

Strong Interest Inventory[®] Profile with College Profile

College Profile developed by Jeffrey P. Prince

Report prepared for JANE SAMPLE January 01, 2005





HOW THE STRONG CAN HELP YOU

The *Strong Interest Inventory*[®] instrument is a powerful tool that can help you make satisfying decisions about your career and education. Whether you are just starting out in your career, thinking about a change, or considering education options for career preparation, you can benefit from the wealth of information reflected in your *Strong* results. Understanding your *Strong* Profile can help you identify a career focus and begin your career planning and exploration process.

Keep in mind that the *Strong* measures interests, not skills or abilities, and that the results can help guide you toward rewarding careers, work activities, education programs, and leisure activities—all based on your interests. As you review your Profile, remember that managing your career is not a one-time decision but a series of decisions made over your lifetime.

HOW YOU WILL BENEFIT

The *Strong* can be a valuable tool in helping you identify your interests, enabling you to

- Achieve satisfaction in your work
- Identify career options consistent with your interests
- Choose appropriate education and training relevant to your interests
- Maintain balance between your work and leisure activities
- Understand aspects of your personality most closely associated with your interests
- Determine your preferred learning environments
- Learn about your preferences for leadership, risk taking, and teamwork
- Use interests in shaping your career direction
- Decide on a focus for the future
- Direct your own career exploration at various stages in your life

HOW YOUR RESULTS ARE ORGANIZED

Section 1. General Occupational Themes

Describes your interests, work activities, potential skills, and personal values in six broad areas: Realistic (R), Investigative (I), Artistic (A), Social (S), Enterprising (E), and Conventional (C).

Section 2. Basic Interest Scales

Identifies specific interest areas within the six General Occupational Themes, indicating areas likely to be most motivating and rewarding for you.

Section 3. Occupational Scales

Compares your likes and dislikes with those of people who are satisfied working in various occupations, indicating your likely compatibility of interests.

Section 4. Personal Style Scales

Describes preferences related to work style, learning, leadership, risk taking, and teamwork, providing insight into work and education environments most likely to fit you best.

Section 5. Profile Summary

Provides a graphic snapshot of Profile results for immediate, easy reference.

Section 6. Response Summary

Summarizes your responses within each category of *Strong* items, providing interpretive data useful to your career professional.

Note to professional: Check the Response Summary on page 9 of the Profile before beginning your interpretation.



CPP, Inc. | 800-624-1765 | www.cpp.com

Strong Interest Inventory[®] Copyright © 1933, 1938, 1945, 1946, 1966, 1968, 1974, 1981, 1985, 1994, 2004 by CPP, Inc. All rights reserved. No part of this publication may be reproduced in any form or manner without prior written permission from CPP, Inc. Strong Interest Inventory is a registered trademark and the CPP and Strong logos are trademarks of CPP, Inc. O*NET™ is a trademark of the U.S. Department of Labor, Employment and Training Administration.

JANE SAMPLE | Page 2

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
Conventional	С	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
Enterprising	E	Business, politics, leadership, entrepreneurship	Selling, managing, persuading, marketing	Verbal ability, ability to motivate and direct others	Risk taking, status, competition, influence
Artistic	Α	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
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
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

Ĺ	YOUR HIGHEST THEMES	YOUR THEME CODE
	Conventional, Enterprising, Artistic	CEA

THEME	CODE	STANDARD SCORE & INTEREST LEVEL							
THEME	CODE	< 30	40	50	60	70 >	STD SCORE		
Conventional	С				VER	Y HIGH	68		
Enterprising	E				HIGH		57		
Artistic	Α			MODERA	TE		55		
Investigative	I			MODERATE			53		
Realistic	R			MODERATE			51		
Social	S		LITTLE	3			45		

The charts above display your GOT results in descending order, from your highest to least level of interest. Referring to the Theme Descriptions provided, determine how well your results fit for you. Do your highest Themes ring true? Look at your next highest level of interest and ask yourself the same question. You may wish to highlight the Theme descriptions on this page that seem to fit you best.

BASIC INTEREST SCALES

JANE SAMPLE | Page 3

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. Office Management (C)
- 2. Finance & Investing (C)
- 3. Programming & Information Systems (C)
- 4. Sales (E)
- 5. Entrepreneurship (E)

CONVENTIONAL – Very High

BASIC INTEREST SCALE	< 30			NTEREST 0 6		0 >	STD SCORE
Office Management) 4			VH	0 / 1	69
Finance & Investing					VH		68
Programming & Information Systems					VH		68
Taxes & Accounting			N	1			51

ENTERPRISING — High

BASIC INTEREST SCALE			STD				
BASIC INTEREST SCALE	< 3	80 4	0 5	i0 E	60	70 >	SCORE
Sales					VH		67
Entrepreneurship					VH		66
Marketing & Advertising				Μ			53
Politics & Public Speaking			М				48
Law			М				48
Management			Μ				45

ARTISTIC – Moderate

BASIC INTEREST SCALE	< 30	STD SCORE 40	& INTEF 50	REST LEVE 60	L 70 >	STD SCORE
Performing Arts				Н		62
Culinary Arts				Μ		59
Writing & Mass Communication			М			55
Visual Arts & Design			М			53

Areas of Least Interest

Teaching & Education (S) Human Resources & Training (S) Counseling & Helping (S)

INVESTIGATIVE – Moderate

BASIC INTEREST SCALE	< 3		NTEREST 0 6		0 > 1	STD SCORE
Medical Science				Н		64
Research			Н			57
Mathematics			М			54
Science		М				50

REALISTIC – Moderate

BASIC INTEREST SCALE	S	EL	STD			
	i < 30	40	50	60	70 > 3	SCORE
Computer Hardware & Electronics				Н		58
Mechanics & Construction			H	1		56
Protective Services			М			53
Military			Μ			48
Athletics			Μ			48
Nature & Agriculture		N	1			46

SOCIAL – Little

BASIC INTEREST SCALE	. < 30			NTEREST		70 >	STD SCORE
Healthcare Services					Н		63
Social Sciences				Н			59
Religion & Spirituality			М				49
Counseling & Helping			L				43
Human Resources & Training		L					40
Teaching & Education		L					38

OCCUPATIONAL SCALES

This section highlights your Profile results on the Occupational Scales of the *Strong*. On the next three pages you will find your scores for 122 occupations. The 10 occupations most closely aligned with your interests are listed in the summary chart below. Keep in mind that the occupations listed in your Profile results are just *some* of the many occupations linked to your interests that you might want to consider. They do not indicate those you "should" pursue. It is helpful to think of each occupation as a single example of a much larger group of occupational titles to consider.

Your score on an Occupational Scale shows how similar your interests are to those of people of your gender who have been working in, and are satisfied with, that occupation. The higher your score, the more likes and dislikes you share with those individuals. The Theme Codes associated with each occupation indicate the GOTs most commonly found among people employed in that occupation.

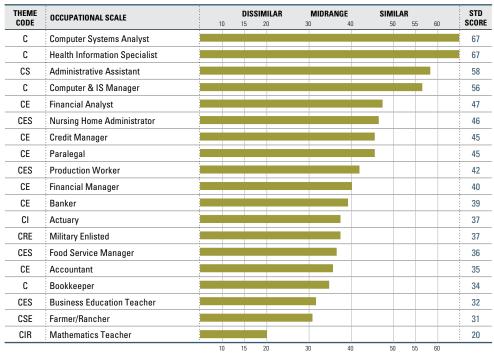
YOUR TOP TEN STRONG OCCUPATIONS	Occupations of
1. Computer Systems Analyst (C) 2. Health Information Specialist (C)	Dissimilar Interest Minister (SAR)
3. Administrative Assistant (CS)	Art Teacher (ASE)
4. Computer & IS Manager (C) 5. Flight Attendant (EAS)	Mathematician (IRC) English Teacher (ASE)
6. Radiologic Technologist (RIS)	Physical Education Teacher (SRC)
7. Chef (ERA)	()
8. Housekeeping/Maintenance Manager (ECS)	
9. Buyer (EC)	
10. Financial Analyst (CE)	

As you read through your Occupational Scales results on this and the following pages, note the names of those occupations for which you scored "Similar." Those are the occupations you might want to explore first. If you have no scores in this range, take a look at those in the midrange and begin there. You might also consider occupations of least interest or for which you scored "Dissimilar"; however, keep in mind that you are likely to have little in common with people in those types of work and probably would contribute to such occupations in a unique way. Your career professional can guide you further in this process.

You can learn about occupations from information found in a public library, in the career library of a college or university near you, in a professional career center, or on the Internet. A recommended online source for occupational information is the O*NETTM database at http://online.onetcenter.org. You can also learn a lot about an occupation by talking to people who are working in that particular occupation. These people can describe their day-to-day work and tell you what they like and dislike about it.

OCCUPATIONAL SCALES

CONVENTIONAL – Accounting, Organizing, Processing Data



Similar results (40 and above)

You share interests with women in that occupation and probably would enjoy the work.

Midrange results (30–39)

You share some interests with women in that occupation and probably would enjoy some of the work.

Dissimilar results (29 and below)

You share few interests with women in that occupation and probably would not enjoy the work.

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

ENTERPRISING - Selling, Managing, Persuading

THEME	OCCUPATIONAL SCALE		DISSIMILAR	MIDRANGE	SIMILAR	STD
CODE		10	15 20	30 40	50 55 60	SCOR
EAS	Flight Attendant		1			50
ERA	Chef					48
ECS	Housekeeping/Maintenance Manager					48
EC	Buyer					47
ECA	Travel Consultant					45
Е	Life Insurance Agent					44
ECR	Restaurant Manager					44
ECA	Retail Sales Manager					44
ECR	Optician					42
EIR	Investments Manager					38
ECS	Operations Manager					38
EC	Cosmetologist					36
EA	Marketing Manager					36
Е	Realtor					36
Е	Sales Manager					36
EAI	Technical Sales Representative					36
Е	Top Executive					36
EA	Interior Designer					34
EAS	Human Resources Manager					31
ECR	Purchasing Agent					31
Е	Retail Sales Representative					30
EAC	Florist					27
EAS	Elected Public Official					20

JANE SAMPLE | Page 5

OCCUPATIONAL SCALES

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

THEME	OCCUPATIONAL SCALE		DISSIMILAR MIDRANGE SIMILAR				
CODE		10	15 20	30 40	50 55	60 SCOR	
Α	Librarian					42	
А	Reporter					40	
Α	Translator					40	
ARE	Photographer					36	
AE	Advertising Account Manager					35	
AI	Urban & Regional Planner					35	
AE	Broadcast Journalist					34	
А	Musician					31	
ASI	ESL Instructor					28	
AIR	Medical Illustrator					28	
AES	Corporate Trainer					27	
AER	Public Administrator					27	
А	Attorney					24	
AR	Artist					23	
AIR	Technical Writer					23	
AI	Editor					21	
AE	Public Relations Director					18	
ARI	Graphic Designer					16	
ARI	Architect					12	
ASE	English Teacher					7	
ASE	Art Teacher					3	

Similar results (40 and above)

You share interests with women in that occupation and probably would enjoy the work.

Midrange results (30–39)

You share some interests with women in that occupation and probably would enjoy some of the work.

Dissimilar results (29 and below)

You share few interests with women in that occupation and probably would not enjoy the work.

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

INVESTIGATIVE – Researching, Analyzing, Inquiring

THEME CODE	OCCUPATIONAL SCALE		DISSIMILAR	MIDRANGE	SIMILAR	STD Score
		10	15 20	30 40	50 55 60	
ICR	Pharmacist					46
IRA	Dentist					45
IES	Dietitian					42
IR	Optometrist					41
IRC	Medical Technician					39
IR	Software Developer					38
IRA	Chiropractor					37
IRA	Veterinarian					37
IRC	Computer Scientist					36
IRC	Medical Technologist					33
IRA	Respiratory Therapist					32
IR	R&D Manager					30
IRA	Biologist					27
IAR	Physician					27
IAR	University Professor			l l		25
IR	Chemist					24
IA	Psychologist					23
IAR	Sociologist					23
IRS	Science Teacher					18
IA	Geographer					16
IRA	Geologist					14
IRA	Physicist					9
IRC	Mathematician					4

OCCUPATIONAL SCALES

REALISTIC – Building, Repairing, Working Outdoors

THEME	OCCUPATIONAL SCALE	-		DISSIMILAR	MIDRA		SIMILAR	STD
CODE			10 1	5 20	30	40	50 55 60	SCOR
RIS	Radiologic Technologist					1		49
RIC	Network Administrator							45
RIC	Technical Support Specialist							43
RC	Landscape/Grounds Manager							42
RCI	Emergency Medical Technician							40
REI	Military Officer							40
REI	Horticulturist							38
RE	Law Enforcement Officer							36
RI	Engineer							35
RIC	Engineering Technician							33
RI	Forester							27
RIS	Firefighter				1			26
RIA	Carpenter							24
RIA	Electrician							24
RIS	Athletic Trainer							20
R	Automobile Mechanic							20
RSI	Vocational Agriculture Teacher							18

Similar results (40 and above)

You share interests with women in that occupation and probably would enjoy the work.

Midrange results (30–39)

You share some interests with women in that occupation and probably would enjoy some of the work.

Dissimilar results (29 and below)

You share few interests with women in that occupation and probably would not enjoy the work.

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

SOCIAL – Helping, Instructing, Caregiving

THEME	OCCUPATIONAL SCALE		DISSIM		IIDRANGE	SIMILA		STD
CODE		10	15 20	30	40	50	55 60	SCOR
SI	Registered Nurse							44
SIR	Physical Therapist							39
SCE	Licensed Practical Nurse							34
SA	College Instructor							33
SE	Parks & Recreation Manager							33
SA	Recreation Therapist							31
SAI	Rehabilitation Counselor							28
SA	Social Worker							27
SE	Community Service Director							23
SE	Special Education Teacher							23
SAR	Occupational Therapist							22
SEA	Social Science Teacher							22
S	Elementary School Teacher							20
SE	School Counselor							20
SAE	Foreign Language Teacher							19
SEA	School Administrator							17
SA	Speech Pathologist							15
SRC	Physical Education Teacher							8
SAR	Minister	1						-2

JANE SAMPLE | Page 7

PERSONAL STYLE SCALES

The Personal Style Scales describe different ways of approaching people, learning, leading, making decisions, and participating in teams. Personal Style Scales help you think about your preferences for factors that can be important in your career, enabling you to more effectively narrow your choices and examine your opportunities. Each scale includes descriptions at both ends of the continuum, with scores indicating your preference for one style versus the other.

Your scores on the Personal Style Scales were determined by comparing your responses to those of a combined group of working men and women.

YOUR PERSONAL STYLE SCALES PREFERENCES

- 1. You are likely to prefer working alone
- 2. You seem to prefer to learn by doing and through lectures and books
- 3. You probably prefer to lead by example
- 4. You may like taking risks
- 5. You probably enjoy the role of independent contributor

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		< 2	CLEAR 5 35	MIDRANGE 45 55	CLEAR 65	75 >	STD SCORE
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	44
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	60
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	36

PROFILE SUMMARY

YOUR HIGHEST THEMES

Conventional, Enterprising, Artistic

YOUR TOP FIVE INTEREST AREAS

- 1. Office Management (C)
- 2. Finance & Investing (C)
- 3. Programming & Information Systems (C)
- 4. Sales (E)
- 5. Entrepreneurship (E)

YOUR TOP TEN STRONG OCCUPATIONS

- 1. Computer Systems Analyst (C)
- 2. Health Information Specialist (C)
- 3. Administrative Assistant (CS)
- 4. Computer & IS Manager (C)
- 5. Flight Attendant (EAS)
- 6. Radiologic Technologist (RIS)
- 7. Chef (ERA)
- 8. Housekeeping/Maintenance Manager (ECS)
- 9. Buyer (EC)
- 10. Financial Analyst (CE)

YOUR PERSONAL STYLE SCALES PREFERENCES

- 1. You are likely to prefer working alone
- 2. You seem to prefer to learn by doing and through lectures and books
- 3. You probably prefer to lead by example
- 4. You may like taking risks
- 5. You probably enjoy the role of independent contributor

RESPONSE SUMMARY

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

Section Title	Strongly Like	Like	Indifferent	Dislike	Strongly Dislike
Occupations	9	25	18	33	15
Subject Areas	22	30	30	17	0
Activities	14	21	27	31	6
Leisure Activities	29	21	25	7	18
People	44	19	25	13	0
Characteristics	11	56	22	11	0
TOTAL PERCENTAGE	17	25	24	26	9

Items omitted: 1 Total possible responses: 291 Your response total: 290 Typicality index: 24—Combination of item responses appears consistent

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

SECTION 5

YOUR THEME CODE

CEA

Areas of Least Interest

Teaching & Education (S) Human Resources & Training (S) **Counseling & Helping (S)**

Occupations of Dissimilar Interest

Minister (SAR) Art Teacher (ASE) Mathematician (IRC) **English Teacher (ASE) Physical Education Teacher** (SRC)



USING YOUR THEMES

Your *Strong* results indicate a Theme code of CEA. 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

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

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

Artistic (A) CREATIVE COMMUNICATORS

Artistic students prefer to take a self-expressive or creative approach involving art/design, music, or writing.

TYPICAL COLLEGE MAJORS					
Advertising	Classics	Fashion Merchandising	Mass Communication		
Architecture	Comparative Literature	Fine Arts	Medical Illustration		
Art Education	Creative Writing	Foreign Languages	Music Education		
Art History	Dance	Humanities	Philosophy		
Broadcasting	Design	Journalism	Photography		
Cinematography	English	Linguistics	Theater Arts		



CPP, Inc. | 800-624-1765 | www.cpp.com

 $\label{eq:constraint} \begin{array}{c} \mbox{College Profile Copyright $\widehat{\mbox{c}}$ 2001, 2004 by CPP, Inc. All rights reserved. Developed by Jeffrey P. Prince. \\ \mbox{Strong Interest Inventory is a registered trademark and the CPP and Strong logos are trademarks of CPP, Inc. \\ \mbox{Interest Inventory Interest In$

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).

OFFICE MANAGEMENT — Very High

Organizing, coordinating, and overseeing clerical and office activities

CAMPUS ORGANIZATIONS/ACTIVITIES	INTERNSHIPS/JOB SETTINGS	COLLEGE COURSES
Campus Events Planning	Campus Personnel Office	Bookkeeping
Student Government Committee	Company Administrative Department	Business Administration
Student Organization Secretary	Medical Records Department	Computer Operations

FINANCE & INVESTING — Very High

Managing money and investments

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

PROGRAMMING & INFORMATION SYSTEMS – Very High

Using computers, managing information, and developing software

CAMPUS ORGANIZATIONS/ACTIVITIES	INTERNSHIPS/JOB SETTINGS	COLLEGE COURSES
Computer Gaming Group	Campus Library	Computer Programming
Computer Systems Group	Computer Help Desk	Database Management
Student Group Web Master	Software/IT Company	Library/Information Sciences

SALES – Very High

Selling products or services, or working with salespeople

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

ENTREPRENEURSHIP — Very High

Developing and managing new business opportunities

CAMPUS ORGANIZATIONS/ACTIVITIES	INTERNSHIPS/JOB SETTINGS	COLLEGE COURSES	
Business Student Organization	Internet Start-up Company	Business Management	
Fundraising Campaign	Management Training Program	Finance	
Investment Club	Small Retail Business	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
Computer Systems Analyst	C	BA in computer science or MIS	Computer Science Information Technology Mgmt Information Science	Software Engineer Database Administrator Computer Scientist
Health Information Specialist	C	AA in health information technology preferred	Anatomy Biology Chemistry	Health Service Manager Medical Transcriptionist Medical Assistant
Administrative Assistant	CS	High school diploma, vocational/technical certificate, or AA	Software Applications Writing Communications	Legal Secretary Medical Assistant Court Reporter
Computer & IS Manager	C	BA or MBA with technology emphasis	Computer Science Business Management Computer Technology	Systems Analyst Computer Programmer Computer Support Specialist
Flight Attendant	EAS	High school diploma, AA, or BA	Psychology Education Foreign Languages	Reservations Agent Paramedic Public Relations Representative
Radiologic Technologist	RIS	High school diploma, technical school certificate, AA, or BA	Mathematics Physics Chemistry	Radiation Therapist Medical Equipment Salesperso Medical Technician
Chef	ERA	Vocational/technical certificate, AA, or BA	Specific culinary training courses	Food Writer Restaurant Manager Caterer
Housekeeping/Maintenance Manager	ECS	Vocational/technical certificate, AA, or BA	Business Management Human Resources Construction Trades	Property Services Manager Building Manager Groundskeeper Supervisor
Buyer	EC	High school diploma, AA, or BA	Marketing Business Management Accounting	Sales Manager Marketing Manager Public Relations Manager
Financial Analyst	CE	BA or MBA in finance or related field	Accounting Business Management Economics	Stockbroker Accountant Insurance Agent

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	 Your score suggests a preference for working independently with ideas or data and liking quiet for concentration when studying. You may prefer condemic work that involves recearch, reading, and colving problems on your own.
	 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	 Your score suggests you may prefer a balance between learning by doing and learning through academic coursework.
	 At times you may enjoy attending lectures or reading theory, and at other times you may prefer hands-on practical training.
Leadership Style	 Your score suggests a preference for developing personal expertise to do a job well yourself rather than directing others to do it.
	• You may prefer to serve as an active, contributing member of a group, committee, or class rather than as the president, chairperson, or teacher.
Risk Taking	 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	 Your score suggests a preference for solving problems on your own and accomplishing assignments independently.
	• You may enjoy independent study courses, online courses, and independent fieldwork.