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# Strong Interest Inventory<sup>®</sup> Profile with College Profile

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Report prepared for

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## HOW THE STRONG CAN HELP YOU

The *Strong Interest Inventory*® instrument is a powerful tool that can help you make satisfying decisions about your career and education. Whether you are just starting out in your career, thinking about a change, or considering education options for career preparation, you can benefit from the wealth of information reflected in your *Strong* results. Understanding your *Strong* Profile can help you identify a career focus and begin your career planning and exploration process.

Keep in mind that the *Strong* measures interests, not skills or abilities, and that the results can help guide you toward rewarding careers, work activities, education programs, and leisure activities—all based on your interests. As you review your Profile, remember that managing your career is not a one-time decision but a series of decisions made over your lifetime.

### HOW YOU WILL BENEFIT

The *Strong* can be a valuable tool in helping you identify your interests, enabling you to

- Achieve satisfaction in your work
- Identify career options consistent with your interests
- Choose appropriate education and training relevant to your interests
- Maintain balance between your work and leisure activities
- Understand aspects of your personality most closely associated with your interests
- Determine your preferred learning environments
- Learn about your preferences for leadership, risk taking, and teamwork
- Use interests in shaping your career direction
- Decide on a focus for the future
- Direct your own career exploration at various stages in your life

### HOW YOUR RESULTS ARE ORGANIZED

#### Section 1. General Occupational Themes

Describes your interests, work activities, potential skills, and personal values in six broad areas: Realistic (R), Investigative (I), Artistic (A), Social (S), Enterprising (E), and Conventional (C).

#### Section 2. Basic Interest Scales

Identifies specific interest areas within the six General Occupational Themes, indicating areas likely to be most motivating and rewarding for you.

#### Section 3. Occupational Scales

Compares your likes and dislikes with those of people who are satisfied working in various occupations, indicating your likely compatibility of interests.

#### Section 4. Personal Style Scales

Describes preferences related to work style, learning, leadership, risk taking, and teamwork, providing insight into work and education environments most likely to fit you best.

#### Section 5. Profile Summary

Provides a graphic snapshot of Profile results for immediate, easy reference.

#### Section 6. Response Summary

Summarizes your responses within each category of *Strong* items, providing interpretive data useful to your career professional.

*Note to professional: Check the Response Summary on page 9 of the Profile before beginning your interpretation.*



**GENERAL OCCUPATIONAL THEMES**

**SECTION 1**

The General Occupational Themes (GOTs) measure six broad interest patterns that can be used to describe your work personality. Most people’s interests are reflected by two or three Themes, combined to form a cluster of interests. Work activities, potential skills, and values can also be classified into these six Themes. This provides a direct link between your interests and the career and education possibilities likely to be most meaningful to you.

Your *standard scores* are based on the average scores of a combined group of working adults. However, because research shows that men and women tend to respond differently in these areas, your *interest levels* (Very Little, Little, Moderate, High, Very High) were determined by comparing your scores against the average scores for your gender.

**THEME DESCRIPTIONS**

THEME	CODE	INTERESTS	WORK ACTIVITIES	POTENTIAL SKILLS	VALUES
<b>Enterprising</b>	<b>E</b>	Business, politics, leadership, entrepreneurship	Selling, managing, persuading, marketing	Verbal ability, ability to motivate and direct others	Risk taking, status, competition, influence
<b>Social</b>	<b>S</b>	People, teamwork, helping, community service	Teaching, caring for people, counseling, training employees	People skills, verbal ability, listening, showing understanding	Cooperation, generosity, service to others
<b>Conventional</b>	<b>C</b>	Organization, data management, accounting, investing, information systems	Setting up procedures and systems, organizing, keeping records, developing computer applications	Ability to work with numbers, data analysis, finances, attention to detail	Accuracy, stability, efficiency
<b>Artistic</b>	<b>A</b>	Self-expression, art appreciation, communication, culture	Composing music, performing, writing, creating visual art	Creativity, musical ability, artistic expression	Beauty, originality, independence, imagination
<b>Realistic</b>	<b>R</b>	Machines, computer networks, athletics, working outdoors	Operating equipment, using tools, building, repairing, providing security	Mechanical ingenuity and dexterity, physical coordination	Tradition, practicality, common sense
<b>Investigative</b>	<b>I</b>	Science, medicine, mathematics, research	Performing lab work, solving abstract problems, conducting research	Mathematical ability, researching, writing, analyzing	Independence, curiosity, learning

<b>YOUR HIGHEST THEMES</b>	<b>YOUR THEME CODE</b>
<b>Enterprising, Social, Conventional</b>	<b>ESC</b>

THEME	CODE	STANDARD SCORE & INTEREST LEVEL					STD SCORE
		< 30	40	50	60	70 >	
<b>Enterprising</b>	<b>E</b>	[Bar from 30 to 65] VERY HIGH					<b>65</b>
<b>Social</b>	<b>S</b>	[Bar from 30 to 62] HIGH					<b>62</b>
<b>Conventional</b>	<b>C</b>	[Bar from 30 to 55] MODERATE					<b>55</b>
<b>Artistic</b>	<b>A</b>	[Bar from 30 to 45] MODERATE					<b>45</b>
<b>Realistic</b>	<b>R</b>	[Bar from 30 to 36] LITTLE					<b>36</b>
<b>Investigative</b>	<b>I</b>	[Bar from 30 to 34] VERY LITTLE					<b>34</b>

The charts above display your GOT results in descending order, from your highest to least level of interest. Referring to the Theme Descriptions provided, determine how well your results fit for you. Do your highest Themes ring true? Look at your next highest level of interest and ask yourself the same question. You may wish to highlight the Theme descriptions on this page that seem to fit you best.

**BASIC INTEREST SCALES**

**SECTION 2**

The Basic Interest Scales represent specific interest areas that often point to work activities, projects, course work, and leisure activities that are personally motivating and rewarding. As with the General Occupational Themes, your interest levels (Very Little, Little, Moderate, High, Very High) were determined by comparing your scores against the average scores for your gender.

As you review your results in the charts below, note your top interest areas and your areas of least interest, and think about how they relate to your work, educational, and leisure activities. Take time to consider any top interest areas that are not currently part of your work or lifestyle and think about how you might be able to incorporate them into your plans.

**YOUR TOP FIVE INTEREST AREAS**

1. Law (E)
2. Management (E)
3. Human Resources & Training (S)
4. Healthcare Services (S)
5. Sales (E)

**Areas of Least Interest**

- Mathematics (I)
- Research (I)
- Nature & Agriculture (R)

**ENTERPRISING — Very High**

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Law	VH					64
Management	VH					63
Sales	H					62
Marketing & Advertising	H					61
Entrepreneurship	H					58
Politics & Public Speaking	L					41

**SOCIAL — High**

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Human Resources & Training	H					63
Healthcare Services	H					63
Teaching & Education	M					56
Counseling & Helping	M					56
Social Sciences	M					46
Religion & Spirituality	L					40

**CONVENTIONAL — Moderate**

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Finance & Investing	H					60
Office Management	M					60
Programming & Information Systems	M					50
Taxes & Accounting	M					44

**ARTISTIC — Moderate**

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Culinary Arts	M					58
Writing & Mass Communication	M					53
Performing Arts	M					50
Visual Arts & Design	L					40

**REALISTIC — Little**

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Athletics	H					55
Protective Services	M					50
Military	M					43
Mechanics & Construction	L					38
Computer Hardware & Electronics	L					38
Nature & Agriculture	L					37

**INVESTIGATIVE — Very Little**

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL					STD SCORE
	< 30	40	50	60	70 >	
Medical Science	M					51
Science	L					37
Research	VL					35
Mathematics	VL					34

INTEREST LEVELS: VL = Very Little | L = Little | M = Moderate | H = High | VH = Very High

**OCCUPATIONAL SCALES****SECTION 3**

This section highlights your Profile results on the Occupational Scales of the *Strong*. On the next three pages you will find your scores for 122 occupations. The 10 occupations most closely aligned with your interests are listed in the summary chart below. Keep in mind that the occupations listed in your Profile results are just *some* of the many occupations linked to your interests that you might want to consider. They do not indicate those you “should” pursue. It is helpful to think of each occupation as a single example of a much larger group of occupational titles to consider.

Your score on an Occupational Scale shows how similar your interests are to those of people of your gender who have been working in, and are satisfied with, that occupation. The higher your score, the more likes and dislikes you share with those individuals. The Theme Codes associated with each occupation indicate the GOTs most commonly found among people employed in that occupation.

**YOUR TOP TEN STRONG OCCUPATIONS**

1. **Flight Attendant (EAS)**
2. **Special Education Teacher (SE)**
3. **Community Service Director (SE)**
4. **Travel Consultant (ECA)**
5. **Buyer (EC)**
6. **Elementary School Teacher (S)**
7. **Purchasing Agent (ECR)**
8. **Restaurant Manager (ECR)**
9. **Retail Sales Representative (E)**
10. **Human Resources Manager (EAS)**

**Occupations of  
Dissimilar Interest**

- Physicist (IRA)**
- Mathematician (IRC)**
- Architect (ARI)**
- Medical Illustrator (AIR)**
- Geographer (IA)**

As you read through your Occupational Scales results on this and the following pages, note the names of those occupations for which you scored “Similar.” Those are the occupations you might want to explore first. If you have no scores in this range, take a look at those in the midrange and begin there. You might also consider occupations of least interest or for which you scored “Dissimilar”; however, keep in mind that you are likely to have little in common with people in those types of work and probably would contribute to such occupations in a unique way. Your career professional can guide you further in this process.

You can learn about occupations from information found in a public library, in the career library of a college or university near you, in a professional career center, or on the Internet. A recommended online source for occupational information is the O\*NET™ database at <http://online.onetcenter.org>. You can also learn a lot about an occupation by talking to people who are working in that particular occupation. These people can describe their day-to-day work and tell you what they like and dislike about it.

OCCUPATIONAL SCALES

SECTION 3

**ENTERPRISING – Selling, Managing, Persuading**

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR		STD SCORE	
		10	15	20	30	40	50	55		60
EAS	Flight Attendant									70
ECA	Travel Consultant									64
EC	Buyer									63
ECR	Purchasing Agent									62
ECR	Restaurant Manager									62
E	Retail Sales Representative									62
EAS	Human Resources Manager									61
E	Life Insurance Agent									60
ECA	Retail Sales Manager									60
ECR	Optician									59
EC	Cosmetologist									56
EAC	Florist									56
ERA	Chef									54
ECS	Housekeeping/Maintenance Manager									54
ECS	Operations Manager									54
E	Sales Manager									54
EAI	Technical Sales Representative									50
E	Top Executive									49
E	Realtor									45
EAS	Elected Public Official									29
EA	Marketing Manager									28
EA	Interior Designer									20
EIR	Investments Manager									15

**Similar results (40 and above)**

You share interests with women in that occupation and probably would enjoy the work.

**Midrange results (30–39)**

You share some interests with women in that occupation and probably would enjoy some of the work.

**Dissimilar results (29 and below)**

You share few interests with women in that occupation and probably would not enjoy the work.

For more information about any of these occupations, visit O\*NET™ online at <http://online.onetcenter.org>.

**SOCIAL – Helping, Instructing, Caregiving**

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR		STD SCORE	
		10	15	20	30	40	50	55		60
SE	Special Education Teacher									66
SE	Community Service Director									64
S	Elementary School Teacher									63
SA	Speech Pathologist									58
SE	Parks & Recreation Manager									57
SRC	Physical Education Teacher									49
SIR	Physical Therapist									48
SA	Social Worker									47
SAE	Foreign Language Teacher									44
SE	School Counselor									44
SI	Registered Nurse									41
SAI	Rehabilitation Counselor									41
SCE	Licensed Practical Nurse									38
SEA	School Administrator									38
SA	College Instructor									35
SA	Recreation Therapist									35
SAR	Occupational Therapist									32
SEA	Social Science Teacher									29
SAR	Minister									0

OCCUPATIONAL SCALES

SECTION 3

CONVENTIONAL – Accounting, Organizing, Processing Data

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR		STD SCORE
		10	15	20	30	40	50	55	
C	Bookkeeper								56
CES	Nursing Home Administrator								54
CE	Banker								53
CE	Credit Manager								53
CRE	Military Enlisted								53
CE	Paralegal								53
C	Health Information Specialist								52
CES	Production Worker								50
CES	Business Education Teacher								49
CE	Financial Manager								49
CE	Accountant								46
CE	Financial Analyst								46
CS	Administrative Assistant								43
CSE	Farmer/Rancher								42
C	Computer & IS Manager								40
CES	Food Service Manager								37
C	Computer Systems Analyst								32
CIR	Mathematics Teacher								17
CI	Actuary								15

Similar results (40 and above)

You share interests with women in that occupation and probably would enjoy the work.

Midrange results (30–39)

You share some interests with women in that occupation and probably would enjoy some of the work.

Dissimilar results (29 and below)

You share few interests with women in that occupation and probably would not enjoy the work.

For more information about any of these occupations, visit O\*NET™ online at <http://online.onetcenter.org>.

ARTISTIC – Creating or Enjoying Art, Drama, Music, Writing

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE		SIMILAR		STD SCORE
		10	15	20	30	40	50	55	
AE	Broadcast Journalist								54
AES	Corporate Trainer								44
AE	Advertising Account Manager								42
ARE	Photographer								32
AE	Public Relations Director								29
A	Attorney								28
A	Reporter								28
A	Translator								22
A	Musician								19
ASE	English Teacher								16
A	Librarian								15
AER	Public Administrator								15
ASI	ESL Instructor								12
AR	Artist								8
AI	Editor								8
AIR	Technical Writer								8
AI	Urban & Regional Planner								7
ARI	Graphic Designer								3
ASE	Art Teacher								-4
AIR	Medical Illustrator								-22
ARI	Architect								-28

OCCUPATIONAL SCALES

SECTION 3

**REALISTIC – Building, Repairing, Working Outdoors**

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE			SIMILAR			STD SCORE
		10	15	20	30	40	50	55	60		
RIS	Radiologic Technologist										55
RCI	Emergency Medical Technician										45
RE	Law Enforcement Officer										45
REI	Military Officer										33
RIS	Athletic Trainer										31
REI	Horticulturist										29
RIC	Network Administrator										21
RIC	Technical Support Specialist										20
RIC	Engineering Technician										17
R	Automobile Mechanic										16
RIS	Firefighter										16
RC	Landscape/Grounds Manager										16
RIA	Electrician										14
RSI	Vocational Agriculture Teacher										9
RI	Engineer										6
RIA	Carpenter										-2
RI	Forester										-4

**Similar results (40 and above)**

You share interests with women in that occupation and probably would enjoy the work.

**Midrange results (30–39)**

You share some interests with women in that occupation and probably would enjoy some of the work.

**Dissimilar results (29 and below)**

You share few interests with women in that occupation and probably would not enjoy the work.

For more information about any of these occupations, visit O\*NET™ online at <http://online.onetcenter.org>.

**INVESTIGATIVE – Researching, Analyzing, Inquiring**

THEME CODE	OCCUPATIONAL SCALE	DISSIMILAR			MIDRANGE			SIMILAR			STD SCORE
		10	15	20	30	40	50	55	60		
IRA	Respiratory Therapist										39
IES	Dietitian										34
ICR	Pharmacist										31
IRC	Medical Technician										24
IR	Optometrist										20
IRA	Chiropractor										19
IRA	Dentist										18
IR	Software Developer										12
IRC	Medical Technologist										10
IRS	Science Teacher										6
IRA	Veterinarian										6
IRC	Computer Scientist										3
IA	Psychologist										3
IAR	University Professor										2
IAR	Physician										-2
IR	R&D Manager										-5
IR	Chemist										-15
IRA	Geologist										-17
IAR	Sociologist										-17
IRA	Biologist										-19
IA	Geographer										-21
IRC	Mathematician										-31
IRA	Physicist										-39



PERSONAL STYLE SCALES

SECTION 4

The Personal Style Scales describe different ways of approaching people, learning, leading, making decisions, and participating in teams. Personal Style Scales help you think about your preferences for factors that can be important in your career, enabling you to more effectively narrow your choices and examine your opportunities. Each scale includes descriptions at both ends of the continuum, with scores indicating your preference for one style versus the other.

Your scores on the Personal Style Scales were determined by comparing your responses to those of a combined group of working men and women.

**YOUR PERSONAL STYLE SCALES PREFERENCES**

1. You are likely to prefer working with people
2. You seem to prefer to learn by doing
3. You probably are comfortable both leading by example and taking charge
4. You may be comfortable taking some risks
5. You probably enjoy both team roles and independent roles

**Clear Scores**

(Below 46 and above 54)  
You indicated a clear preference for one style versus the other.

**Midrange Scores (46–54)**

You indicated that some of the descriptors on both sides apply to you.

PERSONAL STYLE SCALE		< 25	CLEAR 35	MIDRANGE 45 55	CLEAR 65	75 >	STD SCORE
<b>Work Style</b>	Prefers working alone; enjoys data, ideas, or things; reserved						71
<b>Learning Environment</b>	Prefers practical learning environments; learns by doing; prefers short-term training to achieve a specific goal or skill						35
<b>Leadership Style</b>	Is not comfortable taking charge of others; prefers to do the job rather than direct others; may lead by example rather than by giving directions						50
<b>Risk Taking</b>	Dislikes risk taking; likes quiet activities; prefers to play it safe; makes careful decisions						47
<b>Team Orientation</b>	Prefers accomplishing tasks independently; enjoys role as independent contributor; likes to solve problems on one's own						50
		< 25	CLEAR 35	MIDRANGE 45 55	CLEAR 65	75 >	

**PROFILE SUMMARY**

**SECTION 5**

<b>YOUR HIGHEST THEMES</b>	<b>YOUR THEME CODE</b>
Enterprising, Social, Conventional	ESC

**YOUR TOP FIVE INTEREST AREAS**

1. Law (E)
2. Management (E)
3. Human Resources & Training (S)
4. Healthcare Services (S)
5. Sales (E)

**Areas of Least Interest**

Mathematics (I)  
 Research (I)  
 Nature & Agriculture (R)

**YOUR TOP TEN STRONG OCCUPATIONS**

1. Flight Attendant (EAS)
2. Special Education Teacher (SE)
3. Community Service Director (SE)
4. Travel Consultant (ECA)
5. Buyer (EC)
6. Elementary School Teacher (S)
7. Purchasing Agent (ECR)
8. Restaurant Manager (ECR)
9. Retail Sales Representative (E)
10. Human Resources Manager (EAS)

**Occupations of Dissimilar Interest**

Physicist (IRA)  
 Mathematician (IRC)  
 Architect (ARI)  
 Medical Illustrator (AIR)  
 Geographer (IA)

**YOUR PERSONAL STYLE SCALES PREFERENCES**

1. You are likely to prefer working with people
2. You seem to prefer to learn by doing
3. You probably are comfortable both leading by example and taking charge
4. You may be comfortable taking some risks
5. You probably enjoy both team roles and independent roles

**RESPONSE SUMMARY**

**SECTION 6**

This section provides a summary of your responses to the different sections of the inventory for use in interpretation by your career professional.

ITEM RESPONSE PERCENTAGES					
Section Title	Strongly Like	Like	Indifferent	Dislike	Strongly Dislike
Occupations	7	37	6	29	21
Subject Areas	7	24	22	17	30
Activities	12	40	14	20	14
Leisure Activities	4	21	7	25	43
People	0	31	19	19	31
Characteristics	0	78	0	11	11
<b>TOTAL PERCENTAGE</b>	<b>7</b>	<b>35</b>	<b>11</b>	<b>23</b>	<b>23</b>

Total possible responses: 291    Your response total: 291    Items omitted: 0    Typicality index: 22—Combination of item responses appears consistent

*Note:* Due to rounding, total percentage may not add up to 100%.

## USING YOUR THEMES

Your *Strong* results indicate a Theme code of ESC. Your top three Themes are listed below in order of interest. Each Theme describes an important aspect of your interests and personality. Use all three Themes to identify college courses and academic majors that allow you to express what is important to you. The majors listed within each Theme are examples of some of the many related academic areas worth exploring.

## CONSIDERING THEMES OF GREATEST INTEREST TO YOU

### Enterprising (E) ACTIVE PERSUADERS

Enterprising students prefer to influence or lead others through selling the merits of ideas or products.

#### TYPICAL COLLEGE MAJORS

Business Administration	Hospitality	Marketing	Real Estate
Business Education	Hotel Management	Personnel and Labor Relations	Restaurant Management
Consumer Economics	Human Resources	Political Science	Retail Merchandising
Finance	Insurance	Pre-Law	Travel and Tourism
Government	International Relations	Public Administration	
History	Management	Public Relations	

### Social (S) EMPATHIC HELPERS

Social students prefer to take a helping or altruistic approach involving teaching, developing, or caring for others.

#### TYPICAL COLLEGE MAJORS

Child Development	Ethnic Studies	Nursing	Secondary Education
Counseling	Family Studies	Occupational Therapy	Social Work
Criminology	Health Education	Physical Education	Special Education
Dietetics/Nutrition	Hearing and Speech	Public Health	Substance Abuse Counseling
Elementary Education	Home Economics	Recreation	Urban Studies
ESL Teaching	Human Services	Religious Studies	Women's Studies

### Conventional (C) CAREFUL ORGANIZERS

Conventional students prefer to take an orderly approach to organizing and managing finances, procedures, or data.

#### TYPICAL COLLEGE MAJORS

Accounting	Court Reporting	Industrial Education	Office Systems
Actuarial Science	Data Management	Information Systems and Technology	Paralegal Studies
Banking and Finance	Dental Hygiene	Mathematics Education	Purchasing/Materials Management
Bookkeeping	Financial Planning	Management Information Systems	Secretarial Procedures
Business Education	Food Service Management	Medical Administration	Small Business Operations
Computer Programming	Hotel, Restaurant, and Institutional Management	Medical Transcription	Statistics
Computer Systems Operations			



## USING YOUR BASIC INTEREST SCALES

These scales indicate interests that are important to your overall lifestyle, both in school and out of school.

Use your strongest basic interests to explore college courses, extracurricular activities, internships, and part-time jobs. You show the greatest interest in the five areas outlined below (arranged in descending order of interest).

### LAW — Very High

Debating, applying the law, and studying legal proceedings

CAMPUS ORGANIZATIONS/ACTIVITIES	INTERNSHIPS/JOB SETTINGS	COLLEGE COURSES
Debate Team Legal Aid Volunteer Pre-Law Organization	Labor Union Law Firm Student Conduct Office	Criminal Justice Law Paralegal Studies

### MANAGEMENT — Very High

Supervising, organizing, leading, and directing others

CAMPUS ORGANIZATIONS/ACTIVITIES	INTERNSHIPS/JOB SETTINGS	COLLEGE COURSES
Business Student Organization Residence Hall Advisor Student Organization Leader	Government Intern Management Trainee Student Affairs Office	Business Administration Finance Marketing

### HUMAN RESOURCES & TRAINING — High

Developing and training people; managing and directing employment activities of an organization

CAMPUS ORGANIZATIONS/ACTIVITIES	INTERNSHIPS/JOB SETTINGS	COLLEGE COURSES
Business Student Organization Human Resources Society Student Leadership Position	Campus Career Center Corporate Training Firm Human Resources Department	Business Management Human Resource Development Industrial Relations

### HEALTHCARE SERVICES — High

Providing service and aid to people in medical settings

CAMPUS ORGANIZATIONS/ACTIVITIES	INTERNSHIPS/JOB SETTINGS	COLLEGE COURSES
Hospital Volunteer Peer Health Educator Student Health Committee	Government Health Office Hospital Medical Office	Health Sciences Medical Assistant Training Nursing

### SALES — High

Selling products or services, or working with salespeople

CAMPUS ORGANIZATIONS/ACTIVITIES	INTERNSHIPS/JOB SETTINGS	COLLEGE COURSES
Business Student Organization Charity Sales Drive Fundraising Campaign	Company Sales Department Retail Sales Travel/Tourism Company	Business Administration Marketing Real Estate

## USING YOUR OCCUPATIONAL SCALES

These scales identify jobs held by people with whom you share common interests, arranged in order of similarity of interests. Some occupations require specific training; however, many do not require a particular college major. Explore classes relevant to these occupations and consider related careers as well.

### YOUR TOP STRONG OCCUPATIONS

OCCUPATIONAL SCALE	THEME CODE	EDUCATIONAL PREPARATION	COLLEGE COURSES	RELATED CAREERS
<b>Flight Attendant</b>	<b>EAS</b>	High school diploma, AA, or BA	Psychology Education Foreign Languages	Reservations Agent Paramedic Public Relations Representative
<b>Special Education Teacher</b>	<b>SE</b>	BA or MA, plus teaching certificate	Education Child Development Psychology	Child Counselor Recreation Therapist Occupational Therapist
<b>Community Service Director</b>	<b>SE</b>	BA or MA in liberal arts or business	Communications Business Management Political Science	Camp Director Residence Hall Director Convention Manager
<b>Travel Consultant</b>	<b>ECA</b>	Vocational/technical certificate, AA, or BA, plus specialized travel training	Geography Foreign Languages Communications	Tour Guide Reservations Agent Conference Planner
<b>Buyer</b>	<b>EC</b>	High school diploma, AA, or BA	Marketing Business Management Accounting	Sales Manager Marketing Manager Public Relations Manager
<b>Elementary School Teacher</b>	<b>S</b>	BA or MA, plus teaching certificate	Education Child Development Communications	Preschool Teacher Child Counselor Reading Specialist
<b>Purchasing Agent</b>	<b>ECR</b>	BA preferred	Business Management Economics Accounting	Buyer Contract Specialist Marketing Agent
<b>Restaurant Manager</b>	<b>ECR</b>	AA or BA in food service management preferred	Business Management Accounting Nutrition	Hotel Manager Chef Waiter/Waitress
<b>Retail Sales Representative</b>	<b>E</b>	BA preferred	Marketing Economics Communications	Wholesaler Sales Manager Buyer
<b>Human Resources Manager</b>	<b>EAS</b>	BA or MA	Labor Relations Business Administration Organization Development	Labor Relations Negotiator Training & Development Manager Career Development Director

## USING YOUR PERSONAL STYLE SCALES

Next, use your Personal Style Scales to identify the specific ways you prefer to approach whatever academic courses, majors, or jobs you undertake.

PERSONAL STYLE SCALE	PREFERENCES/ACTIVITIES
<b>Work Style</b>	<ul style="list-style-type: none"> <li>Your score suggests a preference for working closely or frequently with people rather than working alone.</li> <li>You may prefer academic activities that focus on interpersonal interactions, such as study groups, group assignments, and helping others, rather than studying and researching on your own.</li> </ul>
<b>Learning Environment</b>	<ul style="list-style-type: none"> <li>Your score suggests a preference for applying learning to everyday life and learning through hands-on experience.</li> <li>You may prefer to learn through laboratory courses, internships, and work-study programs rather than through traditional classroom lectures and readings.</li> </ul>
<b>Leadership Style</b>	<ul style="list-style-type: none"> <li>Your score suggests a preference for leading others through a variety of means.</li> <li>Sometimes you may enjoy leading a student organization or facilitating a class discussion, and at other times you may prefer to be a contributing member.</li> </ul>
<b>Risk Taking</b>	<ul style="list-style-type: none"> <li>Your score suggests a preference for adventurous activities now and then and for taking measured risks.</li> <li>You may enjoy risky outdoor adventures sometimes, but at other times you may prefer safe activities such as reading at home.</li> </ul>
<b>Team Orientation</b>	<ul style="list-style-type: none"> <li>Your score suggests a preference for a mix of academic activities depending on the circumstances.</li> <li>You may enjoy a range, from independent assignments that require you to solve problems on your own to collaborative team projects.</li> </ul>