

# Be better.



**strong**<sup>®</sup>

iStartStrong<sup>™</sup> Report

#### PRODUCT BENEFITS

- + Empowers your clients to identify and pursue a career path that aligns with their interests and personality
- + Allows you to get the most out of limited time with clients while helping those clients you are not able to meet with
- + Provides valuable self-knowledge that extends well beyond the coaching session
- + Delivers a user-friendly, personalized, and interactive report in the form of a PDF
- + Uses a self-service model that requires no interpretation

#### PRODUCT FEATURES

- + The report is based on scores from the 291 *Strong* items and presents six prioritized General Themes (based on GOTs) and 30 prioritized Specific Interests (based on BISs)
- + Interest results contain hyperlinks to O\*NET<sup>™</sup> database Web pages with specific information about occupations for easy research
- + Colorful imagery and graphics, as well as detailed narratives, make the results easy to understand
- + Results are available instantly through SkillsOne.com, and each client receives an interactive PDF report
- + Report is authored by leading career expert Judith Grutter

Put your clients on the path to a rich, fulfilling career. Motivate them to pursue their interests.

Designed to be used as a self-service instrument, the iStartStrong<sup>™</sup> Report puts self-discovery into the hands of anyone seeking career direction, re-entering the workplace, or seeking more satisfying work within an organization. Based on results from the world's most respected career assessment tool, the *Strong Interest Inventory*<sup>®</sup> assessment, this personalized report paints a picture of how one's interests and themes link to various jobs, work settings, and career fields. Use it to help your clients expand their career options and chart a plan of action toward finding a fulfilling career.

For nearly 80 years, the *Strong* assessment has provided time-tested, research-validated insights to help individuals in their search for a rich, fulfilling career. As one of the most widely used career planning instruments in the world, it has been used extensively in organizations and educational institutions of all sizes.



The people development people.

**cpp**

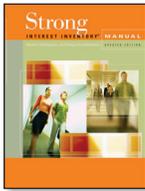
## iStartStrong™ Report

### MEETING YOUR NEEDS

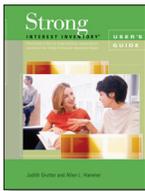
The iStartStrong™ Report addresses two key issues:

- + Time management—Make use of limited time and resources with your clients by providing an easy-to-understand, self-directed online option for career exploration.
- + Career advancement—Heighten clients' self-awareness and motivation in the process by providing direct links for easy research.

### ESSENTIAL PRODUCTS



*Strong Manual*  
(PRODUCT CODE: 8401)



*Strong User's Guide*  
(PRODUCT CODE: 8403)



*Where Do I Go Next?*  
PRODUCT CODE: 8432

“ I like the live links because they give you a lot more information about the jobs you may be interested in and the complete job profile. ”

— Career Changer

## Your Guide to Performance

At CPP, Inc., our only job is to help you guide your clients to richer, more fulfilling life and career choices. CPP's *Strong Interest Inventory*® and *Myers-Briggs Type Indicator*® (MBTI®) assessments have provided reliable insights to career coaches, private practitioners, and consultants for more than 50 years. And while we're best known for these products, CPP is also a group of people who can offer you the information, guidance, and support you need.

Our ranks are filled with people from *Fortune 500* companies and businesses of all sizes, as well as educators, career coaches, and other experts dedicated to helping people develop in both their personal and professional lives.

Let's make a difference together. Talk to us today to see how.

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