

## How Do You Choose the Right Career?

Ask yourself these **important questions** and answer them truthfully:

- Are you fed up with your job?
- Are you stuck in a rut?
- Are you unhappy with your salary or benefits?
- Are you unclear what to do next?
- What do you really want to do?
- Is there some other career you should be doing but have not yet discovered?
- Should you invest time and money in new college degree to make a career change?



**Imagine what it would be like if...** you could find out what career you were meant to do. Being able to get a sense of direction, to narrow down the very many options out there in the world of work, can be a strong stimulus to finding a satisfying niche in life. So how do you go about this? You can start by taking the Newly Revised 2004 Strong Interest Inventory® Assessment.

The Strong Interest Inventory® assessment has been validated by over 75 years of research. Since its first publication in 1927 by Stanford University and creator E. K. Strong, the assessment has been regularly expanded and modernized to help individuals plan for the many different steps along their career path, with one goal in mind: to match their interests with satisfying careers.

The assessment results can assist you with identifying and clarifying your interests and values, as well as provide you with direction towards defining your career and academic choices. The Strong Interest Inventory® assessment is based on the theory that individuals who are fulfilled and productive in their jobs usually work in occupations they find interesting. It can serve as a useful indicator of various occupations in which one may be successful and most likely enjoy. It is important to remember that the interest assessment is only one component of the broader process of career development.

## Want to Know What You'll Learn?

Here's a small sampling of the many **vital career insights** that you will discover.

- You will be provided with an **18 Page Personalized Color Report** designed to expand your thinking about your future and uncover your options.
- You will identify your **30 Basic Interest Scales** that focus on technology, finance and investing, marketing, and entrepreneurship and what you need to know about them to make effective career decisions.
- You will receive an analysis of your **6 General Occupational Themes**, which clearly identifies your interests from *Investigative* thinkers to *Enterprising* persuaders
- You will think about making use of **244 Occupational Scales** and be able to compare your answers with those of people who have been successfully and happily employed in over 120 jobs, from Network Administrator to Financial Manager to ESL.

*A Career to fit your values, your workstyle, your lifestyle. A Career that you'll love!*