



The Strong Interest Inventory® Instrument

Be better.



PRODUCT BENEFITS

- + Empowers your clients to discover their true interests so they can expand and explore various career options that will keep them engaged
- + Relates your client's interest patterns to those of satisfied workers within an occupation
- + Presents options 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

- + Expanded response options to 5-point (Likert-type) format
- + 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
- + Instant results through an online assessment delivery system

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

For over 85 years the Strong Interest Inventory® instrument 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 widely used in organisations and educational institutions of all sizes.

In 2012, a review was undertaken of the Strong Occupational Scales to ensure that the instrument best reflected changes in the occupational world and our society, and thus maintaining the scientific soundness of the instrument. The updated instrument now includes 260 Occupational Scales, providing clients and career professionals alike with a wide variety of career options to consider and can help users make informed decisions about the future.

The Strong instrument can be used by individuals considering a career change, employees seeking more satisfying work within an organisation and adults looking for a career transition or re-entering the workforce. Companies of all sizes also use the Strong instrument to gauge their employees' interests in order to match them to better suited positions and increase retention.

CPP Asia Pacific Pty Ltd

enquiries@cppasiapacific.com

www.cppasiapacific.com : The Myers-Briggs® experts



The people development people.

The Strong Interest Inventory® Instrument

MEETING YOUR NEEDS

The *Strong Interest Inventory*® instrument can be used alone or in combination with the *Myers-Briggs Type Indicator*® (MBTI®) instrument 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*® instrument. Primarily it addresses how to successfully administer and interpret reports for career exploration and development. Upon successful completion of the program you will be eligible to purchase and use the *Strong* instrument and reports.

ESSENTIAL PRODUCTS



Strong Profile



Strong Interest Inventory® User's Guide



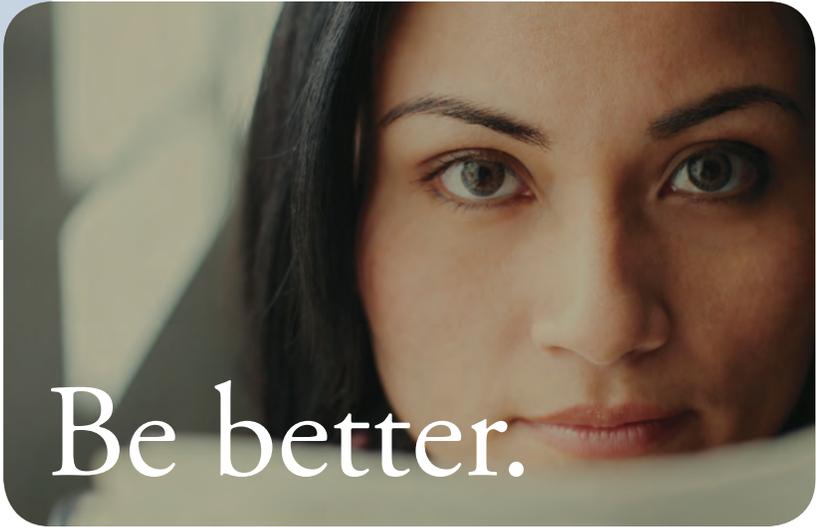
Where Do I Go Next

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Be better.

Your Guide to Performance

CPP Asia Pacific is a leading provider of psychological instruments, product solutions and professional services; through which we enable our customers and partners to transform individual, team and organisational performance.

Operating for over 20 years, CPP Asia Pacific now has offices throughout the Asia Pacific region, including: Australia, New Zealand, Philippines, Singapore, People's Republic of China, Hong Kong, India and Thailand.

As a subsidiary of CPP, Inc., CPP Asia Pacific is proud to be the certification provider and distributor of the world renowned Myers-Briggs Type Indicator® (MBTI®) instrument, in addition to representing other leading psychological assessment and development instruments.

With our expert support and guidance, representatives of businesses of all sizes, government agencies, educators and training and development consultants in more than 100 countries administer our instruments to millions of individuals each year.

Let's make a difference together. Talk to us to see how.

