



Strong Interest Inventory[®] Profile with High School Profile

High School Profile developed by Sandra K. Rumpel and Kathleen Lecertua

Report prepared for
JOHN SAMPLE
September 7, 2017

Interpreted by
Mary Guidance Counselor
City High School



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

Strong Interest Inventory[®] Profile Copyright 2004, 2012 by CPP, Inc. All rights reserved. Strong Interest Inventory[®] High School Profile Copyright 2004, 2012 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 and the Strong and CPP logos are trademarks or registered trademarks of CPP, Inc., in the United States and other countries. O*NET is a trademark of the U.S. Department of Labor, Employment and Training Administration.



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
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
Investigative	I	Science, medicine, mathematics, research	Performing lab work, solving abstract problems, conducting research	Mathematical ability, researching, writing, analyzing	Independence, curiosity, learning
Artistic	A	Self-expression, art appreciation, communication, culture	Composing music, performing, writing, creating visual art	Creativity, musical ability, artistic expression	Beauty, originality, independence, imagination
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

YOUR HIGHEST THEMES	YOUR THEME CODE
Enterprising, Conventional, Social	ECS

THEME	CODE	STANDARD SCORE & INTEREST LEVEL					STD SCORE
		30	40	50	60	70	
Enterprising	E	[Bar from 30 to 64] HIGH					64
Conventional	C	[Bar from 30 to 62] HIGH					62
Social	S	[Bar from 30 to 50] MODERATE					50
Investigative	I	[Bar from 30 to 48] MODERATE					48
Artistic	A	[Bar from 30 to 43] MODERATE					43
Realistic	R	[Bar from 30 to 48] LITTLE					48

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. Taxes & Accounting (C)
2. Sales (E)
3. Marketing & Advertising (E)
4. Entrepreneurship (E)
5. Finance & Investing (C)

Areas of Least Interest

- Writing & Mass Communication (A)
- Military (R)
- Culinary Arts (A)

ENTERPRISING — High

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Sales						66
Marketing & Advertising						61
Entrepreneurship						61
Politics & Public Speaking						55
Management						53
Law						45

CONVENTIONAL — High

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Taxes & Accounting						67
Finance & Investing						61
Office Management						54
Programming & Information Systems						46

SOCIAL — Moderate

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Teaching & Education						56
Human Resources & Training						53
Counseling & Helping						50
Healthcare Services						48
Social Sciences						46
Religion & Spirituality						43

INVESTIGATIVE — Moderate

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Research						53
Science						53
Mathematics						52
Medical Science						51

ARTISTIC — Moderate

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Visual Arts & Design						45
Performing Arts						42
Culinary Arts						36
Writing & Mass Communication						36

REALISTIC — Little

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	30	40	50	60	70	
Athletics						58
Nature & Agriculture						52
Computer Hardware & Electronics						47
Protective Services						46
Mechanics & Construction						46
Military						41

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. Financial Analyst (CRE)
3. Credit Manager (CE)
4. Customer Service Representative (CR)
5. Life Insurance Agent (E)
6. Business/Finance Supervisor (CRE)
7. Financial Manager (CRE)
8. Accountant (CRE)
9. Business Education Teacher (CES)
10. Facilities Manager (ECS)

Occupations of
Dissimilar Interest

- Medical Illustrator (AIR)
- Reporter (A)
- Physicist (IRA)
- Sociologist (AI)
- Architect (ARI)

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									54
E	Life Insurance Agent									51
ECS	Facilities Manager									49
E	Wholesale Sales Representative									49
EC	Buyer									48
ECR	Restaurant Manager									48
E	Marketing Manager									47
E	Loan Officer/Counselor									45
E	Personal Financial Advisor									44
ECR	Purchasing Agent									44
ER	Technical Sales Representative									44
EAS	Flight Attendant									43
EAC	Florist									43
ER	Operations Manager									43
ESR	Human Resources Specialist									42
E	Sales Manager									42
E	Top Executive, Business/Finance									42
E	Securities Sales Agent									41
E	Realtor									40
EA	Cosmetologist									37
EAR	Bartender									33
ESA	Elected Public Official									24
ER	Chef									18

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	Financial Analyst									53
CE	Credit Manager									52
CR	Customer Service Representative									52
CRE	Business/Finance Supervisor									50
CRE	Financial Manager									50
CRE	Accountant									49
CES	Business Education Teacher									49
C	Auditor									48
CSR	Administrative Assistant									46
C	Health Information Specialist									37
CES	Food Service Manager									34
CES	Nursing Home Administrator									34
CI	Actuary									33
CA	Paralegal									33
CIS	Mathematics Teacher									23

OCCUPATIONAL SCALES

SECTION 3

SOCIAL — Helping, Instructing, Caregiving

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
S	Instructional Coordinator										44
SE	Parks & Recreation Manager										43
SER	Human Resources Manager										40
SEA	Special Education Teacher										40
S	Career Counselor										39
SA	Speech Pathologist										39
S	Elementary School Teacher										38
SA	University Administrator										37
S	Middle School Teacher										36
SIR	Athletic Trainer										35
SAI	Registered Nurse										34
SAE	Training & Development Specialist										34
SEC	School Administrator										33
SAR	Recreation Therapist										32
SIR	Physical Therapist										31
S	Secondary School Teacher										31
S	Community Service Director										30
S	Mental Health Counselor										30
SA	Occupational Therapist										30
SA	Social Worker										29
SRA	Rehabilitation Counselor										28
SE	School Counselor										24
S	Religious/Spiritual Leader										21
SEC	Dietitian										14

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>

INVESTIGATIVE — Researching, Analyzing, Inquiring

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
ICE	Pharmacist										42
ISA	Chiropractor										30
IR	Optometrist										30
IRE	Medical Technician										27
IR	Dentist										23
IRS	Respiratory Therapist										23
IA	Biologist										18
IR	Chemist										18
IRC	Medical Technologist										18
IR	Veterinarian										18
IRA	Geologist										15
I	University Faculty Member										14
IAS	Psychologist										13
IRS	Science Teacher										11
IAR	Physician										10
ICR	Computer Scientist										8
ICA	Mathematician										7
IRC	R&D Manager										7
IA	Geographer										6
IRA	Physicist										-4

OCCUPATIONAL SCALES

SECTION 3

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										32
AE	Interior Designer										30
ARE	Photographer										27
AE	Advertising Account Manager										24
AI	Translator										24
ASE	Public Administrator										22
A	Librarian										21
A	Graphic Designer										20
A	Musician										20
AE	Public Relations Director										20
AE	Broadcast Journalist										19
AI	Urban & Regional Planner										17
A	Artist										14
ASI	ESL Instructor										14
ARE	Attorney										13
AI	Technical Writer										8
AS	Art Teacher										5
ASE	English Teacher										3
A	Editor										2
ARI	Architect										-2
AI	Sociologist										-2
A	Reporter										-5
AIR	Medical Illustrator										-14

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>

REALISTIC — Building, Repairing, Working Outdoors

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR			STD SCORE	
		10	15	20	30	40	50	55	60		
RC	Farmer/Rancher										49
RCE	Production Worker										49
RI	Radiologic Technologist										45
REC	Management Analyst										44
RCE	Military Enlisted										44
RI	Emergency Medical Technician										41
R	Automobile Mechanic										40
RSE	Vocational Agriculture Teacher										39
RE	Landscape/Grounds Manager										37
REI	Horticulturist										36
R	Law Enforcement Officer										35
RCI	Computer Systems Analyst										32
RIC	Computer/Mathematics Manager										31
RIC	Electrician										30
RIC	Computer Programmer										28
RI	Engineer										28
RC	Computer & IS Manager										27
REC	Military Officer										27
RI	Firefighter										26
RCI	Technical Support Specialist										26
RIC	Software Developer										25
RI	Forester										22
RIC	Network Administrator										22
REA	Carpenter										18
RIC	Engineering Technician										18

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 a balance of working alone and working with people.
2. You seem to prefer to learn by doing.
3. You probably are comfortable both leading by example and taking charge.
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	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			52
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			43
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			49
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			55
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			44

PROFILE SUMMARY

SECTION 5

YOUR HIGHEST THEMES	YOUR THEME CODE
Enterprising, Conventional, Social	ECS

YOUR TOP FIVE INTEREST AREAS

1. Taxes & Accounting (C)
2. Sales (E)
3. Marketing & Advertising (E)
4. Entrepreneurship (E)
5. Finance & Investing (C)

Areas of Least Interest

- Writing & Mass Communication (A)
- Military (R)
- Culinary Arts (A)

YOUR TOP TEN STRONG OCCUPATIONS

1. Optician (ER)
2. Financial Analyst (CRE)
3. Credit Manager (CE)
4. Customer Service Representative (CR)
5. Life Insurance Agent (E)
6. Business/Finance Supervisor (CRE)
7. Financial Manager (CRE)
8. Accountant (CRE)
9. Business Education Teacher (CES)
10. Facilities Manager (ECS)

Occupations of Dissimilar Interest

- Medical Illustrator (AIR)
- Reporter (A)
- Physicist (IRA)
- Sociologist (AI)
- Architect (ARI)

YOUR PERSONAL STYLE SCALES PREFERENCES

1. You likely prefer a balance of working alone and working with people.
2. You seem to prefer to learn by doing.
3. You probably are comfortable both leading by example and taking charge.
4. You may like 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 by your career professional.

ITEM RESPONSE PERCENTAGES					
Section Title	Strongly Like	Like	Indifferent	Dislike	Strongly Dislike
Occupations	6	10	39	33	12
Subject Areas	4	15	37	37	7
Activities	11	20	47	20	2
Leisure Activities	14	14	36	18	18
People	6	25	25	25	19
Your Characteristics	0	33	56	0	11
TOTAL PERCENTAGE	8	16	41	27	9

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: 20—Combination of item responses appears consistent.



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
Enterprising	E	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
Conventional	C	Accounting, <i>court reporting</i> , <i>office management</i> , <i>medical administration</i> , statistics, finance, information systems, computer programming, investing	Data processor, janitorial services, newspaper carrier, office assistant, receptionist, restaurant worker, stock clerk	Accounting firm, bank, courthouse, database division, insurance agency, office, quality control division
Social	S	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

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

- Like to work alone and with others
- Enjoy ideas, data, and things, and helping people
- Are equally comfortable being outgoing and being reserved

LEARNING ENVIRONMENT

- Like to learn in hands-on settings
- Prefer short-term educational training to achieve career goals
- Learn by doing or trying things

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

- Like taking risks
- Enjoy exciting and possibly dangerous activities
- Make impulsive decisions

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.

TAXES & ACCOUNTING — Very High

This area represents an interest in financial accounting and tax preparation.

IN A JOB, YOU VALUE	CAREERS YOU MIGHT ENJOY EXPLORING	YOU MIGHT SPEND YOUR WORK TIME
Set procedures Working with data and detail Clear lines of authority	Auditor Tax Examiner Accountant Tax Preparer Actuary	Auditing tax information Completing tax forms for clients Analyzing client financial status Examining records for compliance with laws and regulations Calculating bills and compiling budgets Tracking profits and losses of a company

SALES — High

This area represents an interest in selling products or services.

IN A JOB, YOU VALUE	CAREERS YOU MIGHT ENJOY EXPLORING	YOU MIGHT SPEND YOUR WORK TIME
Making a profit Closing a deal Competition	Buyer/Purchasing Agent Retail Salesperson Customer Service Representative Sales Manager Realtor	Helping customers purchase products Buying products for retail sales Selling products over the phone or on the Internet Specializing in selling particular products Selling products to companies and individuals Working on a commission basis

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 Web campaigns and print or broadcast media Tracking the success of advertising campaigns Developing brand identity for companies and products

ENTREPRENEURSHIP — High

This area represents an interest in developing and managing new businesses.

IN A JOB, YOU VALUE	CAREERS YOU MIGHT ENJOY EXPLORING	YOU MIGHT SPEND YOUR WORK TIME
Being your own boss Taking chances Making money	Small Business Owner Real Estate Developer Marketing Manager Sales Manager Business Consultant	Managing daily business operations Making all work-related decisions Putting in long hours to succeed Taking full responsibility for success and failure Writing business plans Seeking financing/raising money

FINANCE & INVESTING — High

This area represents an interest in managing money and investments.

IN A JOB, YOU VALUE	CAREERS YOU MIGHT ENJOY EXPLORING	YOU MIGHT SPEND YOUR WORK TIME
Managing data Making financial predictions Budgeting	Stockbroker Investment Banker Mergers and Acquisitions Consultant Financial Planner Chief Financial Officer	Counseling clients about financial issues Making decisions about investments Buying and selling stocks for clients Tracking financial performance Helping clients regain control of finances Helping companies secure financing

See Putting Together Your Career Puzzle at https://www.skillsone.com/Pdfs/Strong_HS_puzzle.pdf for steps you can take to use your interests and specific personal characteristics to identify and evaluate career and educational options.

