

## The Strong assessment

A person's ideal career could be in an area they've never considered. But how do you, the career guidance professional, help people to find such options?

The *Strong Interest Inventory*® (Strong) assessment looks at six broad categories of occupations, or themes: realistic, investigative, artistic, social, enterprising and conventional (RIASEC). It identifies where a person's interests lie. It then uses information about the person's personality and work style, plus empirical data, to find over 100 suitable roles. The roles are ranked to show the 10 most compatible.

Get people excited about their career possibilities. Use Strong.

### Strong features

Uses six occupational categories/  
themes

Measures preferences in 30  
professional fields

Is the ONLY empirically-derived  
RIASEC assessment

Offers top 10 most compatible  
roles from more than 100

Works well with the MBTI®  
assessment

### Strong benefits

Generates personalized  
career options

Identifies careers that might  
never have been considered

Increases suitable options for  
starting/choosing a career,  
changing careers and coaching

Reduces risk during recruitment  
and selection

Helps retention by understanding  
employees' motivations

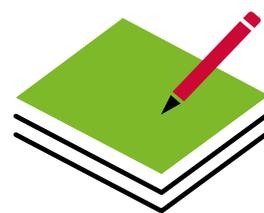
### Use the Strong assessment for:

- Career planning
- Career change
- Career development
- Coaching
- Career counselling

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

Educational  
Support Program  
Manager

# Better career choices



## Strong products and resources

### Reports

Strong Profile Report, Strong Profile and Interpretive Report, Strong and MBTI Career Report

### Books

Strong Manual, Strong User's Guide, Where Do I Go Next?

## Get in touch

Have you got a question?  
Contact our Strong experts:  
[www.themyersbriggs.com](http://www.themyersbriggs.com)

To administer the Strong assessment, you need to be Strong certified.

See [www.themyersbriggs.com](http://www.themyersbriggs.com) to find out about Strong training and how to become Strong certified.

# Personalized options for better career choices

## About The Myers-Briggs Company

In our fast-changing world, your edge lies in harnessing 100 percent of your talent – at work, home, college, or anywhere in between.

The Myers-Briggs Company empowers people to be the best versions of themselves. By enriching self-awareness and understanding of others, we help organizations around the world to improve teamwork, develop inspirational leaders, foster diversity, and solve their most complex people challenges.

We're established assessment developers, expert trainers and experienced psychologists. Our powerfully practical solutions are grounded in a deep understanding of the trends that affect people and organizations today, and we're ready to help you succeed.

