Sales Manager	<ul style="list-style-type: none"> Direct and coordinate sales distribution by establishing sales territories, quotas, and goals, and establish training programs for sales representatives Analyze sales statistics to determine sales potential and inventory requirements and to monitor customer preferences 	<ul style="list-style-type: none"> Knowledge of methods for promoting and selling products or services Knowledge of principles and processes for providing customer service, including assessing needs, meeting quality standards, and evaluating customer satisfaction Skills in motivating, developing, and directing people
Carpenter	<ul style="list-style-type: none"> Construct, erect, install, and repair wooden structures and fixtures Shape or cut materials using hand tools and machines Study blueprints, sketches, or building plans to determine dimensions and materials required 	<ul style="list-style-type: none"> Knowledge of materials, methods, and tools used in the construction or repair of structures Knowledge of machines and tools, including their design, use, maintenance, and repair

ACTION STEP

Do you see a pattern in these occupations? Try highlighting any KSAs or words or phrases that particularly appeal to you. You will probably see some trends emerge.

ADDITIONAL OCCUPATIONS TO EXPLORE

The occupations listed in the preceding table were suggested because they match *both* your *Strong* interests and your MBTI preferences. There are many other occupations that may also be a good fit for your combined results, or for just one of the assessments. Some of them are listed here.

OCCUPATIONS TO EXPLORE

Advertising Account Manager	Inspector/Tester/Grader
Agricultural Workers Manager	Landscape/Grounds Manager
Automobile Mechanic	Materials Engineer
Bartender	Military Enlisted
Chef	Military Officer
Command and Control Center Specialist	Nursing Home Administrator
Elected Public Official	Optician
Engineering Technician	Parks & Recreation Manager
Flight Attendant	Pilot/Copilot
Florist	Restaurant Manager

Don't be discouraged if the career field or occupation you are considering does not appear on one of your lists. Some people are successful in careers that are not typical for their interest patterns and personality types.

- Try looking at the broader patterns represented by these occupations rather than just at the titles. You may see that certain skill clusters or interest areas emerge.
- You might want to speak with a career professional to explore the unique perspective you could bring to your work, or to head off any stress that might arise as a result of your career choice.

ACTION STEPS

As you consider the occupations suggested by your *Strong* and MBTI results, think about how each one fits with your interests and personality. Ask yourself:

- **Will this career allow me to promote and sell products and ideas?**
- **Will I be working with others toward immediate, tangible goals?**
- **Will I have plenty of variety and the opportunity to be flexible in how I do things?**

Consider the patterns and trends that emerged from your occupational lists, or think about how the occupations might differ.

- **Are there any skills that are common to almost all of the occupations?**
- **Can you narrow your choices to those that best fit your personality and current interests?**

CAREER DEVELOPMENT STRATEGIES

People take the *Strong* and MBTI assessments for many different reasons.

- Some are looking for a good match to start their career.
- Some are considering a career change.
- Some are looking for ways to make their current job more interesting.
- Some are trying to bring more balance into their life.

The activities that follow will help you use your *Strong* and MBTI results to make effective decisions in managing your career.

ARE YOU LOOKING FOR A GOOD MATCH TO START YOUR CAREER?

Students and people who are entering the job market for the first time often take the *Strong* inventory and the MBTI assessment to guide them in a career direction that will be interesting and fulfilling. If this is true for you, be sure to consider entry positions that are a good fit for your *Strong* Theme and MBTI preferences. For each career direction you are considering, ask yourself:

- Is this a stable environment that focuses on the correct application of policies and procedures?
- Is this an environment in which accuracy and efficient bottom-line results are consistently rewarded?
- Will I be required to focus on ideas and possibilities, or to change the way things are done more than I like?

If you answered “yes” to the first two questions, you are probably considering a career or occupation that is a good fit for your ESTP preferences.

The third question is a heads-up: Work often includes tasks that are not very appealing. But it is important that such tasks don't take up the majority of your work time.

You will also want your first career position to be a good match for your interests in the *Strong* Enterprising Theme.

- Is this work environment more fast paced and profit oriented than reflective and idea driven?
- Would I spend more time managing projects and selling products than solving abstract problems?
- Would this job allow me to be ambitious, persuasive, and entrepreneurial?

If you answered “no” to any of these questions, try to find a work environment that is a closer fit with your Enterprising Theme.

ARE YOU CONSIDERING A CAREER CHANGE?

People who take the *Strong* inventory or the MBTI assessment often do so because they feel some degree of career dissatisfaction. If this is true for you, it may be that your work is not a good fit for your MBTI type. Check the following statements that apply to you.

- I work in an environment that is unpredictable and inconsistent, or that requires me to consider what may be in the best interest of others but isn't necessarily the most practical.
- I work in an environment where cooperation and collaboration are rewarded more than accuracy and efficiency.
- I am required to focus on new ideas and possibilities for people rather than on the correct application of policies and procedures.

If you checked any of these statements, you probably would be more satisfied in a career that allows you to focus on facts, logic, and tangible results.

It is also possible that you are working in an environment that is not a good match for your interests in the Enterprising Theme. Check the following statements that apply to you.

- I work in an environment that is more reflective and idea driven than fast paced and profit oriented.
- I spend more time solving abstract problems than managing projects and selling products.
- My job doesn't allow me to be ambitious, persuasive, and entrepreneurial.

If you checked any of the six statements above, consider talking with a career professional about ways to incorporate more of your MBTI preferences into your work or about finding a work environment that is a closer fit with the *Strong* Theme you find most appealing.

DO YOU LIKE MOST OF WHAT YOU DO AT WORK BUT SOMETIMES WISH YOUR JOB COULD BE MORE INTERESTING?

As people mature and acquire work experience, it is quite common for them to begin to find appealing work tasks that are not typical for their personality type. If this is true for you, you might want to consider:

- Learning about theories of organizational development and change
- Approaching the way things are usually done differently
- Thinking about how the information you have collected over the years might empower others to grow and develop

It may also be that particular characteristics of Themes other than Enterprising appeal to you more than they used to. Consider your secondary Conventional Theme first, and then the others:

- Conventional**—Organizing, managing information, planning events; working in an environment that is structured, hierarchical, and predictable
- Realistic**—Building, repairing, using tools; working in an environment that is product driven, structured, and hands-on
- Artistic**—Creating, composing, writing, performing, designing, conceptualizing; working in an environment that is self-expressive, unstructured, and flexible
- Investigative**—Analyzing, solving problems, designing; working in an environment that is research oriented, scientific, and scholarly
- Social**—Helping others, developing relationships, teaching; working in an environment that is collaborative, supportive, and cooperative

Highlight any portions of the above statements that seem interesting to you, and consider how to use these interests to enrich the work you are already doing.

WOULD YOU LIKE MORE BALANCE BETWEEN WORK AND OTHER AREAS OF YOUR LIFE?

Although very important and the major focus of this report, work is only one part of who we are. ESTP types often find a great deal of satisfaction in the following:

- Learning about business and the skilled trades
- Watching or participating in athletic events
- Volunteering for fire and police departments
- Participating in outdoor activities such as landscaping, hiking, skiing, and scuba diving

The *Strong* Basic Interest Scales also suggest areas that might be interesting to explore outside of work. Consider your five highest BISs and how you could activate them in leisure and volunteer activities, or by continuing your education.

- Sales**—Helping with community and service club fund-raising events; mentoring a high school student who is interested in sales; investing in real estate; traveling for business; entertaining clients; reading and watching television programs about successful businesspeople; taking classes in management, communication, or sales techniques
- Finance & Investing**—Following the stock market; managing your family's finances; buying and selling real estate; joining an investment club; going to seminars on financial planning; buying and selling commodities and securities; reading and watching television programs about business and economics; taking classes in real estate, commerce, or economics
- Entrepreneurship**—Starting a business related to something you are passionate about; meeting or reading about successful businesspeople; investing in real estate; working with Junior Achievement programs; developing Internet ads; expanding your network of contacts; reading about business success stories; taking classes in marketing or advertising
- Mechanics & Construction**—Doing woodworking; volunteering for community building projects; rebuilding car engines; being involved in the Habitat for Humanity organization; restoring antiques; watching home improvement channels on television; taking classes in drafting, metalworking, or auto mechanics
- Marketing & Advertising**—Working on a fund-raising campaign for a political candidate; promoting your professional association or service club; volunteering for your local chamber of commerce; reading books and articles about business and economics; taking classes in business administration, communications, or marketing research

If any of these suggestions appeal to you, consider exploring how you might use them to enrich your life and enjoy new activities during your leisure time.

SUCCESSFUL CAREER EXPLORATION AND CHANGE

Everyone approaches career exploration and change differently. Your score on the *Strong* Risk Taking Personal Style Scale and your MBTI type may help you understand your unique approach.

RISK TAKING + THINKING–FEELING AND JUDGING–PERCEIVING

Your *Strong* Risk Taking score and your MBTI preference for Thinking and Perceiving suggest that:

- The idea of moving in a new career direction may be very appealing to you
- You are excited about the possibilities or the immediate challenges involved in doing something new
- You think the risk of staying where you are outweighs the risk of changing direction
- You may be more interested in the implications a job has for your career development than in the job itself

STAYING MOTIVATED

Your *Enterprising* Theme suggests that there may be times when the career exploration process seems too internal to you. It may require you to be more contemplative than you like. To keep yourself motivated,

- Be an active user of social media to network and expand on your contacts and connections
- Talk to as many people as possible who work in occupations related to your interests, and check out your reactions with a friend or associate
- Ask a friend to help you examine your decision more closely if you seem to be acting too quickly

Be sure to capitalize on your ESTP strengths to help you get past any roadblocks that get in your way:

- Use your **Extraversion** to discuss each stage of the career exploration process, move to action, network, and fine-tune your interviewing skills. But don't overlook the importance of reflecting on each step you take.
- Use your **Sensing** to collect all the necessary facts about each of your career alternatives; find out what is required in each. But be sure to be open to possibilities that you might not have considered before, too.
- Use your **Thinking** to objectively examine the logical consequences of each of your career alternatives. But don't forget to pay attention to how well the job matches your personal values—how you feel about each alternative, or how others might be affected by your decision.
- Use your **Perceiving** to stay open to new possibilities that may develop along the way. But be careful to structure your activities, set goals, and establish timelines to stay focused, even though it may take extra effort to do it.

NEXT STEPS

Career tools such as the *Strong* and MBTI assessments can't answer all your career questions by themselves. They are meant to serve as a starting point in your exploration. You may find the following suggestions helpful:

- First, maximize the value of this report by looking for trends in your results and reviewing all the phrases you highlighted.
- Review your *Strong* Profile and your original MBTI results. What did you highlight there?
- Make a note here of the highlighted phrases that best describe you.

- Talk to a career professional about any questions you still have about your *Strong* and MBTI results, and see if there are any other assessments you might want or need to take.
- Research the career fields and occupations suggested in this report at <http://www.onetonline.org> or <http://www.bls.gov/ooh/>.
- Visit your library or university career center and read about suggested occupations in the *Occupational Outlook Handbook* or other references available there.
- Find people who are familiar with the occupations that interest you. Conduct informational interviews with them, keeping your MBTI type preferences and *Strong* results in mind as you explore your options.

You may also find these *Strong* and MBTI interpretation booklets helpful:

- *Where Do I Go Next?* explains *Strong*-related interests, values, skills, and motivators, and the role they play in career decision making.
- *Introduction to Type® and Careers* presents career fields and occupations that attract persons who share your MBTI type.

The final step of your career exploration will be to look for job openings in the occupations that are on your list and to begin the application process. Check in with your career professional or job seekers group often to make sure you stay motivated and on target. Good luck as your career continues to unfold and develop!

