



## Strong Interest Inventory<sup>®</sup> Accreditation

**W**hen confronted with often confusing occupational options, students and employees need solid, state-of-the-art career counselling advice, beginning with a career interest assessment. The Strong Interest Inventory<sup>®</sup> instrument is the gold standard for career exploration and development, providing time tested and research-validated insights that foster successful career counselling relationships.

### 1 Day Course

To register contact:  
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# Strong Interest Inventory<sup>®</sup> Accreditation

The Strong Interest Inventory<sup>®</sup> is one of the world's most widely respected and frequently used career planning tools. It has helped both academic and business organisations develop the brightest talent and has guided thousands of individuals, from high school and college students, to mid-career workers seeking a change in their search for a rich and fulfilling career.

## **Duration:**

This is a 1 day course with completion of the Strong Interest assessment prior to the workshop.

## **Designed for:**

Career Counsellors, HR Professionals and Line Managers who seek effective solutions to address assessment and development within their organisations.

## **Objectives:**

- Achieve proficiency in administering, interpreting and feeding back the Strong Interest Inventory instrument.
- Learn how to utilise the Strong Interest Inventory and understand how General Occupational Themes map to broad interest patterns to describe personalities and preferred work environments (corresponding to Holland's RIASEC theory).
- Identify how Personal Style Scales describe the preferred style of working, learning, leading, risk-taking, and team participation.

## **Agenda:**

The training course will cover the following topics throughout the day:

- Introduction to Interest Inventories and personality theory
- Specific coverage of Holland's Theory of Career Interests
- Formation of the Strong and its structure;
  - Occupational Themes
  - Basic Interest Scales
  - Occupational Scales
  - Personal Style Scales
  - Feedback Practice
- Customising Interpretations
- Administration Practice
- Reliability and Validity considerations
- Reports and Administration options