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# **Strong Interest Inventory<sup>®</sup> Profile with High School Profile**

**High School Profile developed by Sandra Rumpel and Kathleen Lecertua**

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Report prepared for  
**JOE SAMPLE**  
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## HOW THE STRONG CAN HELP YOU

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

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

### HOW YOU WILL BENEFIT

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

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

### HOW YOUR RESULTS ARE ORGANIZED

#### Section 1. General Occupational Themes

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

#### Section 2. Basic Interest Scales

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

#### Section 3. Occupational Scales

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

#### Section 4. Personal Style Scales

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

#### Section 5. Profile Summary

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

#### Section 6. Response Summary

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

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



**GENERAL OCCUPATIONAL THEMES**

**SECTION 1**

The General Occupational Themes (GOTs) measure six broad interest patterns that can be used to describe your work personality. Most people’s interests are reflected by two or three Themes, combined to form a cluster of interests. Work activities, potential skills, and values can also be classified into these six Themes. This provides a direct link between your interests and the career and education possibilities likely to be most meaningful to you.

Your *standard scores* are based on the average scores of a combined group of working adults. However, because research shows that men and women tend to respond differently in these areas, your *interest levels* (Very Little, Little, Moderate, High, Very High) were determined by comparing your scores against the average scores for your gender.

**THEME DESCRIPTIONS**

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

<b>YOUR HIGHEST THEMES</b>	<b>YOUR THEME CODE</b>
<b>Social, Artistic, Enterprising</b>	<b>SAE</b>

THEME	CODE	STANDARD SCORE & INTEREST LEVEL					STD SCORE
		< 30	40	50	60	70 >	
<b>Social</b>	<b>S</b>	VERY HIGH					<b>62</b>
<b>Artistic</b>	<b>A</b>	HIGH					<b>60</b>
<b>Enterprising</b>	<b>E</b>	MODERATE					<b>52</b>
<b>Realistic</b>	<b>R</b>	VERY LITTLE					<b>38</b>
<b>Conventional</b>	<b>C</b>	VERY LITTLE					<b>37</b>
<b>Investigative</b>	<b>I</b>	VERY LITTLE					<b>35</b>

The charts above display your GOT results in descending order, from your highest to least level of interest. Referring to the Theme Descriptions provided, determine how well your results fit for you. Do your highest Themes ring true? Look at your next highest level of interest and ask yourself the same question. You may wish to highlight the Theme descriptions on this page 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. Teaching & Education (S)
2. Athletics (R)
3. Marketing & Advertising (E)
4. Writing & Mass Communication (A)
5. Visual Arts & Design (A)

**Areas of Least Interest**

- Mechanics & Construction (R)
- Science (I)
- Finance & Investing (C)

**SOCIAL – Very High**

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Teaching & Education	[Progress bar to 70] VH					70
Human Resources & Training	[Progress bar to 56] M					56
Counseling & Helping	[Progress bar to 52] M					52
Social Sciences	[Progress bar to 49] M					49
Healthcare Services	[Progress bar to 45] M					45
Religion & Spirituality	[Progress bar to 44] M					44

**ARTISTIC – High**

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Writing & Mass Communication	[Progress bar to 60] H					60
Visual Arts & Design	[Progress bar to 56] M					56
Performing Arts	[Progress bar to 54] M					54
Culinary Arts	[Progress bar to 54] M					54

**ENTERPRISING – Moderate**

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Marketing & Advertising	[Progress bar to 61] H					61
Sales	[Progress bar to 50] M					50
Management	[Progress bar to 48] M					48
Politics & Public Speaking	[Progress bar to 48] M					48
Law	[Progress bar to 37] VL					37
Entrepreneurship	[Progress bar to 37] VL					37

**REALISTIC – Very Little**

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Athletics	[Progress bar to 66] H					66
Nature & Agriculture	[Progress bar to 41] L					41
Computer Hardware & Electronics	[Progress bar to 37] VL					37
Military	[Progress bar to 36] VL					36
Protective Services	[Progress bar to 35] VL					35
Mechanics & Construction	[Progress bar to 33] VL					33

**CONVENTIONAL – Very Little**

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Programming & Information Systems	[Progress bar to 47] M					47
Office Management	[Progress bar to 43] M					43
Taxes & Accounting	[Progress bar to 35] VL					35
Finance & Investing	[Progress bar to 34] VL					34

**INVESTIGATIVE – Very Little**

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Medical Science	[Progress bar to 38] L					38
Mathematics	[Progress bar to 38] VL					38
Research	[Progress bar to 36] VL					36
Science	[Progress bar to 33] VL					33

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

## OCCUPATIONAL SCALES

## SECTION 3

This section highlights your Profile results on the Occupational Scales of the *Strong*. On the 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**

1. **Special Education Teacher (SEA)**
2. **College Instructor (S)**
3. **Speech Pathologist (SA)**
4. **Social Worker (SA)**
5. **Community Service Director (SE)**
6. **Corporate Trainer (AES)**
7. **Advertising Account Manager (AE)**
8. **Elementary School Teacher (S)**
9. **Broadcast Journalist (AE)**
10. **Parks & Recreation Manager (SE)**

**Occupations of Dissimilar Interest**

- 
- Physicist (IRA)**
  - Chemist (IR)**
  - Veterinarian (IR)**
  - Engineer (RI)**
  - Medical Technician (IRE)**

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\*NET™ 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

SECTION 3

**SOCIAL – Helping, Instructing, Caregiving**

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR MIDRANGE SIMILAR						STD SCORE
		10	15	20	30	40	50	
SEA	Special Education Teacher	[Bar from 10 to 72]						72
S	College Instructor	[Bar from 10 to 67]						67
SA	Speech Pathologist	[Bar from 10 to 67]						67
SA	Social Worker	[Bar from 10 to 66]						66
SE	Community Service Director	[Bar from 10 to 63]						63
S	Elementary School Teacher	[Bar from 10 to 61]						61
SE	Parks & Recreation Manager	[Bar from 10 to 58]						58
SAR	Recreation Therapist	[Bar from 10 to 56]						56
SE	School Counselor	[Bar from 10 to 55]						55
SA	Foreign Language Teacher	[Bar from 10 to 53]						53
SEA	Social Science Teacher	[Bar from 10 to 48]						48
SA	Occupational Therapist	[Bar from 10 to 47]						47
SA	Minister	[Bar from 10 to 44]						44
SAI	Rehabilitation Counselor	[Bar from 10 to 43]						43
SEC	School Administrator	[Bar from 10 to 37]						37
SEC	Dietitian	[Bar from 10 to 35]						35
SR	Physical Education Teacher	[Bar from 10 to 27]						27
SCE	Licensed Practical Nurse	[Bar from 10 to 24]						24
SIR	Physical Therapist	[Bar from 10 to 23]						23
SAI	Registered Nurse	[Bar from 10 to 21]						21
SIR	Athletic Trainer	[Bar from 10 to 7]						7

**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://online.onetcenter.org>.

**ARTISTIC – Creating or Enjoying Art, Drama, Music, Writing**

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR MIDRANGE SIMILAR						STD SCORE
		10	15	20	30	40	50	
AES	Corporate Trainer	[Bar from 10 to 63]						63
AE	Advertising Account Manager	[Bar from 10 to 61]						61
AE	Broadcast Journalist	[Bar from 10 to 60]						60
A	Musician	[Bar from 10 to 57]						57
AE	Public Relations Director	[Bar from 10 to 54]						54
ASI	ESL Instructor	[Bar from 10 to 52]						52
A	Graphic Designer	[Bar from 10 to 49]						49
A	Reporter	[Bar from 10 to 48]						48
AI	Editor	[Bar from 10 to 47]						47
A	Librarian	[Bar from 10 to 47]						47
AS	Art Teacher	[Bar from 10 to 44]						44
ASE	English Teacher	[Bar from 10 to 44]						44
A	Artist	[Bar from 10 to 42]						42
AE	Interior Designer	[Bar from 10 to 42]						42
A	Attorney	[Bar from 10 to 41]						41
ARE	Photographer	[Bar from 10 to 40]						40
AI	Technical Writer	[Bar from 10 to 39]						39
AI	Urban & Regional Planner	[Bar from 10 to 39]						39
AI	Translator	[Bar from 10 to 35]						35
ASE	Public Administrator	[Bar from 10 to 31]						31
AIR	Medical Illustrator	[Bar from 10 to 21]						21
AI	Sociologist	[Bar from 10 to 19]						19
ARI	Architect	[Bar from 10 to 16]						16

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		
EAS	Flight Attendant										54
EA	Cosmetologist										49
EAC	Florist										48
E	Life Insurance Agent										43
ES	Sales Manager										43
ECS	Housekeeping/Maintenance Manager										41
EA	Marketing Manager										41
E	Retail Sales Representative										41
E	Top Executive										41
EC	Buyer										40
ES	Human Resources Manager										39
ECR	Restaurant Manager										38
E	Operations Manager										37
ECS	Retail Sales Manager										37
ECA	Travel Consultant										37
ER	Chef										36
ESI	Technical Sales Representative										36
ESA	Elected Public Official										35
ER	Optician										25
ECR	Purchasing Agent										25
E	Realtor										25
ECl	Investments Manager										13

**Similar results (40 and above)**

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

**Midrange results (30–39)**

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

**Dissimilar results (29 and below)**

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

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

**REALISTIC – Building, Repairing, Working Outdoors**

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
REI	Horticulturist										24
RI	Radiologic Technologist										22
R	Law Enforcement Officer										21
RE	Landscape/Grounds Manager										18
RCE	Production Worker										17
RC	Farmer/Rancher										16
RIC	Computer & IS Manager										15
RCE	Military Enlisted										15
RSE	Vocational Agriculture Teacher										14
RI	Emergency Medical Technician										11
R	Automobile Mechanic										8
REA	Carpenter										8
REC	Military Officer										7
RIC	Electrician										6
RI	Forester										5
RI	Firefighter										3
RIC	Engineering Technician										-3
RI	Engineer										-12

OCCUPATIONAL SCALES

SECTION 3

CONVENTIONAL – Accounting, Organizing, Processing Data

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
CES	Business Education Teacher										50
CSA	Administrative Assistant										46
CES	Nursing Home Administrator										40
CES	Food Service Manager										39
CA	Paralegal										37
C	Bookkeeper										32
CE	Credit Manager										31
C	Health Information Specialist										31
CE	Financial Analyst										28
CE	Financial Manager										23
CE	Banker										21
CRI	Computer Systems Analyst										21
CE	Accountant										14
CIS	Mathematics Teacher										12
CI	Actuary										2

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://online.onetcenter.org>.

INVESTIGATIVE – Researching, Analyzing, Inquiring

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
IA	Psychologist										36
IAS	University Professor										32
IA	Geographer										24
IA	Biologist										22
ISA	Chiropractor										18
ICE	Pharmacist										15
IRS	Respiratory Therapist										9
IRS	Science Teacher										9
IRC	Technical Support Specialist										6
IRC	Network Administrator										5
ICA	Mathematician										1
IRC	Medical Technologist										0
IR	Optometrist										0
IRA	Geologist										-2
IAR	Physician										-2
IAR	Software Developer										-4
IR	Dentist										-6
IRC	R&D Manager										-6
ICR	Computer Scientist										-8
IRE	Medical Technician										-9
IR	Veterinarian										-16
IR	Chemist										-25
IRA	Physicist										-39



PERSONAL STYLE SCALES

SECTION 4

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 with people
2. You seem to prefer to learn through lectures and books
3. You probably are comfortable both leading by example and taking charge
4. You may dislike 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	< 25	CLEAR 35	MIDRANGE 45 55	CLEAR 65	75 >	STD SCORE
<b>Work Style</b>	Prefers working alone; enjoys data, ideas, or things; reserved				◆	78
<b>Learning Environment</b>	Prefers practical learning environments; learns by doing; prefers short-term training to achieve a specific goal or skill			◆		57
<b>Leadership Style</b>	Is not comfortable taking charge of others; prefers to do the job rather than direct others; may lead by example rather than by giving directions			◆		54
<b>Risk Taking</b>	Dislikes risk taking; likes quiet activities; prefers to play it safe; makes careful decisions		◆			41
<b>Team Orientation</b>	Prefers accomplishing tasks independently; enjoys role as independent contributor; likes to solve problems on one's own		◆			41

PROFILE SUMMARY

SECTION 5

<b>YOUR HIGHEST THEMES</b>	<b>YOUR THEME CODE</b>
Social, Artistic, Enterprising	SAE

**YOUR TOP FIVE INTEREST AREAS**

1. Teaching & Education (S)
2. Athletics (R)
3. Marketing & Advertising (E)
4. Writing & Mass Communication (A)
5. Visual Arts & Design (A)

**Areas of Least Interest**

Mechanics & Construction (R)  
 Science (I)  
 Finance & Investing (C)

**YOUR TOP TEN STRONG OCCUPATIONS**

1. Special Education Teacher (SEA)
2. College Instructor (S)
3. Speech Pathologist (SA)
4. Social Worker (SA)
5. Community Service Director (SE)
6. Corporate Trainer (AES)
7. Advertising Account Manager (AE)
8. Elementary School Teacher (S)
9. Broadcast Journalist (AE)
10. Parks & Recreation Manager (SE)

**Occupations of Dissimilar Interest**

Physicist (IRA)  
 Chemist (IR)  
 Veterinarian (IR)  
 Engineer (RI)  
 Medical Technician (IRE)

**YOUR PERSONAL STYLE SCALES PREFERENCES**

1. You are likely to prefer working with people
2. You seem to prefer to learn through lectures and books
3. You probably are comfortable both leading by example and taking charge
4. You may dislike taking risks
5. You probably enjoy the role of independent contributor

RESPONSE SUMMARY

SECTION 6

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

ITEM RESPONSE PERCENTAGES					
Section Title	Strongly Like	Like	Indifferent	Dislike	Strongly Dislike
Occupations	10	18	12	23	36
Subject Areas	9	24	17	26	24
Activities	4	20	25	20	32
Leisure Activities	14	32	14	25	14
People	0	38	38	13	13
Characteristics	0	44	33	11	11
<b>TOTAL PERCENTAGE</b>	<b>8</b>	<b>23</b>	<b>19</b>	<b>22</b>	<b>29</b>

Total possible responses: 291    Your response total: 291    Items omitted: 0    Typicality index: 23—Combination of item responses appears consistent

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

## BEYOND HIGH SCHOOL: EXPLORING YOUR OPTIONS

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

## GENERAL OCCUPATIONAL THEMES

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

THEME	CODE	EDUCATIONAL PROGRAMS	VOLUNTEER & JOB POSSIBILITIES	WORK ENVIRONMENTS
<b>Social</b>	<b>S</b>	Counseling, education, <i>health services</i> , nursing, sociology, religion, human resources, training and development	Camp counselor, city recreation coach, day-care helper, nurse's aide, religion teacher, tour guide	Community organization, hospital, personnel office, religious organization, school, youth center
<b>Artistic</b>	<b>A</b>	Architecture, English, <i>graphic design</i> , journalism, music, theater, <i>culinary arts, interior design, dance</i>	Automobile detailer, cake decorator, cartoonist, community theater volunteer, library aide, radio disc jockey, singing messenger	Advertising agency, art studio, concert hall, graphic design firm, museum, publishing company, theater
<b>Enterprising</b>	<b>E</b>	Business, management, international relations, law, marketing, <i>sales</i> , public relations, entrepreneurship, political science, advertising	Concessions clerk, fast-food shift manager, page in state legislature, political campaign volunteer, retail salesclerk, waiter/waitress	Real estate office, law office, marketing department, retail or wholesale business, advertising firm

## PERSONAL STYLE SCALES

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

### WORK STYLE

- Enjoy working with others
- Like to help people
- Prefer to be outgoing

### LEARNING ENVIRONMENT

- Prefer learning in classroom settings
- Are interested in post-high school training to achieve career goals
- Learn by listening to lectures and reading books

### LEADERSHIP STYLE

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

### RISK TAKING

- Prefer not to take chances or risks
- Enjoy quiet, safe activities
- Weigh decisions carefully

### TEAM ORIENTATION

- Enjoy working where you can contribute independently
- Prefer to accomplish tasks on your own
- Feel comfortable solving problems by yourself



## BASIC INTEREST SCALES

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

### TEACHING & EDUCATION — Very High

This area represents an interest in helping young people learn.

IN A JOB, YOU VALUE	CAREERS YOU MIGHT ENJOY EXPLORING	YOU MIGHT SPEND YOUR WORK TIME
Being helpful Instructing others Intellectual curiosity	Teacher Teaching Assistant Instructional Coordinator School Administrator School Counselor	Instructing special-needs students Helping classroom teachers Planning learning activities Teaching concepts and skills Evaluating educational program effectiveness Assisting students with personal or educational problems and goals

### ATHLETICS — High

This area represents an interest in sports, either as a fan or as a participant.

IN A JOB, YOU VALUE	CAREERS YOU MIGHT ENJOY EXPLORING	YOU MIGHT SPEND YOUR WORK TIME
Bodily strength and physical challenge Physical coordination Competition and achievement	Fitness or Personal Trainer Sports Manager Athletic Director Sportswriter/Sportscaster Athletic Trainer	Coaching/teaching physical education Managing athletic programs and events Preventing and rehabilitating sports-related injuries Overseeing sporting teams, events, and venues Reporting sporting events Planning and organizing sports and leisure activities

### MARKETING & ADVERTISING — High

This area represents an interest in promoting products or services.

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

### WRITING & MASS COMMUNICATION — High

This area represents an interest in literature, reading, and language.

IN A JOB, YOU VALUE	CAREERS YOU MIGHT ENJOY EXPLORING	YOU MIGHT SPEND YOUR WORK TIME
Written and spoken word Concise expression Reporting information	Radio/TV Announcer Technical Writer Print/Film Editor Producer Translator	Selecting and preparing written material for publication Making technical information understandable Writing and adapting articles, reports, or scripts Reporting events on radio and TV Editing stories and pictures for productions Creating text for use with sound, animation, or graphics

### VISUAL ARTS & DESIGN — Moderate

This area represents an interest in visual creativity and spatial visualization.

IN A JOB, YOU VALUE	CAREERS YOU MIGHT ENJOY EXPLORING	YOU MIGHT SPEND YOUR WORK TIME
Beauty Creative expression Imagination and intuition	Photojournalist Interior Designer Computer Animator Graphic Designer Architect	Designing attractive visual images Capturing visual images to tell a story Drawing and designing interior spaces or structures Managing museum acquisitions and exhibits Using computer technology to create animation Forming objects using clay, metal, stone, plaster, or wood

Refer to the Putting Together Your Career Puzzle *handout* available from your counselor for steps you can take to use your interests and specific personal characteristics to identify and evaluate career and educational options.