

The Strong Interest Inventory®

The Strong Interest Inventory® has a rich history dating back to its inception by E. K. Strong Jr. in 1927, Pennsylvania, USA. Originally developed as the Strong Vocational Interest Blank, this assessment has since evolved into a comprehensive tool used to guide individuals in making important educational and career decisions. Grounded in the principle that shared interests often lead to fulfilling career paths, the Strong Interest Inventory® is rooted in decades of research aimed at understanding what motivates and satisfies individuals in their work.

By breaking down interests into six distinct areas and considering factors such as learning preferences and risk tolerance, this assessment helps individuals identify potential career paths that align with their passions and strengths. With its ability to provide personalized recommendations and insights, the Strong Interest Inventory® continues to be a valuable resource for individuals seeking clarity and direction in their educational and professional pursuits.

