



# STRONG<sup>®</sup>

## STRONG INTEREST INVENTORY<sup>®</sup>

### Inspire confident and informed career-development planning

The Strong<sup>®</sup> Interest inventory is an invaluable tool for career-development professionals, helping clients navigate the potential minefield of career decisions. It is widely used both at the start of a person's professional development journey and at any subsequent point, inspiring ideas for the changes, additions and refinements that define a successful portfolio career.

Developed by psychologist E.K. Strong and continually refined and researched over 80 years, this remains a highly insightful tool for the modern workplace. Its broad perspective applies a variety of lenses through which career interests and preferences can be assessed.

The Strong assessment is based on how people of similar interests are employed, and what motivates them in the workplace. By taking this wider view, the instrument expands an individual's horizons, enabling them to consider previously unthought of career paths and adapt to workplace changes such as outplacement.

Starting with general fields of interest, the Strong assessment goes on to suggest specific career options for the individual. It gives them insight into their likely professional style once in a job, and offers guidance at all junctures in their working life, enabling them to identify a fulfilling career or potential change of role.

“ The Strong has exceeded our expectations. It helps build prospecting confidence, quells anxiety, and provides real-world examples of target markets. It has become the 'lead story' in our target-marketing saga. It all starts with the Strong. We don't talk about target marketing without talking about the Strong – it is that invaluable. ”

Michael Klein, PsyD, Field Training and Development, MassMutual

#### Benefits

- > Empowers people to identify rich and fulfilling career paths
- > Gives different perspectives on careers, from general areas of interest to specific occupations
- > Provides robust and reliable data about a person's interests and work preferences
- > Applicable to both educational and professional environments
- > Helps reduce risk when recruiting, developing key players or making major development investments
- > Helps organisations retain employees by motivating them and recognising their needs

#### Key features

- > Looks at broad areas of interest via six General Occupational Themes, determining to what extent a person's interests lie in realistic, artistic, social, enterprising or conventional occupations
- > Measures preferences within 30 professional fields, from the arts to law
- > Describes an individual's personal style within five workplace themes, including team-working, leadership and risk-taking
- > Ranks the top ten most compatible occupations from a possible 122 specific jobs
- > Based on large, representative norms that take into account race, age and gender
- > Can be combined with the Myers-Briggs Type Indicator<sup>®</sup> to offer a complete career development picture, based on combined interests and personality insights

#### Applications

- > Coaching
- > Career development
- > Outplacement



### Easy online administration

OPP's online administration platform OPPassessment provides a quick, convenient way to administer the Strong Interest Inventory and to generate reports with interpreted results.

## Strong Interest Inventory reports

Personalised reports examining the viable options for anyone starting a career, considering a career change, looking for career enrichment, or seeking a better work–life balance.

### Strong Profile Report

Provides insights using colourful graphics to present the client's results.

YOUR HIGHEST THEMES		YOUR THEME CODE					
Artistic, Investigative, Social		AIS					
THEME	CODE	STANDARD SCORE & INTEREST LEVEL				STD SCORE	
		< 30	40	50	60	70 >	
Artistic	A	VERY HIGH				71	
Investigative	I	MODERATE				56	
Social	S	MODERATE				51	
Enterprising	E	MODERATE				48	
Conventional	C	MODERATE				43	
Realistic	R	LOW				37	

### Strong Profile and Interpretive Report package

Builds on the Strong Profile Report (included in the package) to create a personalised road map for development at work and play.

### Strong and MBTI Career Report

Offers a complete career-development picture based on combined results from these two powerful assessments.

## Resources



### The Strong Interest Inventory Manual

Helps maximise the value of your Strong interpretations.

### The Strong Interest Inventory User's Guide

An indispensable resource for honing your skills with the assessment.



### Where Do I Go Next?

This interpretive booklet enables clients to work through their results to better understand their career interests. It supplies descriptions of Personal Style Scales, with lists of preferred interests, skills, abilities, work tasks and occupations to target the best career for your client.

“ 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, Riverside County, California

## Strong assessment training

Facilitators wishing to administer the Strong questionnaire and associated products must hold the BPS Test User: Occupational, Ability qualification (formerly Level A). OPP offers the relevant BPS-approved training for this accreditation if you do not already hold it.

**3 days > BPS Test User: Occupational, Ability**  
Some pre- and post-attendance work required

[www.opp.com/strong](http://www.opp.com/strong) | +44 845 603 9958 | [enquiry@opp.com](mailto:enquiry@opp.com)