
STRONG INTEREST INVENTORY®

Purpose: Career Development

Format: On-line or “paper-and-pencil” assessment. 291-item questionnaire. Estimated completion time: 30 minutes. Versions available for different career stages. Used effectively with MBTI®.

Potential Uses: The *Strong Interest Inventory*® can be a valuable tool in helping you identify 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
- Decide on a focus for the future
- Direct your own career exploration at various stages in your life

Assessment: Results are organized along the following scales:

- General Occupational Themes: Description of your interests, work activities, potential skills and personal values in six broad areas: Realistic, Investigative, Artistic, Social, Enterprising and Conventional.
- Basic Interest Scales: Identification of specific interest areas within the six General Occupational Themes, indicating areas likely to be most motivating and rewarding for you.
- Occupational Scales: Comparison of your likes and dislikes with those of people who are satisfied working in various occupations, indicating your likely compatibility of interests.
- Personal Style Scales: Description of preferences related to work style, learning, leadership, risk taking and teamwork, providing insight into work and education environments most likely to fit you best.

