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# Strong Interest Inventory<sup>®</sup> and Myers-Briggs Type Indicator<sup>®</sup> Career Report

Developed by Judith Grutter and Allen L. Hammer

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Report prepared for  
**JANE SAMPLE**



## INTRODUCTION TO YOUR STRONG AND MBTI® CAREER REPORT

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As part of your career exploration process you recently took two powerful assessments:

- The *Strong Interest Inventory*® (*Strong*) assessment
- The *Myers-Briggs Type Indicator*® (MBTI®) assessment

Both of these tools have been revised and updated through many decades of research and provide the latest, most thorough information available relating career interests, personality, and work environments. Although each assessment is helpful in itself, examining your combined results will expand your understanding of both yourself and your career options.

This report builds on what you have learned from prior interpretations of the *Strong* and MBTI tools. Although the following pages include brief summaries of your *Strong* and MBTI results, make sure that you have discussed each assessment with a career professional first in order to get the most from this report.

### HOW YOU WILL BENEFIT

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The combined Career Report can help you identify:

- Work tasks you might find satisfying
- Work environments that would be a good fit
- Specific occupations and career fields you might enjoy
- Ways to alter your work environment to make it more satisfying
- Leisure activities to balance your work life
- Strategies for career development
- Tactics for staying motivated during the career exploration process

### HOW YOUR REPORT IS ORGANIZED

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The sections in your combined Career Report are:

- Summary of Your *Strong* and MBTI Results
- Your *Strong* Themes and MBTI Preferences Combined
- Your Personal Style and MBTI Preferences
- Career Fields and Occupations Suggested by Your Combined Results
- Additional Occupations to Explore
- Career Management Strategies
- Successful Career Exploration and Change
- Next Steps



## SUMMARY OF YOUR STRONG AND MBTI® RESULTS

Your results on the *Strong* and MBTI tools are based on the same assumption—that you are most likely to be satisfied and productive if you are working at something you enjoy in an environment you find compatible.

- The *Strong* matches your interests with six types of work environments.
- The MBTI assessment describes your personality type and matches it with types of work.

### YOUR STRONG RESULTS

Your *Strong* Profile showed your level of interest in six General Occupational Themes. These themes reflect broad patterns of interest and are used to describe both people's personalities and the environments in which they work. The Themes listed at right are presented in your order of interest.

Your highest Themes are **Artistic** and **Investigative**.

People with interests in these areas usually enjoy using their creativity to analyze ideas. Being appreciated for their independence and innovative insights is often important to them.

### SIX GENERAL OCCUPATIONAL THEMES

- **Artistic**—Creating or enjoying art
- **Investigative**—Researching, analyzing
- **Social**—Helping, instructing
- **Enterprising**—Managing, selling
- **Conventional**—Accounting, processing data
- **Realistic**—Building, repairing

### YOUR MBTI® RESULTS

You verified your MBTI personality preferences as follows: **ENTP**

People with ENTP preferences are interested in theories and abstract ideas, and they enjoy creating conceptual frameworks and models. They like to solve problems at a systems level through logical, objective analysis.

### YOUR FOUR PERSONALITY PREFERENCES

- **Extraversion**—Getting energy from and attuning to the external environment
- **iNtuition**—Focusing on the big picture and future possibilities
- **Thinking**—Making decisions based on logic and analysis
- **Perceiving**—Being flexible and spontaneous

*If you have any questions about your Strong or MBTI results, be sure to ask your career professional for clarification.*

## YOUR STRONG THEMES AND MBTI® PREFERENCES COMBINED

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Your combined *Strong* Theme and MBTI results are **Artistic + ENTP**.

Your combined results will help you explore:

- What you might like to do
- Where you might like to work
- How you might like to work and learn

This report focuses on your Artistic *Strong* Theme because that is the Theme in which you showed the greatest interest. The Artistic Theme likely represents your strongest career motivator and the kinds of activities you find most energizing. Creative work environments will probably attract you first.

Your *Strong* results show that you are also quite interested in the Investigative and Social Themes. You may find it helpful to discuss with your career professional how these Themes may affect your career exploration.

### ARTISTIC + ENTP—The Innovative Creators

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<b>Artistic work environments</b>	<ul style="list-style-type: none"> <li>• Unstructured, flexible</li> <li>• Autonomous</li> <li>• Unconventional</li> <li>• Focused on creativity and self-expression</li> </ul>
<b>ENTPs at work</b>	<ul style="list-style-type: none"> <li>• Consider all the possibilities suggested by new challenges</li> <li>• Generate ideas through logical analysis and discussion</li> <li>• Focus on complex problems and theoretical systems</li> <li>• Design models for change</li> </ul>
<b>Artistic + ENTP individuals often like</b>	<ul style="list-style-type: none"> <li>• Flexible, adaptable work environments</li> <li>• Discussing exciting new ideas with colleagues</li> <li>• Approaching ideas creatively</li> <li>• Applying their technical expertise to creative projects</li> </ul>

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You can probably tell from the descriptions above that Artistic work environments are often attractive to ENTPs. You are likely to be recognized for your ability to:

- Communicate well with others
- Contribute objectivity to the decision-making process
- Combine technical knowledge and creativity
- Combine ideas into an integrated whole

However, some Artistic work environments may seem a bit too subjective to you. Your logical decision making may at times be viewed by others as putting a damper on their creativity.

## YOUR PERSONAL STYLE AND MBTI® PREFERENCES

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Explained below are your results on the five *Strong* inventory scales that describe your personal style of working and learning, combined with the impact of your MBTI preferences.

### STRONG WORK STYLE + ENTP

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Your *Strong* result and MBTI preferences for Extraversion and Thinking suggest that you may:

- Want a balance between working with others and working alone
- Be energized by the people and activity around you
- Want to be with others during your non-work time

### STRONG LEARNING ENVIRONMENT + ENTP

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Your *Strong* result and MBTI preference for Intuition suggest that you would probably:

- Enjoy learning through lecture and reading
- Be interested in knowledge for its own sake
- Like exploring the broad theories and concepts that underlie your field of study
- Want a position in which conceptual knowledge is valued and continual learning opportunities are available

### STRONG LEADERSHIP STYLE + ENTP

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Your *Strong* result and MBTI preferences for Extraversion, Intuition, and Thinking suggest that you may:

- Choose when and where to express your ideas and opinions
- Prefer a work environment that provides for interaction with others but lets you choose when to take charge
- Step in and take charge if the situation calls for it and no one else comes forward

### STRONG RISK TAKING + ENTP

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Your *Strong* result and MBTI preferences for Thinking and Perceiving suggest that you may:

- Be most comfortable in positions that are somewhat predictable and stable
- Prefer work that allows you to apply your expertise rather than take on entirely new challenges
- Approach change only after carefully considering the logical consequences of all your alternatives

### STRONG TEAM ORIENTATION + ENTP

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Your *Strong* result and MBTI preference for Extraversion suggest that you would probably:

- Enjoy interacting with others and working as part of a team when necessary
- Be willing to collaborate on goal setting and problem solving when asked
- Share the recognition for group efforts when appropriate

## CAREER FIELDS AND OCCUPATIONS SUGGESTED BY YOUR COMBINED RESULTS

Now that you have seen how your *Strong* Themes and MBTI preferences combine to suggest satisfying tasks and work environments, and how the *Strong* Personal Style Scales and MBTI preferences combine to suggest your styles of working and learning, it is time to narrow your career exploration to career fields and specific occupations.

### CAREER FIELDS FOR ARTISTIC + ENTP TYPES

The career fields to the right reflect both Artistic work environments suggested by your *Strong* results and O\*NET™ job families that attract ENTP types. You can find out more about these career fields by looking up their codes at [www.online.onetcenter.org](http://www.online.onetcenter.org). Your career professional can help you explore many other career fields that may appeal to you. These are just a few suggestions to help you get started.

CAREER FIELD	O*NET CODE(S)
Advertising	11-2011.00
Architectural Design	17-1011.00
Art and Talent Management	13-1011.00 27-2012.04
Acting and Directing	27-2011.00 27-2012.02

### OCCUPATIONS FOR YOUR COMBINED STRONG AND MBTI® RESULTS

The occupations in the table that follows were suggested by both your *Strong* and MBTI results, thus making it likely that you may find these occupations satisfying and enjoyable. Keep in mind that:

- Your interests are similar to those of people working in these occupations who like their work
- These occupations tend to attract people with ENTP preferences who are satisfied with their job

These occupations are based on data collected from more than 68,000 people who are satisfied with their jobs and have taken the *Strong* inventory and from more than 92,000 people who are satisfied with their jobs and have taken the MBTI assessment. The occupations from both sources are linked to the occupations found in the O\*NET system of occupational classification developed by the U.S. Department of Labor. O\*NET is the standard method for classifying occupations.

#### YOUR TOP OCCUPATIONS

OCCUPATION	TYPICAL WORK TASKS	SELECTED KNOWLEDGE, SKILLS, ABILITIES (KSAs)
<b>Graphic Designer</b>	<ul style="list-style-type: none"> <li>• Design or create graphics to meet specific needs, such as packaging, logos, or Web sites</li> <li>• Create designs based on knowledge of layout principles and aesthetic design concepts</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of techniques for media production, communication, and dissemination</li> <li>• Knowledge of methods for showing, promoting, and selling products or services</li> </ul>
<b>Reporter</b>	<ul style="list-style-type: none"> <li>• Write stories for newspaper, news magazine, radio, or television</li> <li>• Collect and analyze facts gathered via interview, investigation, or observation</li> <li>• Conduct taped or filmed interviews</li> </ul>	<ul style="list-style-type: none"> <li>• Skill in communicating effectively in writing as appropriate for the needs of the audience</li> <li>• Knowledge of techniques for media production, communication, and dissemination</li> <li>• Ability to give full attention to what other people are saying, taking time to ask questions</li> </ul>

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**YOUR TOP OCCUPATIONS (continued)**

OCCUPATION	TYPICAL WORK TASKS	SELECTED KNOWLEDGE, SKILLS, ABILITIES (KSAs)
<b>Attorney</b>	<ul style="list-style-type: none"> <li>• Represent clients in criminal and civil litigation and other legal proceedings</li> <li>• Draw up legal documents and manage cases</li> <li>• Advise clients on legal or business transactions</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of laws, court procedures, and government regulations</li> <li>• Ability to use logic and reasoning to identify the strengths and weaknesses of alternatives</li> <li>• Skill in persuading others to change their minds or behavior</li> </ul>
<b>Advertising Account Manager</b>	<ul style="list-style-type: none"> <li>• Plan and administer advertising policies and programs</li> <li>• Oversee production of ads, contests, and coupons to create interest in a product or service</li> <li>• Coordinate activities of sales, media, graphic arts, and finance professionals</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of marketing strategy, promotions, product demonstration, and sales techniques</li> <li>• Knowledge of media production, communication, and dissemination methods</li> <li>• Ability to convey information clearly and effectively</li> </ul>
<b>Marketing Manager</b>	<ul style="list-style-type: none"> <li>• Determine the demand for products and services and identify potential customers</li> <li>• Develop pricing strategies</li> <li>• Monitor trends that indicate the need for new products and services</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of methods for promoting and selling products or services</li> <li>• Knowledge of management principles, including strategic planning, resource allocation, and coordination of people and resources</li> <li>• Knowledge of processes for assessing customer needs and satisfaction and meeting quality standards</li> </ul>
<b>Public Relations Director</b>	<ul style="list-style-type: none"> <li>• Plan and direct public relations programs to create and maintain a favorable public image for clients</li> <li>• Identify main audiences and determine the best way to communicate to them</li> <li>• Engage in promoting goodwill for individuals, groups, or organizations</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of methods for showing, promoting, and selling products or services</li> <li>• Knowledge of techniques for media production, communication, and dissemination</li> <li>• Skill at persuading others to change their minds or behavior</li> </ul>
<b>Top Executive</b>	<ul style="list-style-type: none"> <li>• Formulate business strategies and provide overall direction to organizations</li> <li>• Review financial statements and activity reports to ensure that objectives are achieved</li> <li>• Delegate responsibilities to subordinates</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of management principles involved in strategic planning, resource allocation, and leadership</li> <li>• Knowledge of accounting principles and the analysis and reporting of financial data</li> <li>• Ability to establish long-range objectives and specify the strategies and actions to achieve them</li> </ul>
<b>Technical Sales Representative</b>	<ul style="list-style-type: none"> <li>• Sell equipment or services for wholesalers or manufacturers where basic technical or scientific knowledge is required</li> <li>• Study research or technical data on products</li> <li>• Evaluate customer needs and emphasize product features based on technical knowledge of products</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of principles and methods for showing, promoting, and selling products or services, including marketing strategy and tactics, product demonstration, sales techniques, and sales control systems</li> <li>• Technical knowledge in the particular field</li> </ul>
<b>Retail Sales Manager</b>	<ul style="list-style-type: none"> <li>• Supervise and monitor retail sales workers' activities to ensure that customers receive satisfactory service and quality</li> <li>• Provide customer service by responding to inquiries and complaints</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of methods for showing, promoting, and selling products or services</li> <li>• Knowledge of processes for providing customer service, including meeting quality standards and evaluating customer satisfaction</li> <li>• Skill in motivating, developing, and directing people</li> </ul>

**ACTION STEP**

**Do you see a pattern in these occupations? Try highlighting any KSAs or words or phrases that particularly appeal to you. You will probably see some trends emerge.**

## ADDITIONAL OCCUPATIONS TO EXPLORE

The occupations listed on the preceding pages were suggested because they match *both* your *Strong* interests and your MBTI preferences. There are many other occupations that may also be a good fit for your combined results, or for just one of the instruments. Some of them are listed here.

### OCCUPATIONS TO EXPLORE

Architectural drafter	ESL instructor	Mgr arts/entertain/sports	Purchasing agent
Broadcast journalist	Flight attendant	Mgr education/training	Sales manager
College instructor	Foreign language teacher	Military officer	Social science teacher
Electrical/electronics tech	Human resources manager	Operations manager	Translator
English teacher	Industrial/org psychologist	Public administrator	Urban & regional planner

Don't be discouraged if the career field or occupation you are considering does not appear on one of your lists. Some people are successful in careers that are not typical for their interest patterns and personality types.

- Try looking at the broader patterns represented by these occupations rather than just at the titles. You may see that certain skill clusters or interest areas emerge.
- You might want to speak with a career professional to explore the unique perspective you could bring to your work, or to head off any stress that might arise as a result of your career choice.

### ACTION STEPS

**As you consider the occupations suggested by your *Strong* and MBTI results, think about how each one fits with your interests and personality. Ask yourself:**

- **Will this career allow me to use my creativity and technical knowledge to develop and promote new concepts and designs?**
- **Will I have a great deal of autonomy and the opportunity for self-expression?**
- **Will I be appreciated for my analytical skills and my ability to communicate ideas to others?**

**Consider the patterns and trends that emerged from your occupational lists, or think about how the occupations might differ.**

- **Are there any skills that are common to almost all of the occupations?**
- **Can you narrow your choices to those that best fit your personality and current interests?**

## CAREER MANAGEMENT STRATEGIES

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People take the *Strong* and MBTI assessments for many different reasons.

- Some are looking for a good match to start their career.
- Some are considering a career change.
- Some are looking for ways to make their current job more interesting.
- Some are trying to bring more balance into their life.

The activities that follow will help you use your *Strong* and MBTI results to make effective decisions in managing your career.

### ARE YOU LOOKING FOR A GOOD MATCH TO START YOUR CAREER?

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Students and people who are entering the job market for the first time often take the *Strong* inventory and the MBTI assessment to guide them in a career direction that will be interesting and fulfilling. If this is true for you, be sure to consider entry positions that are a good fit for your *Strong* Theme and MBTI preferences. For each career direction you are considering, ask yourself:

- Is this an intellectually challenging environment that focuses on the logical analysis of long-range possibilities?
- Is this an environment in which originality and finding new approaches to problem solving are rewarded?
- Will I be required to focus on precise facts and details, or to spend more time on bottom-line practicality than I like?

If you answered “yes” to the first two questions, you are probably considering a career or occupation that is a good fit for your ENTP preferences.

The third question is a heads-up: Work often includes tasks that are not very appealing. But it is important that such tasks don't take up the majority of your work time.

You will also want your first career position to be a good match for your interests in the *Strong* Artistic Theme.

- Is this work environment more flexible and creative than practical and orderly?
- Would I spend more time pursuing my ideas and expressing my individuality than organizing people and information?
- Would this job allow me to be self-expressive, independent, and/or artistic?

If you answered “no” to any of these questions, try to find a work environment that is a closer fit with your Artistic Theme.

## ARE YOU CONSIDERING A CAREER CHANGE?

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People who take the *Strong* inventory or the MBTI assessment often do so because they feel some degree of career dissatisfaction. If this is true for you, it may be that your work is not a good fit for your MBTI type, ENTP. Check any of the following statements that apply to you.

- I work in an environment that is slow to accept new ideas or that requires me to do things that may be efficient but don't necessarily produce the best solutions to problems.
- I work in an environment where consensus and cooperation are rewarded more than logic and mental challenge.
- I am required to focus on facts and details, or to spend too much time on bottom-line practicality.

If you checked any of these statements, you probably would be more satisfied in a career that allows you to focus on the big picture and the logical analysis of long-range possibilities.

It is also possible that you are working in an environment that is not a good match for your interests in the Artistic Theme. Check any of the following statements that apply to you.

- I work in an environment that is more practical and orderly than flexible and creative.
- I spend more time organizing people and information than pursuing my ideas and expressing my individuality.
- My job doesn't allow me to be self-expressive, independent, and/or artistic.

If you checked any of the six statements above, consider talking with a career professional about ways to incorporate more of your MBTI preferences into your work or about finding a work environment that is a closer fit with the *Strong* Theme you find most appealing.

## DO YOU LIKE MOST OF WHAT YOU DO AT WORK BUT SOMETIMES WISH YOUR JOB COULD BE MORE INTERESTING?

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As people mature and acquire work experience, it is quite common for them to begin to find appealing work tasks that are not typical for their personality type. If this is true for you, you might want to consider:

- Thinking about how your research could meet the practical needs of employees and clients
- Spending more time on personal and work relationships than you have been able to in the past
- Paying particular attention to the collection and accuracy of the data that support your vision

It may also be that particular characteristics of Themes other than Artistic appeal to you more than they used to. Consider your secondary Investigative Theme first, and then the others:

- Investigative**—analyzing, solving problems, designing; working in an environment that is research oriented, scientific, and scholarly
- Social**—helping others, developing relationships, teaching; working in an environment that is collaborative, supportive, and cooperative
- Enterprising**—persuading, selling, debating ideas, leading; working in an environment that is business oriented, entrepreneurial, and fast paced
- Conventional**—organizing, managing information, planning events; working in an environment that is structured, hierarchical, and predictable
- Realistic**—building, repairing, using tools; working in an environment that is product driven, structured, and hands-on

Highlight any portions of the above statements that seem interesting to you, and consider how to use these interests to enrich the work you are already doing.

## WOULD YOU LIKE MORE BALANCE BETWEEN WORK & OTHER AREAS OF YOUR LIFE?

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Although very important and the major focus of this report, work is only one part of who we are. ENTP types often find a great deal of satisfaction in the following:

- Learning about politics, philosophy, and the sciences
- Teaching courses in their areas of interest
- Running for political office
- Attending or participating in sporting events

The *Strong* Basic Interest Scales also suggest areas that might be interesting to explore outside of work. Consider your five highest BISs and how you could activate them in leisure and volunteer activities, or by continuing your education.

- Writing & Mass Communication**—Writing a blog, book reviews, or letters to the editor; being on a radio or television panel or Webcast; keeping a journal; reading; teaching reading to adults; going to the library; learning a new language; taking classes in literature or journalism
- Performing Arts**—Joining a community theater group; attending concerts or plays; playing a musical instrument; reading magazines about theater, music, or dance; watching performances on television; taking classes in music or drama
- Visual Arts & Design**—Taking or printing photographs; painting; doing desktop publishing; producing a newsletter for a group to which you belong; reading magazines about art, architecture, or design; watching television programs about home decorating; taking classes in photography, commercial art, drawing, or public relations
- Culinary Arts**—Experimenting with new recipes, ingredients, or techniques; setting a beautiful table for dinner, entertaining friends and family; going to fine restaurants; collecting fine wines; reading magazines about cooking; watching cooking programs on television; taking classes on nutrition or food and wine
- Law**—Debating public policy; serving on a jury; working on civic improvement programs; volunteering for a legal aid group; reading books about law and politics; studying international systems of government; watching television programs about crime and the legal system; learning about negotiation, business, or political science

If any of these suggestions appeal to you, consider exploring how you might use them to enrich your life and enjoy new activities during your leisure time.

## SUCCESSFUL CAREER EXPLORATION AND CHANGE

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Everyone approaches career exploration and change differently. Your score on the *Strong* Risk Taking Personal Style Scale and your ENTP type may help you understand your unique approach.

### RISK TAKING + THINKING–FEELING AND JUDGING–PERCEIVING

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Your *Strong* Risk Taking score and your MBTI preference for Thinking and Perceiving suggest that:

- You are not very comfortable taking risks
- The idea of moving in a new career direction is not appealing at the present time
- Your analysis of the trade-offs have led you to conclude that the risk of changing direction outweighs the risk of staying where you are
- You may be torn—changing your career direction at this time poses risks you view as unacceptable, yet logically you think you can't remain where you are forever

### STAYING MOTIVATED

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Your Artistic Theme suggests that there may be times when the career exploration process seems too goal oriented and structured to you. It may require you to be more practical than you like. To keep yourself motivated,

- Try some creative ways to research occupations, such as cutting pictures out of magazines and creating a collage of work-related activities that interest you, or writing down some dreams for your career and talking them over with a close friend
- Download videos on careers from the Web and watch them at your leisure
- Ask a close friend to keep you on target with your decision making, so that you don't go off in too many directions at once

**Be sure to capitalize on your ENTP strengths to help you get past any roadblocks that get in your way:**

- Use your **Extraversion** to discuss each stage of the career exploration process, move to action, network, and fine-tune your interviewing skills. But don't overlook the importance of reflecting on each step you take.
- Use your **Intuition** to explore new opportunities that arise during your career search. But be sure to collect all the necessary facts about your alternatives and find out how others have managed this process, too.
- Use your **Thinking** to objectively examine the logical consequences of each of your career alternatives. But don't forget to pay attention to how well the job matches your personal values—how you feel about each alternative, or how others might be affected by your decision.
- Use your **Perceiving** to stay open to new possibilities that may develop along the way. But be careful to structure your activities, set goals, and establish timelines to stay focused, even though it may take extra effort to do it.

## NEXT STEPS

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Career tools such as the *Strong* and MBTI assessments can't answer all your career questions by themselves. They are meant to serve as a starting point in your exploration. You may find the following suggestions helpful:

- First, maximize the value of this report by looking for trends in your results and reviewing all the phrases you highlighted.
- Review your *Strong* Profile and your original MBTI results. What did you highlight there?
- Make a note here of the highlighted phrases that best describe you.

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- Talk to a career professional about any questions you still have about your *Strong* and MBTI results, and see if there are any other assessments you might want or need to take.
- If you like using computers, research the career fields and occupations suggested in this report at [www.online.onetcenter.org](http://www.online.onetcenter.org) or [www.bls.gov/oco](http://www.bls.gov/oco).
- If you prefer reading, visit your library or university career center and read about suggested occupations in the *Occupational Outlook Handbook* or other references available there.
- If you prefer discussion, find people who are familiar with the occupations that interest you. Conduct informational interviews with them, keeping your MBTI type preferences and *Strong* results in mind as you explore your options.

You may also find these *Strong* and MBTI interpretation booklets helpful:

- *Where Do I Go Next?* explains *Strong*-related interests, values, skills, and motivators, and the role they play in career decision making.
- *Introduction to Type® and Careers* presents career fields and occupations that attract persons who share your MBTI type.

The final step of your career exploration will be to look for job openings in the occupations that are on your list and to begin the application process. Check in with your career professional frequently to make sure you stay motivated and on target. Good luck as your career continues to unfold and develop!

For more than 60 years, the *Strong* and MBTI® tools have helped millions of people throughout the world gain a deeper understanding of themselves and their career interests. To locate the resources listed above and others that will help you increase your knowledge, visit [www.cpp.com](http://www.cpp.com).

