

*The Strong Interest Inventory® is one of the world's most widely respected and frequently used career planning tools. It has helped both academic and business organisations develop their best talents.*

People want to choose a career in which they are going to be happy and perform at their best. Strong helps them make that choice.

It is vital for:

- college students making a long term decision about careers
- junior managers planning for positive career development
- managers at mid-life seeking a career change



Join us for the Strong Certification Programme or use the **iStartStrong** online reports immediately (no certification needed)



The Strong is based on John Holland's famous research in the 1970's. Its principles are:

- people can be categorised into 6 themes
- job environments can be divided into the same 6 themes
- people search for environments which allow them to exercise their skills and abilities
- job satisfaction and performance can be predicted by observing a match between people and job themes



# The Strong Interest Inventory®

For nearly 80 years the Strong Interest Inventory® assessment has provided time-tested, research-validated insights to help individuals in their search for a rich, fulfilling career.

## Benefits

1

Empowers your clients to discover their true interests so they can expand and explore various career options

2

Presents results on a variety of complementary themes and scales

3

Delivers user-friendly and highly intuitive results

4

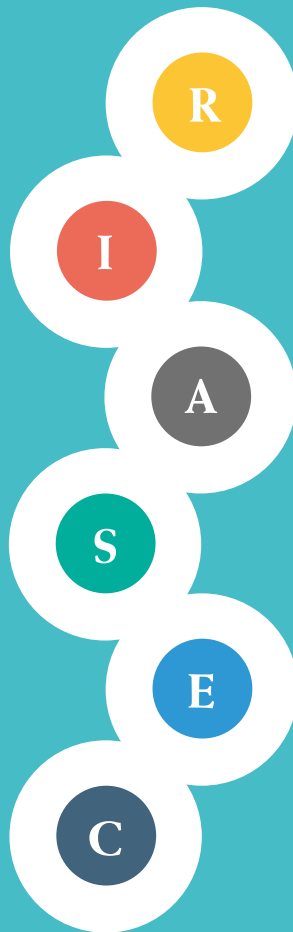
When combined with the MBTI® Career Report, provides a complete career development picture

## Features

Specific information about your clients' areas of interest via 30 Basic Interest Scales

Norm group representative of ethnic, racial, and demographic workforce diversity

Expanded response options in a 5-point (Likert-type) format



Updated General Occupational Themes from Holland's RIASEC framework that map out broad interest patterns to describe work activities, potential competencies, self-concept and values, work environments, and hobbies

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



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