

Strong Interest Inventory®

the path to career discovery

Strong

The essential resource for career planning

The Strong Interest Inventory® is one of the most respected and widely used career planning instruments in the world. The comprehensive reports provide an in-depth assessment of a person's interests, which can then be used to identify their options for a rich and fulfilling career.

What is the Strong Interest Inventory?

Strong Interest Inventory is a career coaching tool that aims to identify potential options and avenues for future career development, mapping a person's declared interests against a large number of possible occupations. It also gives hints and tips about a person's preferred working style, equipping them to assess how well they might fit with a particular organisational culture.

How does this tool improve my work?

For over 80 years, the Strong Interest Inventory has provided time-tested, research-validated insights to help individuals in their search for a rich, fulfilling career. The Strong can be a valuable tool for helping individuals to identify their interests, enabling them to:

- Achieve satisfaction in work
- Identify career options consistent with an individual's interests
- Learn about preferences for leadership, risk-taking, and teamwork
- Decide on a focus for the future
- Support an individual's career exploration at various stages in of life

Who is the tool suitable for?

Employees of all levels, graduates and students at school or university.

How do I get started?

You'll need to complete:

- BPS Certificate of Competence in Occupational Testing (Level A)



How can I use the instrument?

This tool works best in:

- Development
- Career planning
- Career guidance
- Outplacement

What does the Strong Interest Inventory identify?

General Occupational Themes

Illustrating broad interest patterns across work and personal life

Basic Interest Scales

Reveals interests and aversions in a variety of areas

Occupational Scales

Comparing interest patterns to those in a select field

Personal Style Scales

Describing preferred styles for work, learning, leading, risk-taking and teamwork

What reports are available?

Strong Interest Inventory Profile Report

This report gives a detailed picture of how an individual's specific interests and preferences link to various jobs, work settings and career fields. The Strong Profile enables your clients to discover their true interests in order to expand their career options and chart a plan of action towards fulfilling career choices. The report contains individual profile data including:

- Six General Occupational Themes, which map out broad interest patterns to describe personalities and preferred work environments
- 30 Basic Interest Scales, which provide more specific information about an individual's areas of interest
- 244 Occupational Scales relating an individual's interest patterns to those of satisfied workers
- Five Personal Style Scales describing an individual's preferred style of working, learning, leading, risk-taking and team participation

Level A training needed

9 pages

Access via OPPassessment

sample report available

Strong Interest Inventory Profile and Interpretive Report

This report includes all of the information from the Strong Profile Report and additionally, builds on this to create a detailed road map to help an individual explore work options and preferences. This comprehensive career development tool:

- Adds powerful detail to the Strong Profile, including expanded definitions of the six General Occupational Themes and additional career fields and leisure activities, as well as personal descriptors that characterise satisfied workers in various jobs
- Gives you 18 pages of highly personalised information, offering an in-depth interpretation of an individual's Strong results – including details on their top ten occupations

Level A training needed

18 pages

Access via OPPassessment

sample report available

If you would like to use Strong with students at school or university, the following reports are also available on OPPassessment:

Strong Reports for Guideline age group: 13–18 years old:

- Strong Interest Inventory Profile with High School Profile
- Strong Interest Inventory Profile with High School Profile and Interpretive Report

Strong Reports for Guideline age group: 18–21 years old:

- Strong Interest Inventory Profile with College Profile
- Strong Interest Inventory Profile with College Profile and Interpretive Report

How can I buy?

Reports are available on OPPassessment.

To start using OPPassessment email enquiry@opp.eu.com or phone our Customer Service team on **0845 603 9958**.

For any enquiry about training programmes, products and services visit www.opp.eu.com or contact our Customer Service team at enquiry@opp.eu.com or **0845 603 9958**.