



## Strong Interest Inventory®

# DISCOVER

THE MOST RESPECTED AND WIDELY USED  
CAREER PLANNING INSTRUMENT IN THE WORLD



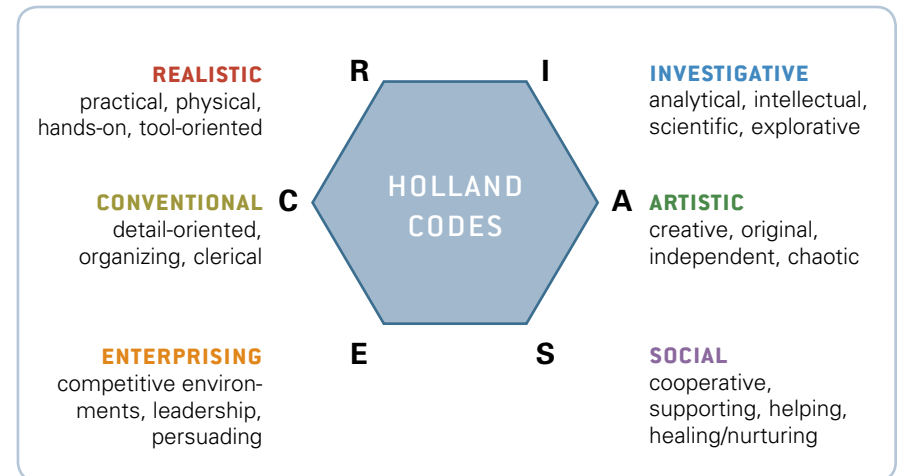
### What is the Strong Interest Inventory®?

The *Strong Interest Inventory*® (*Strong*) is a self-report questionnaire used to measure and describe people's interests in a broad range of occupations, work and leisure activities and educational subjects. Created by E.K. Strong Jr., the *Strong* was designed to help individuals make educational and career plans. It has been used in educational settings, public institutions and private organizations for nearly 80 years. It remains the most scientifically sound, thoroughly researched and widely used interest inventory.

The *Strong* uses Holland codes, which are personality types created to measure an individual's "type" and match it with a list of career choices that would be a good fit for that individual.

### Why is the Strong so popular?

- It links your interests and preferences to various jobs, work settings and careers.
- The *Strong* gives you results that you can benefit from if you are just starting out in your career, thinking about a change or considering education options.
- Scores on the *Strong* may also be used to identify preferences for non-work activities and situations such as interests in hobbies or recreational activities and interests in living and work environments.



## What are the benefits of understanding your Strong Profile?

- Greater understanding of your interests.
- Identify career options consistent with your interests.
- Learn about your preferences for leadership, risk taking and teamwork.
- Choose education and training relevant to your interests.
- Recognize work environments that would be a good fit for you.
- Awareness of specific occupations and career fields you might enjoy.
- Identify strategies for career development.

## Taking the Strong

Remember, there are no right or wrong answers to the questions in the *Strong*. For each question, do not worry about how well you could perform a job or activity, choose your answer in terms of how much you would like or dislike that activity. Do not try to analyze your responses too much. Because this is not a test of your abilities but an inventory of your interests, your results will be far less useful if you try to imagine what answers make you look “good” or “bad”.

## Things to remember

For you to make the most of your results, it is important to understand that the *Strong*:

- measures interests, not skills or abilities
- should be interpreted with a counsellor to help you understand your scores
- is designed to help people make occupational decisions by identifying patterns in their likes and dislikes and by showing how these patterns compare with those of people in a wide range of occupations, and
- does not suggest what career you should pursue. It indicates that you share common interests with people who are satisfied in those jobs.

THE STRONG HELPS YOU IDENTIFY A CAREER FOCUS AND BEGIN  
YOUR CAREER PLANNING AND EXPLORATION PROCESS.

## Your Strong Results

When you take the *Strong Interest Inventory*®, an in-depth report of your interests is generated. The report:

- maps out broad interest patterns to describe your personality and preferred work environments
- provides specific information about your areas of interest
- relates your interest patterns to those of satisfied workers within the occupation, and
- describes your preferred style of working, learning, leading, risk taking and team participation.

You can use this information to better understand yourself and learn about potential careers. You are likely to be more satisfied and productive with career and educational choices that incorporate what you like to do. A career professional can help you consider your interests, along with your skills and values, to find rewarding career, educational and leisure options.

## For more information:

Contact the following qualified Strong administrator:

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Psychometrics is the only authorized Canadian distributor  
and qualification provider for the Strong Interest Inventory.®

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