

Accreditation Programme
**STRONG INTEREST
INVENTORY®**

Overview

The Strong Interest Inventory® assessment provides robust insight into a person's interests, so you can help them to consider potential careers, their educational path and the world of work.

Built on psychologist John Holland's theory, it's backed by more than 80 years of research into how people of similar interests are employed, and what motivates individuals in the workplace.

It delivers effective and powerful results that contribute to your students' success.

The Strong assessment supports:

Choosing a College major selection—The Strong assessment helps students uncover their career interests and identify which areas of study are appropriate or required for a particular field. Students become more engaged because they are focused on classes relevant to their goals.

Career exploration—By identifying personal interests and how these relate to different occupations, the Strong assessment opens up the world of work to first-time career seekers and people considering a career transition.

Career development—The Strong assessment heightens people's self-awareness and provides deeper understanding of individual strengths and blind spots, including work style and orientation to risk taking.

Employee engagement—The Strong assessment helps employees align their interests with areas of responsibility in their job, or in other jobs within your organization where those interests can be applied.

Reintegration—The Strong assessment helps individuals re-enter the workplace after a period of disconnection or absence.

Overview of Accreditation Programme

The Strong Interest Inventory® provides robust insights into a person's career interests, helping them to discover potential career/college paths they may not have considered, and giving them a wealth of information about how they approach the world of work.

The programme will enable you to provide your clients with all that there is to discover in their Strong Interest Inventory results.

Modules covered during the programme:

- Career development counselling and assessment
- Holland's RIASEC theory of personality types and work environments
- Components of the Strong Profile
- Profile interpretability
- Descriptive statistics and sampling
- The General Occupational Themes and the Basic Interest Scales
- The Occupational Scales
- Technical integrity of the scales – reliability and validity
- The Personal Style Scales
- Interpretation challenges, ethics, and cross-cultural implications

Trends

34%

of 32,000 students don't believe they will graduate with the knowledge and skills needed to succeed in the job market.

– Strada-Gallup Survey

89%

of companies are using some form of pre-employment assessment.

68%

of the companies using assessments have conducted validation analyses.

76%

of companies use an assessment to screen candidates up front.

"The Graduate Gap" Report

21st Century Skills

An EDA/Pearson study in 2014 titled Trends in Executive Development found business leaders believe the 21st Century Skills are the second most important set of competencies for new leaders (behind the ability to create a compelling vision), and that most young employees lack such skills.

87%

of C-Suite executives and business leaders found that most college graduates lack the most important skills needed to succeed (creativity and critical thinking).