



# Be better.



strong®

iStartStrong™ Report

#### PRODUCT BENEFITS

- + Empowers students to identify and pursue a career path that aligns with their interests and personality
- + Allows counselors to get the most out of limited time with students while helping those students they are not able to meet with
- + Provides valuable self-knowledge that extends well beyond the classroom or career center
- + 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™ database Web pages with specific information about occupations for easy research
- + Colorful imagery and graphics make the results easy to understand for the general student population
- + Results are available instantly through SkillsOne.com, and each student receives an interactive PDF report
- + Report is authored by leading career expert Judith Grutter

## Empower your students by helping them achieve greater satisfaction with work and life.

Designed to be used by individuals without an interpretation session, the iStartStrong™ Report puts self-discovery into the hands of anyone seeking career direction. Based on results from the most respected career assessment tool, the *Strong Interest Inventory*® 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 students expand their career options and chart a plan of action toward finding a fulfilling career.

For nearly 80 years, the *Strong Interest Inventory*® assessment has provided time-tested, research-validated insights to help individuals in their search for a rich, fulfilling career. As one of the most respected and 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

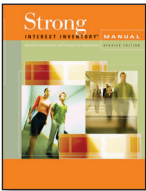
## iStartStrong™ Report

### MEETING YOUR NEEDS

The iStartStrong™ Report addresses two key issues:

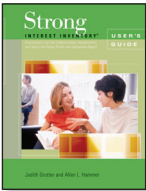
- + Career exploration—Helps heighten students' self-awareness by uncovering their interests and potential career paths.
- + Time management—Allows you to help more students with limited time and resources by providing an easy-to-understand, self-directed online option for career exploration.

### ESSENTIAL PRODUCTS



*Strong* Manual

PRODUCT CODE: **8401**



*Strong* User's Guide

PRODUCT CODE: **8403**



*Where Do I Go Next?*

PRODUCT CODE: **8432**

“ I like how you can go through and see specific job details; that detail would be interesting to me since I wouldn't know otherwise and I could learn about it. ”

—High school student

## Your Guide to Performance

At CPP, our only job is to help you guide your students to richer, more fulfilling academic experiences and career choices. CPP's *Strong Interest Inventory*® and *Myers-Briggs Type Indicator*® (MBTI®) assessments have provided reliable insights to career counselors and academic advisors for more than 60 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 educators, career counselors, and other experts dedicated to helping people develop in both their personal and professional lives. We're happy to provide the step-by-step advice, information, and resources both you and your students need to succeed.

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

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