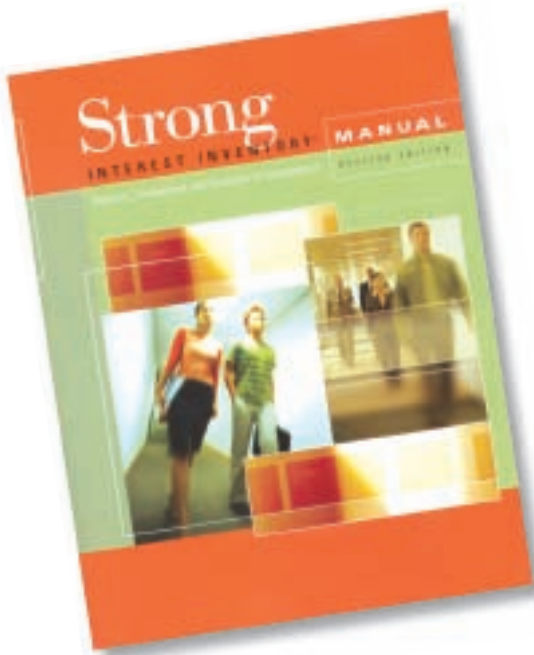


Strong Interest Inventory® (B)

Strong Has Been Revised!



For more than 75 years, the *Strong Interest Inventory*® assessment has helped organisations attract and retain the brightest talent and has guided thousands of individuals – from high school and university students to mid-career workers seeking a change-in their search for a rich and fulfilling career. Now newly revised, this authoritative assessment of unparalleled validity and reliability is more powerful than ever before.

The revised *Strong* offers:

- New focus on business and technology careers and the key skills required to work successfully in teams
- New, more precise 5-point answer format to help clients pinpoint the most satisfying career, educational, and leisure choices
- New Basic Interest Scales-the most extensive revision since their creation in 1968-including the fast-growing fields of computer hardware and electronics, marketing and advertising, finance and investing
- New and revised Occupational Scales, including Computer and IS Manager, Network Administrator, Financial Manager, and ESL Instructor

Still the most respected and widely used career planning instrument in the world, the *Strong* now includes 6 updated General Occupational Themes, 30 Basic Interest Scales, 244 Occupational Scales (122 occupations), and 5 Personal Style Scales to help individuals discover their interests and chart a plan of action to achieve a satisfying life of work and leisure.

Please Note:

There are now two different *Strong* instruments: the Newly Revised *Strong Interest Inventory*® assessment and the 1994 *Strong Interest Inventory*® assessment. The Newly Revised version is only available online. The 1994 version is available both online and in pen and paper form.

Applications

- Vocational and career counselling
- Informing academic, vocational and career decisions
- Stimulating discussions between student, parent and teacher
- Stimulating mid-career evaluation
- Helping to understand job satisfaction or dissatisfaction

Benefits

- Compares a person's interests with those of people who are successfully and happily employed in a wide range of occupations
- The Occupational Scales are known to predict eventual occupational choice
- Responses are highly consistent over time
- Quick and easy to administer
- Easy to interpret

Strong is a vital tool for counsellors working with students exploring career options and subject choices, clients changing jobs, and those interested in career development.

Certification to Use the Strong Interest Inventory[®] Assessment

The world's leading and best researched measure of occupational interests

Who should attend

The program is designed for career counsellors, HR consultants and outplacement specialists who are already familiar with basic career guidance procedures. Whilst the course is generally open only to graduates and people with career guidance experience, acceptable qualifications are decided by APP and those in doubt should contact us directly.

Pre-program preparation

Participants need to take an administration of the Strong and have it scored prior to attending the workshop

The training program

The program covers the following areas:

- Deciding which version of the Strong to use
- Administration and scoring of the Strong
- The Strong Scales and their meaning
- Feedback skills and answering client questions
- Reliability and validity of the scales and results
- Application of results to career development, change and job fit

What you receive with enrolment

- An administration of the Strong Interest Inventory assessment
- Strong Interest Inventory[®] Manual*
- Pre-program Workbook

What you will get out of this program

- Practice in interpreting Strong results
- Ability to give detailed feedback from Strong results and apply results to career development, career change and job satisfaction issues
- Knowledge of appropriate and inappropriate procedures in career assessments
- Knowledge of how and when to use reports and support materials
- A certificate qualifying you to purchase and use the Strong Interest Inventory

Enrolment & further details

To find out about dates and locations for this program and to obtain an Enrolment Form go to the 'Training Programs' section of the APP website located at

www.austpsychpress.com.au

or

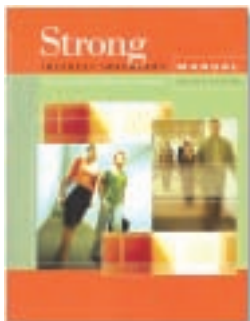
www.asianicpsych.com.au

Strong

Strong Resource Materials

Strong Interest Inventory® Manual (A) – Newly Revised *Research, Development, and Strategies for Interpretation*

This comprehensive guide to understanding the newly revised *Strong Interest Inventory* instrument provides fundamental information on how the scales were developed and defined for interpretation, as well as extensive data on reliability and validity. The Manual also includes:



- | Descriptions of the GOTs, BISs, OSs, and Personal Style Scales and the new Administrative Indexes
- | Detailed information about each occupational sample
- | Updated research results from the past decade
- | General interpretive strategies for working with individuals and groups

Catalogue Number 8401

Strong Interest Inventory® User's Guide (A)

Judith Grutter and Allen L Hammer

Find practical information to help in the interpretation of the newly revised Strong



This step-by-step handbook offers practical tips and useful strategies for individual and group interpretation of the newly revised *Strong* assessment. It also includes resources and reproducible masters that provide a framework for the efficient and meaningful delivery of assessment results to clients. The guide prepares you to succeed with clients in such applications as career development, career transition, and high school career exploration. Includes helpful scripts to get you started. *Catalogue Number 8403*

Where Do I Go Next? (A) – Newly Revised

Using Your Strong Results to Manage Your Career

Fred Borgen and Judith Grutter



This interpretive booklet enables clients to work through their results on the newly revised *Strong* to better understand their career interests, and provides expanded information to help explain their results on the *Strong* GOTs and Basic Interest Scales. The booklet also supplies descriptions of the Personal Style Scales, with lists of preferred interests, skills abilities, work tasks, and occupations to target the best career for your client. *Catalogue Number 8432*

Strong Reports – Newly Revised



Strong Profile (B) – Newly Revised

Help your clients do more of what they like and achieve greater satisfaction at work and in life! Personalised to reflect responses to the 291-item *Strong Interest Inventory*® assessment, this report paints a clear picture of how your client's specific interests and learning, leadership, and risk taking styles link to various jobs, work settings, and career fields. With an all new normative sample, the *Strong* uses the widest possible range of educational, ethnic, and socio-economic data to ensure the highest reliability and validity. *Catalogue Number 284108C – 284108 (online)*



only available online at the APP website

Strong Profile, High School Edition (B) – Newly Revised

Building on the power of the *Strong* Profile, this edition adds extra value to your work with high school students who are faced with making some of the most important decisions of their your lives. An additional personalised report helps them to explore various fields of study, discover satisfying work-study, volunteer, or summer job opportunities and examine a range of work environments. *Catalogue Number 284105C – 284105 (online)*



only available online at the APP website

Strong Profile & Interpretive Report (B) – Newly Revised

The newly revised *Strong* Interpretive Report applies key learnings from the *Strong Interest Inventory*® assessment to create a richly textured road map for exploring and pursuing a rewarding life of work and leisure. With a striking new four-colour graphic redesign-making the information more accessible and easier to understand than ever before-this comprehensive career development tool adds powerful detail to your client's *Strong* profile. The report includes expanded definitions of the six General Occupational Themes, new personal descriptors that characterise satisfied workers in various jobs and a new focus on the unique motivators that stimulate workers to achieve in their career. *Catalogue Number 284104C – 284104 (online)*



only available online at the APP website

Strong High School Profile & Interpretive Report (B) – Newly Revised

The newly revised *Strong* Interpretive Report applies key learnings from the *Strong Interest Inventory*® assessment to create a richly textured road map for exploring and pursuing a rewarding life of work and leisure. With a striking new four-colour graphic redesign-making the information more accessible and easier to understand than ever before-this comprehensive career development tool adds powerful detail to your client's *Strong* High School profile. The report includes expanded definitions of the six General Occupational Themes, new personal descriptors that characterise satisfied workers in various jobs and a new focus on the unique motivators that stimulate workers to achieve in their career. *Catalogue Number 284210C – 284210 (online)*



only available online at the APP website

Ordering Information – Newly Revised Strong

Cat No	Item	Availability
8401	Strong Interest Inventory® Manual	A
8403	Strong Interest Inventory® User's Guide	A
284108C	Strong Profile (colour)	B
284108	Strong Profile (online)	B
284105C	Strong High School Profile (colour)	B
284105	Strong High School Profile (online)	B
284104C	Strong Profile and Interpretive (colour)	B
284104	Strong Profile and Interpretive (online)	B
284210C	Strong High School Profile and Interpretive (colour)	B
284210	Strong High School Profile and Interpretive (online)	B

Strong

Still Available – 1994 Edition



The 1994 edition of the Strong is a carefully constructed, easily-used questionnaire which compares a person's interests (their likes and dislikes) with the interests of people successfully employed in a wide range of occupations. It is used to help people understand their work interests and to illustrate the kinds of work from which they might gain satisfaction. It is a vital tool for counsellors working with students exploring career options and subject choices, clients changing jobs, and those interested in career development.

Consisting of 317 items that are computer scored, the Strong provides information on:

- | Six General Occupational Themes, which reflect the respondent's overall orientation to work (realistic, investigative, artistic, social, enterprising or conventional)
- | 25 Basic Interest Scales, which report consistency of interest or aversions in specific areas, such as art, science and data management
- | 211 Occupational Scales, representing 109 different occupations, which indicate the degree of similarity between the respondent's interests and characteristic interests of women and men in those occupations
- | Four Personal Style scales, which measure aspects of the style with which an individual likes to learn, work, assume leadership and take risks
- | Several types of Administrative Indexes, which help to identify invalid or unusual profiles

The Strong is untimed but usually takes 20 – 30 minutes to complete.

All scoring is done by computer and several different reports are available. Your reporting options are listed on page 73.

Strong Resource Materials – 1994 Edition

1994 Strong Applications and Technical Guide (A)

Lenore Harmon, Jo-Ida Hansen, Fred Borgen & Allen Hammer



This comprehensive guide provides detailed descriptions of how the scales were developed, extensive information on reliability and validity, and guidelines on successful interpretation methods. There are proven strategies for providing specialised career services for clients with diverse ethnic backgrounds, adults with disabilities and high school students. This is an essential reference for professionals planning to use the Strong extensively. 1994. 400pp Paper. *Catalogue Number 8501*

1994 Strong and MBTI® Career Development Guide (A)

Allen L Hammer & Jean Kummerow



Special
Discount!

This Guide explains how to use the two instruments together for a more complete career development plan. It assists careers advisers with reproducible handouts/overheads and is used in conjunction with the Workbook, referred to below. *Catalogue Number 8661*

1994 Strong and MBTI® Career Development Workbook (A)

Jean Kummerow & Allen L Hammer



Special
Discount!

Counsellors who use the Strong and MBTI inventories together will find this client workbook invaluable in providing a complete career development plan. The Workbook supplies exercises and worksheets for your client to compile scores from the two instruments, an individualised outline for a career action plan, and an explanation of the differences in the scales of the two instruments. *Catalogue Number 8668*

Ordering Strong Materials – 1994 Edition

To obtain a Strong report, you purchase the combined Question/Answer booklet and have your client complete this using a 2B pencil. Administration time is usually 20-30 minutes. The completed booklets are then forwarded to APP for computer-scoring. Several reporting options are available and these are listed below.

Computer-Generated Reports for the Strong



Strong Standard Profile (B)

The *Strong Profile* is the basic career planning tool for anyone searching for career direction. It is packed with more focused, graphic career information than any other interest inventory. It uses attractive four-colour graphics and targeted information to present a picture of your client's interests. *Catalogue Number 89145 – 289145 (online)*



Strong High School Profile (B)

This version of the *Strong Profile* includes an additional personalised page that provides post-secondary options, offers ideas for work-study/volunteer and summer jobs, describes work environments that appeal to the student's interests, identifies the student's personal characteristics, and includes steps the student can take to identify and evaluate career and educational options. There is also a "Memo To Parents" explaining the use of the Strong and providing tips to help parents assist students in the career exploration process. *Catalogue Number 89147 – 289147 (online)*



Strong Combined Standard Profile & Interpretive Report (B)

The interpretive report expands and explains the *Strong Profile* results. It supplies tailored descriptions of the best occupations for your client and detailed, graphic information using a personalised RIASEC hexagon. The report also includes related occupations your client may show interest in with concise job descriptions. Practical applications and suggestions to begin the career development process are also provided.

Catalogue Number 89144 – 289144 (online)



Strong Combined High School Profile & Interpretive Report (B)

The interpretive report expands and explains the *Strong High School Profile* results. It supplies tailored descriptions of the best occupations for your client and detailed, graphic information using a personalised RIASEC hexagon. The report also includes related occupations your client may show interest in with concise job descriptions. Practical applications and suggestions to begin the career development process are also provided.

Catalogue Number 89151 – 289151 (online)



Strong and MBTI® Career Report (B)

Judith Grutter & Allen L Hamner

To obtain this report, the client must take the *Strong* using a computer-scannable Strong answer sheet and know his/her reported and/or verified MBTI Type. The report provides information about career choice and career search using a combination of the two sets of results. It integrates the *Strong's* General Occupational Themes, Occupational Scales and Personal Style Scales with MBTI results. The report identifies occupations with emphasis on those suggested by both instruments. *Catalogue Number 89146 – 289146 (online)*

Ordering Information – 1994 Edition

Cat No	Item	Availability
8511	Strong Combined Item/Answer Booklets (<i>Scannable – Pkt of 25</i>)	B
89145	Strong Standard Profile	B
289145	Strong Standard Profile (<i>online</i>)	B
89147	Strong High School Profile	B
289147	Strong High School Profile (<i>online</i>)	B
89144	Strong Combined Standard Profile & Interpretive Report	B
289144	Strong Combined Standard Profile & Interpretive Report (<i>online</i>)	B
89151	Strong Combined High School Profile & Interpretive Report	B
289151	Strong Combined High School Profile & Interpretive Report (<i>online</i>)	B
89146	Strong and MBTI Career Report	B
289146	Strong and MBTI Career Report (<i>online</i>)	B