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CPP, Inc., Launches Major Update of Strong Interest Inventory® Assessment

First new edition in 11 years based on 6 years of research

Mountain View, CA April 20, 2005 The most respected and widely used career planning instrument in the world just got better. After six years of research, CPP, Inc., has launched a new edition of the *Strong Interest Inventory*® assessment—the first update since 1994. The upgrading of the analytics and reports, and the addition of key business and information technology occupations make the new *Strong* much more useful and more relevant to today's career seekers.

For more than 75 years, the *Strong Interest Inventory* instrument has helped individuals understand their personal styles and preferences—and then identified the jobs and professions that may be a good match. “That’s the *Strong* most people know,” says David Donnay, CPP’s Divisional Director of Research. “They completed the assessment in college or high school and a counselor helped them identify 10 to 20 job titles that might fit their interests and nature best. That is still the number one use of the *Strong*, but there are also many other, more sophisticated applications.”

Donnay directed and participated in a six-year research project that incorporated the questionnaire results of more than 25,000 individuals, and built on the research efforts of outside experts. “Our research division is unparalleled in the assessment industry,” says Jeff Hayes, co-president of CPP. “There are competing career assessment tools, but the *Strong* has the largest and most representative database as its foundation.”

The result of this effort is a revised and updated tool that reflects the dynamic core of today's workplace: employees motivated by different tasks, values, and organization cultures, each responding differently to various learning environments and leadership and communication styles. “Those who know the *Strong* from school may be surprised to learn that it is also used widely for career development and work-life balance by corporate trainers, counselors, and executive coaches,” says Donnay.

The newly revised *Strong* provides participant results on 244 Occupational Scales and more than 40 other scales and themes, yielding an enormous amount of information for the practitioner. The revised reports include the *Strong Profile*

(Standard, College, and High School Editions), *Strong Interpretive Report*, and the *Strong and Skills Confidence Inventory Profile*.

About the Strong Interest Inventory® Assessment

Since its inaugural publication in 1927 by Stanford University and creator E. K. Strong, Jr., the *Strong Interest Inventory* assessment has been regularly expanded and modernized to help individuals plan for the many different steps along their career path with one goal in mind: to match their interests with satisfying careers. Users of the *Strong* assessment spend about 30 minutes answering 291 questions and receive detailed feedback about their interests and personal styles, plus a report listing careers that are most likely to be a good match. Millions have garnered valuable insights and identified promising opportunities after completing the *Strong* questionnaire. The *Strong* assessment continues to be an important tool for accredited career counselors and other qualified professionals.

CPP also publishes a broad range of training and interpretive tools designed to build on individuals' results on the *Strong* assessment. Standing out among these is the *Strong Interest Inventory® Manual*, which underwent a major revision along with the *Strong* instrument.

About CPP, Inc.

CPP, Inc., is a leading provider of innovative assessments and training tools administered by professionals to meet individual and organizational development needs. Its hundreds of offerings have been used by millions worldwide for 49 years in such applications as leadership development, coaching, team building, retention, and career management. In addition to the *Strong Interest Inventory®* instrument, CPP's research-validated products include the *Myers-Briggs Type Indicator®* (MBTI®), *Fundamental Interpersonal Relations Orientation–Behavior™* (FIRO-B®), *Thomas-Kilmann Conflict Mode Instrument* (TKI), *California Psychological Inventory™* (CPI™), CPI 260™, and *Parker Team Player Survey* assessments. In addition, Davies-Black® Publishing, CPP's book division, offers cutting-edge business and career management titles.

To learn more about CPP and its assessments, to download sample reports for the newly revised *Strong*, or to learn how to become a qualified practitioner, visit www.cpp.com.

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