

# Strong Interest Inventory<sup>®</sup> Certification Program

(On-line)



## A career assessment that delivers insight and direction

Learn to use the world's best researched measure of occupational interests.

The program that certifies you to purchase, administer and interpret the most widely used career interest inventory in the world — fully on-line!

### Introduction

The Strong Interest Inventory<sup>®</sup> is the one of the most respected and widely used career planning instruments in the world and it has been used extensively in the education sector and in organizations.

It guides students and individuals in their search for a rich and fulfilling career by revealing their interest patterns through a range of complementary scales which include General Occupation Themes, Occupational Scales and Personal Style Scales.

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 is a valuable tool for counsellors working with students exploring career options and subject choices; for career counsellors, HR professionals or coaches working with working adults during career transition or placement to understand and explore various career options.

### Who should participate?

**The program is designed for career guidance counsellors, academic advisors, outplacement specialists, HR consultants and other HR professionals who facilitate, mentor or coach working adults and/or students on career exploration and career planning.**

Strong certification is delivered by our training partner GS Consultants.



HDS es certificador y distribuidor autorizado en Latinoamérica

### Why become Strong certified?

The Strong Certification Program will enable you to:

- Empower individuals to identify careers, jobs, and activities that closely align with their interests.
- Offer different perspectives on career direction, from general areas of interest to specific occupations.
- Provide robust and reliable data about a person's interests and work preferences.
- Help organizations retain employees by uncovering work areas in which their people are more likely to thrive.

**You will receive a certificate of the program and full Strong certification with the publisher.**

### What will I learn?

- Frameworks for individual and group interpretation
- Holland's theory of personalities and work environments
- History and construction of the Strong Interest Inventory® instrument
- Basic testing and measurement concepts
- Reliability and validity
- Ethical guidelines and assessment issues
- Career development, career change, and job fit applications
- The latest in research findings and new product development

### What is the program format?

The program contains ten modules:

- 1 Program related Career Development Counseling and Assessment;
- 2 John Holland's RIASEC Theory of Personality Types and Work Environments;
- 3 The Strong Profile & Introduction to Standard Scores;
- 4 Program related Scales, Statistics, and Scores;
- 5 Program related to Validity and Reliability;
- 6 The General Occupational Themes and Basic Interest Scales;
- 7 Program related Occupational Scales;
- 8 The Personal Style Scales;
- 9 Challenging Profiles; and
- 10 Program related Scale Inconsistencies, Ethics, and Cross-Cultural Implications

### What will I achieve?

Competence and confidence that you are providing your students and clients with all that there is

to discover in their Strong Interest Inventory® results:

- Access to 12,000+ job titles, career fields, and related college majors
- Job design and corporate culture fit
- Job search strategies and barriers
- Work style and learning environment preferences
- Risk taking, and leadership orientations
- Opening up narrow interests
- Focusing broad interests
- Sorting out inconsistent codes
- And much, much more!

### How do I get feedback on my work?

You will receive immediate feedback on your quizzes, and feedback by email as you submit your answers to the questions in the modules.

### How long does it take to complete the program?

The program is designed to take approximately **35-40 hours**. It is self-paced.

### Is there a deadline for completion?

You have **60 calendar days** to complete the program from the day that you are officially enrolled. The online learning platform will automatically drop anyone who does not complete the 10 quizzes within 60 calendar days or who does not log in at least once every 14 calendar days. There is a fee to re-enroll.

### Terms & Conditions

- Cost: US \$1,250 + taxes (not including materials)
- It is transferable, only before starting to take the program.
- A full refund, less a service fee of US \$150 + taxes, will be granted upon cancellation received 10 days or more from your scheduled start date.
- Program fees are nonrefundable once a confirmed start date has passed.

**Note:** A fee of US \$350.00 will be charged if the participant takes longer than 60 days to complete.

Materials are not included.

**For more information about this program and how to start, please contact us: +5255.56.68.02.69  
contact@humandevelopmentsolutions.com**