

STRONG INTEREST INVENTORY™

Professional Report

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prepared for

ANN OTHER

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The *Strong Interest Inventory*™ (*Strong*) was developed to help you better understand your interests and to help you match those interests with work, non-vocational or leisure activities. The inventory also allows you to compare your interests to those of men and women who are already satisfactorily employed in a wide variety of occupations.

The *Strong* Professional Report provides you with information about a portion of the occupations found on the *Strong*—those whose members typically have a university first degree. It is likely that you have selected the Professional Report because you desire to work in an occupation in which you can use the education that you have already completed, or because you are willing to acquire the necessary education.

As you read this report, keep in mind that the *Strong* is a measure of your *interests*; it is *not* a test of your abilities. Interests, however, contribute to success by affecting your motivation. Career planning, a lifelong activity, includes careful assessment not only of your interests but also of your values, your personality characteristics and your abilities.

YOUR GENERAL OCCUPATIONAL THEMES SUMMARY

Below are your scores on the six General Occupational Themes, presented in rank order from highest level of interest to lowest level of interest. The scores were computed by comparing your interests to those of a general sample of women in a wide variety of occupations. Following the name of each Theme is the letter, or *code*, that is used to designate that Theme throughout this report.

Theme/Code	Your Score	Typical Interests
Investigative (I)	Average Interest	Researching, analysing
Artistic (A)	Average Interest	Creating or enjoying art
Enterprising (E)	Average Interest	Selling, managing
Social (S)	Average Interest	Helping, instructing
Realistic (R)	Average Interest	Building, repairing
Conventional (C)	Average Interest	Accounting, processing data

As reported on your *Strong* Snapshot, your General Occupational Theme (GOT) code is **IAE**. This code describes your general interests.

YOUR BASIC INTEREST SCALES SUMMARY

Below is a ranking of your top ten Basic Interest Scales (BISs). The scores were computed by comparing your interests to those of a general sample of women in a wide variety of occupations. The letter code in parentheses in the first column represents the General Occupational Theme to which the particular BIS is most closely related.

Scale/Code	Your Score	Typical Activities
Public Speaking (E)	High Interest	Persuading or influencing people
Military Activities (R)	High Interest	Working in structured settings
Music/Dramatics (A)	Average Interest	Performing or enjoying music/drama
Science (I)	Average Interest	Conducting scientific research
Culinary Arts (A)	Average Interest	Cooking or entertaining
Law/Politics (E)	Average Interest	Discussing law and public policies
Religious Activities (S)	Average Interest	Participating in spiritual activities
Writing (A)	Average Interest	Reading or writing
Art (A)	Average Interest	Appreciating or creating art
Merchandising (E)	Average Interest	Selling retail or wholesale products

YOUR OCCUPATIONAL SCALES SUMMARY

The Occupational Scales of the *Strong* are designed to show how similar your interests are to the interests of people who report that they are satisfied with their occupation and who have been working in that occupation for at least three years. Typically, a university first degree is required to enter each of the occupations listed below.

In preparing this report, your scores were compared to those of women in these particular occupations. Research has shown that women and men, even those in the same occupation, tend to answer some of the items on the *Strong* differently.

For each of the occupations listed here, your score indicates how similar your likes and dislikes are to those of the women in that occupation. To help you identify patterns in your occupational interests, each occupation is coded with one to three letters, each letter representing one of the six General Occupational Themes. Again, the code indicates the Theme or Themes that are characteristic of that occupation.

Professional Occupational Scale	Theme Code	Your Score	Comment
Translator	A	45	Similar
Trainer (in an organisation)	AES	44	
Librarian	A	44	
Public Administrator	AER	43	
Speech Therapist	SA	43	
Lawyer	A	42	
School Administrator	SEA	42	
Technical Writer	AIR	42	
University Lecturer	IAR	41	
Reporter	A	41	
Computer Programmer/Systems Analyst	IR	40	
Geographer	IRA	40	
Forester	RI	39	Mid-Range
Geologist	IRA	39	
Chemist	IR	38	
Engineer	RI	38	
Architect	ARI	37	
Broadcaster	AE	37	

Professional Occupational Scale	Theme Code	Your Score	Comment
Occupational Therapist	SAR	37	Mid-Range
Public Relations Director	AE	37	
Social Science Teacher	SEA	37	
Advertising Executive	AE	35	
Local Councillor	EAS	35	
English Teacher	ASE	35	
Human Resources Director	EAS	35	
Marketing Executive	EA	35	
Armed Forces - Officer	REI	34	
Artist, Fine	AR	33	
Dentist	IRA	33	
Foreign Language Teacher	SAE	33	
Investments Manager	EIR	33	
Ophthalmic Optician	IR	33	
Doctor	IAR	33	
Research & Development Manager	IR	33	
Musician	A	32	
Social Worker	SA	32	
Actuary	CI	29	Dissimilar
Banker	CE	29	
Biologist	IRA	29	
Chiropractor	IR	29	
Dietitian	IES	29	
Medical Technician	IRC	29	
Nursing Home Administrator	CES	29	
Physicist	IRA	29	
Psychologist	IA	29	
Audiologist	IS	28	
Secondary School Counsellor	SE	28	
Home Economics Teacher	SE	28	
Primary School Teacher	S	27	
Minister of Religion	SAR	27	
Interior Decorator	EA	26	
Pharmacist	ICR	26	
Veterinary Surgeon	IRA	26	

Professional Occupational Scale	Theme Code	Your Score	Comment
Accountant	CE	25	Dissimilar
Mathematician	IRC	25	
Nurse, SRN	SI	25	
Parks and Recreation Coordinator	SE	25	
Sociologist	IAR	25	
Physiotherapist	SIR	24	
Science Teacher	IRS	24	
Artist, Commercial	ARI	23	
Community Service Organisation Director	SE	23	
Mathematics Teacher	CIR	23	
Special Needs Teacher	SE	23	
Business Education Teacher	CES	22	
Buyer	EC	20	
Vocational Agriculture Teacher	RSI	20	
Art Teacher	ASE	14	Very Dissimilar
Physical Education Teacher	SRC	11	
Medical Illustrator	AIR	6	
Athletics Coach	RIS	5	

YOUR PROFESSIONAL OCCUPATIONAL SCALES CODE

Based on your results on the professional Occupational Scales, a summary code has been computed. Depending on which Themes occurred most often in the occupations for which you showed similar or very similar interests, you will have from one to three letters in your code. If your code consists of more than one letter, you should then explore occupations whose codes are various combinations of these letters. Of your *Strong* results, this professional Occupational Scales (OS) code is probably the best predictor of whether or not you will like the day-to-day work in an occupation.

Your overall professional Occupational Scales code is **AIR**.

To help you understand the meaning of your code, a description of people who have the same first letter in their code as you do follows. In addition, a description of people who have the same first two letters in their code as you have in yours is provided.

SAMPLE

Description of Artistic People

Artistic people are creative, original, unconventional and independent. They have a need to express themselves through their work. Although they are independent, they do want recognition for their creative efforts. They are often intuitive and spontaneous and enjoy exercising their imagination. They can apply their creativity and originality to many kinds of problems, not just those relating to the pure arts. Some Artistic people do not have artistic talent; these individuals satisfy their artistic interests by valuing and observing art.

Preferred Work Environment. Artistic people prefer a flexible environment that can accommodate their tendency to work in great bursts of energy when they are inspired. Often such an environment must offer flexible hours and the freedom to rearrange or create personal work space. Artistic people do not always work well in organisations that abide by a lot of rules, regulations and bureaucratic policies, which they see as stifling creativity. Sometimes Artistic people question tradition and authority.

Contributions to an Organisation. Artistic people contribute creativity and originality. They are the designers of new products or services. Their often colourful way of expressing themselves can motivate and excite people about projects. Artistic people can help others see situations and problems in different ways. They may be gifted at presenting their ideas or the organisation's products or services in novel, eye-catching ways that rouse excitement and interest.

Management Style. Artistic people give their employees a lot of independence and freedom to accomplish tasks as they see fit. Having come up with an ingenious solution or having solved a problem in a general way, they are happy to delegate implementation or maintenance tasks to others. Artistic people may think of themselves as “creative directors” rather than as managers.

Artistic-Investigative People

Looking at the second letter in your OS code, in addition to the first letter, provides another, more specific dimension to your occupational interests. A description of people who have the same first two letters as you do follows.

People with Artistic and Investigative interests enjoy creating and expressing new ideas. Although their creations may be abstract and analytical, these people appreciate and understand the scientific principles or research that underlies their work. Intuitive and insightful, they may enjoy careers in advertising, marketing, design or technical writing.

How Your OS Code Compares to Your GOT Code

The professional Occupational Scales code that you have just read about may be exactly the same, similar to, or very different from the GOT code that was noted earlier in this report, in the section that summarised your GOT results. The General Occupational Themes measure very broad interests; high interest in a Theme means that you responded “Like” to the items directly associated with that Theme. The Occupational Scales, on the other hand, compare your interests to people who are satisfactorily employed in *specific occupations*. A high score on a professional Occupational Scale means that you share both the likes *and dislikes* of people in that professional occupation, and thus you would probably like the day-to-day activities associated with that work. The professional OS code, therefore, may more accurately predict your specific occupational interests than would the GOT code.

Begin exploring careers by identifying and investigating occupations with the same letter or letters as in your professional OS code. Do not be too concerned about matching exactly the order of the letters in your own code to the order of the letters in the codes of the occupations you decide to explore. If your GOT code is different from your OS code, use the interest areas suggested by the GOT code to identify leisure and non-vocational interests.

SAMPLE

ADDITIONAL PROFESSIONAL OCCUPATIONS FOR EXPLORATION

The following professional occupations, while not found on the *Strong*, have codes with the same first letter as in your professional Occupational Scales code. Related occupations are grouped so that you can see broad areas of interest. The list below also provides the first three numbers that make up each occupation's job code in the *Dictionary of Occupational Titles (DOT)*. You can find extensive information about these jobs, including educational requirements and detailed job descriptions, in the *DOT*.

Occupation	DOT Code
Landscape Architect	001
Dance Therapist	076
Choreographer	151
Art Museum Director	102
Painting Restorer	102
Copy Writer	131
Playwright	131
Screen Writer	131
Editor	132
Graphic Designer	141
Creative Director	141
Set Designer	142
Package Designer	142
Industrial Designer	142
Composer	152
Arranger	152
Account Executive	164

OTHER INTERESTS

In addition to high scores on the professional occupations listed in your Occupational Scales Summary, you also had high scores on a number of occupations that typically do *not* require a university education. You can identify these on pages 3, 4 and 5 of your *Strong* Profile. Each occupation on which you scored high will have a dot in one of the three right-hand columns of your Profile under the heading “Similar Interests”.

You may find work in these occupations interesting and challenging; they may even suggest a line of work that you have never considered before. You may also find that your interest in these occupations provides clues for your non-vocational or leisure activities. You might want to discuss these occupations with the professional who is interpreting your *Strong* results.

Small Business Owners

Your results indicate that your interests are similar to those of other women who have, on average, 16 years of experience as owners of small businesses. Although technically not a professional occupation, because a university first degree is not necessarily a requirement to own a business, it is often attractive to professionals and you may want to consider this occupation.

Small business owners usually perform a wide variety of duties including directly selling the merchandise or providing the services of the business, setting prices, preparing advertising copy, stock-taking, performing accounting functions and keeping operating records. Small business owners also often have substantial direct contact with customers. If the business is large enough to have additional employees, then the owner/manager is also typically involved in interviewing, hiring, training and supervising employees.

Starting a business usually involves financial risk. The Risk Taking/Adventure scale, described in the next section of this report, can help you further evaluate whether you might like to start a small business.

YOUR PERSONAL STYLE SCALES SUMMARY

The Personal Style Scales offer additional insight into your interests. These scales can help you assess what work and learning environment you might enjoy, the leadership style you prefer, and how comfortable you are with taking risks.

Work Style Scale

The Work Style scale indicates whether you prefer to work with other people (scores towards the right pole of the scale), or whether you prefer to work alone with ideas, data or things (scores towards the left pole of the scale).

Your score on the Work Style scale is **52**.

Your score in the middle of this scale suggests that you may enjoy a balance of working alone and working with others. You may work alone for a while and then come together with others to discuss your work. You probably move easily between tasks involving ideas, data or things, and tasks involving people.

Learning Environment Scale

The Learning Environment scale indicates the setting in which you feel most comfortable learning. It suggests whether you are more interested in learning abstract concepts through reading, lecture and discussion (scores towards the right pole), or interested in learning practical skills and how to solve problems through hands-on experience (scores towards the left pole). The average score on this scale for professional women is 52 and for non-professional women is 44. This scale does *not* measure academic ability.

Your score on the Learning Environment scale is **56**.

Your score in the middle of the Learning Environment scale suggests that you like to learn by attending lectures or reading as well as by hands-on experience. You may enjoy taking classes during the hours that you are not working, and you are probably comfortable in a variety of learning environments.

Leadership Style Scale

The Leadership Style scale measures whether you are interested in assuming a leadership style that is directive and outspoken (scores towards the right pole) or in assuming a style in which you lead by example (scores towards the left pole). This scale does *not* indicate the likelihood of your success as a leader.

Your score on the Leadership Style scale is **58**.

Your score in the middle of this scale suggests that you may be comfortable with some aspects of an outspoken and directive leadership style but not with others. You may use a variety of styles depending on the situation or on the people with whom you are working.

Risk Taking/Adventure Scale

The Risk Taking/Adventure scale indicates how comfortable you are taking risks. Scores towards the right pole of the scale suggest that you like to take chances, and scores towards the left pole of the scale suggest that you prefer to play it safe.

Your score on the Risk Taking/Adventure scale is **48**.

Your score in the middle of this scale suggests that you may enjoy some risks or adventures now and then. Before jumping into something new, however, you probably want some time to think about it and to prepare adequately. You then may be willing to take what you consider prudent risks.

Risk Taking in Business. The previous section of this report indicated that your interests are similar to those of small business owners. Your score on the Risk Taking/Adventure scale suggests that you will prefer to do the necessary research and preparation before deciding to take the risks involved in starting a small business. You should probably consult an accountant or financial planner who can help you explore the financial ramifications.

SUMMARY

Your interest in occupations that typically require a university degree is consistent with your score on the Learning Environment scale. You probably have a strong desire to find a professional occupation that makes full use of your education and training. If necessary for meeting your goals, you probably would be willing to undertake additional training or education, such as acquiring a higher degree.

You can begin your career exploration by investigating some of the professional occupations listed in this report. Some of the resources that follow can help you identify more professional occupations.

SAMPLE

RESOURCES

These resources can help you explore careers. Many can be found in a public or career centre library or in your local bookshop. Those marked with a bullet are available from Oxford Psychologists Press, Ltd., Tel: 01865 404500 (Customer Services).

Bolles, Richard Nelson. *What Color Is Your Parachute?* Berkeley, CA: Ten Speed Press, published annually.

- Hammer, Allen L., and Judith Grutter. *Strong Interest Inventory Interpretive Report*. Palo Alto, CA: Consulting Psychologists Press, 1994.

Jackson, Tom. *Guerrilla Tactics in the New Job Market*. 2nd ed. New York: Bantam Books, 1991.

- Maze, Marilyn, and Donald Mayall, compilers. *The Enhanced Guide for Occupational Exploration*. Indianapolis: JIST Works, 1991.

Michelozzi, Betty Neville. *Coming Alive from Nine to Five*. 3rd ed. Mountain View, CA: Mayfield Publishing Company, 1988.

Montross, David H., Leibowitz, Zandy B., and Christopher J. Shinkman. *Real People, Real Jobs: Reflecting Your Interests in the World of Work*. Palo Alto, CA: Davies-Black Publishing, 1995.

Sher, Barbara. *Wishcraft: How to Get What You Really Want*. New York: Ballantine Books, 1983.

- U.S. Department of Labor, Bureau of Labor Statistics. *Occupational Outlook Handbook*. Washington, D.C., published every two years.

- U.S. Department of Labor, Employment and Training Administration. *Dictionary of Occupational Titles*. 4th ed., revised. 2 vols. Washington, D.C., 1991.

U.S. Department of Labor, Employment and Training Administration. *Dictionary of Occupational Titles*. 4th ed. Supplement. Washington, D.C., 1986.

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