

Be better.



The Strong Interest Inventory® Assessment

PRODUCT BENEFITS

- + Empowers your clients to discover their true interests so they can expand and explore various career options
- + Presents results on a variety of complementary themes and scales
- + Delivers user-friendly and highly intuitive results
- + When combined with the MBTI® Career Report, provides a complete career development picture

PRODUCT FEATURES

- + Updated General Occupational Themes from Holland's RIASEC framework (Realistic, Investigative, Artistic, Social, Enterprising, and Conventional) that map out broad interest patterns to describe work activities, potential competencies, self-concept and values, work environments, and hobbies
- + Specific information about your clients' areas of interest via 30 Basic Interest Scales
- + Comparison of your clients' interest patterns to those of satisfied workers within the occupation via 260 Occupational Scales
- + Description of your clients' preferred style of working, learning, leading, risk taking, and team participation via 5 Personal Style Scales
- + Norm group representative of ethnic, racial, and demographic workforce diversity
- + Expanded response options in a 5-point (Likert-type) format
- + Instant results through SkillsOne.com, CPP's online assessment delivery system (mail-in scoring also available)

Encourage your clients to succeed. Help them expand their career choices.

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.

Revised in 2012 to reflect all the latest changes in the world of work and study, the *Strong* assessment can be used by individuals considering a career change, employees seeking more satisfying work within an organization, and adults looking for a career transition or re-entering the workforce. Companies of all sizes use the *Strong* to gauge their employees' interests in order to match them to better suited positions and increase retention. The *Strong* generates an in-depth assessment of your clients' interests in a broad range of occupations, work, and leisure activities.



The people development people.

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Strong Interest Inventory® Assessment

MEETING YOUR NEEDS

The *Strong Interest Inventory*® assessment can be used alone or in combination with the *Myers-Briggs Type Indicator*® (MBTI®) assessment to address two key issues:

- + Career advancement – Help heighten self-awareness and a deeper understanding of individual strengths and blind spots.
- + Focused career exploration – Teach clients how to apply their interests in exploring new career options.

CERTIFICATION PROGRAM

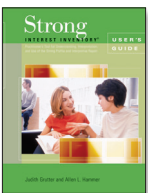
The *Strong* Certification Program teaches you how to professionally and ethically use the *Strong Interest Inventory* assessment. Primarily it addresses how to successfully administer and interpret reports for career exploration and development. Upon successful completion of the course, you will be eligible to purchase and use the *Strong* assessment and reports.

ESSENTIAL PRODUCTS



Strong Profile

PRODUCT CODE: **284108**



Strong Interest Inventory®
User's Guide

PRODUCT CODE: **8403**



Where Do I Go Next?

PRODUCT CODE: **8432**

“People who are unfamiliar with the *Strong* are typically surprised at how accurately it identifies their own interests. Often it identifies fields of work that they had thought about but never really considered.”

Shondi Lee, Educational Support, Program Manager,
Principal Human Resources Analyst/Career Counselor

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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