



# Strong Interest Inventory®

The Strong assessment is one of the world's most widely respected and frequently used career planning tools. It has helped both academic and business organizations develop the brightest talent and has guided thousands of individuals—from high school and college students to midcareer workers seeking a change—in their search for a rich and fulfilling career.

## Explore the Strong Model

Holland's theory organizes the six Themes by placing them at the six points of a hexagon with those presumed to be the most closely related located adjacent to each other and those most dissimilar located across the hexagon from each other. The order in which they fall around the hexagon is frequently called the R-I-A-S-E-C order. The Strong is the only empirically derived RIASEC assessment.



### THE STRONG INTEREST INVENTORY ASSESSMENT IS A TRUSTED TOOL BECAUSE IT IS:

- Empirically based
- Underpinned by rigorous science and research
- Regularly updated to reflect changes in today's world of work

To access more resources, such as videos, white papers, research, and sample reports, visit [www.cpp.com/Strong](http://www.cpp.com/Strong).

### THE STRONG INTEREST INVENTORY ASSESSMENT IS IDEAL FOR A WIDE RANGE OF APPLICATIONS, INCLUDING THE FOLLOWING:

- Choosing a college major
- Career exploration
- Career development
- Employee engagement
- Reintegration

800-624-1765 : [www.cpp.com](http://www.cpp.com) : The Myers-Briggs® experts

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