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

www.themyersbriggs.com
Better career choices

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

See www.themyersbriggs.com to find out about Strong training and how to become Strong certified.

Strong products and resources

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

Books

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.