Realistic people are generally interested in mechanical, construction, and repair activities; nature and the outdoors; providing public safety; and adventurous, physical activities. They like working with tools, machines, and equipment, including computers and computer networks. They are interested in action rather than thought and prefer concrete problems to ambiguous, abstract ones. Does this description sound like you? Look over the Realistic Theme characteristics listed here and note the ones that seem to apply to you. If you have high interest in the Realistic Theme compared to others, you will probably note more items than if you have little interest in this Theme.

I'd describe myself as
- Reliable
- Practical
- Thrifty
- Persistent
- Reserved
- Adventurous
- Physically strong
- Down-to-earth
- Handy
- Self-reliant
- Well coordinated
- Cautious
- Natural
- Sensible
- Athletic

What motivates me is
- Building
- Repairing
- Being outdoors

What I value is
- Making things work
- Common sense
- Bodily strength
- Craftsmanship
- Physical challenge
- Tradition
- Dependability
- Practicality

I'm productive in work environments that are
- Organized/structured
- Clear in lines of authority
- Product driven
- Stable outdoors
- Manufacturing/industrial

I'd enjoy spending my work time
- Building or repairing things
- Solving concrete problems
- Using tools/machinery
- Producing tangible results
- Operating heavy equipment
- Doing manual labor
- Assembling, repairing, or networking computers and electronics
- Working by myself
- Finding solutions to mechanical problems

Some of my best skills are
- Making/repairing things
- Problem solving with tools/machines
- Mechanical ingenuity and dexterity
- Physical coordination
- Handling emergencies

I might enjoy working in
- Construction
- Transportation
- Manufacturing
- Engineering
- Mining/energy
- Protective services
- Agriculture
- Hunting, fishing, camping
- Hiking, mountain climbing
- Landscaping
- Skydiving, rock climbing, auto racing

When I'm not working, I like to spend time
- Working with tools
- Building/rebuilding
- Repairing machinery/appliances
- Operating recreational vehicles
- Hunting, fishing, camping
- Hiking, mountain climbing
- Landscaping
- Skydiving, rock climbing, auto racing
Realistic Theme is subdivided into six Basic Interest Scales (BIS). As you read the Realistic BIS characteristics listed here, note the ones that you feel apply to you. If your score on a particular scale is high, you will probably note more items than if you have little interest in this BIS compared to others.

<table>
<thead>
<tr>
<th>MECHANICS &amp; CONSTRUCTION</th>
<th>COMPUTER HARDWARE &amp; ELECTRONICS</th>
<th>MILITARY</th>
<th>PROTECTIVE SERVICES</th>
<th>NATURE &amp; AGRICULTURE</th>
<th>ATHLETICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>This area represents interest in working with large equipment and machinery or with precision instruments.</td>
<td>This area represents interest in installing and repairing computer and peripheral hardware and network systems.</td>
<td>This area represents interest in a structured environment that has a well-ordered, clearly defined chain of command.</td>
<td>This area represents interest in nonmilitary aspects of providing safety and policing.</td>
<td>This area represents interest in farming or ranching, outdoor physical labor, and recreational activities, and an appreciation of nature.</td>
<td>This area represents interest in all kinds of sports, as a participant or as a fan.</td>
</tr>
<tr>
<td>I'd enjoy learning about Auto mechanics Mechanical Engineering Architecture Construction management</td>
<td>I'd enjoy learning about Computer science Information systems Repairing electronic equipment Electrical/electronic engineering</td>
<td>I'd enjoy learning about Criminal Justice Military science Management/leadership Law enforcement Weapons and how to use them Military history</td>
<td>I'd enjoy spending my work time Examining crime scenes Fighting fires Responding to emergencies Providing safety and aid to the public</td>
<td>I'd enjoy spending my work time Teaching physical education Coaching Planning recreational activities Leading fitness classes</td>
<td>I'd enjoy learning about Physical education Recreational leadership Sports medicine Coaching Corporate wellness</td>
</tr>
<tr>
<td>I'd like to work in a (n) Engineering firm Appliance repair shop Construction company Engine service center</td>
<td>I'd like to work in a (n) Computer repair business Electrical/electronic engineering film Computer support services department Electronic installation company</td>
<td>I'd like to work in a (n) Military service Coast guard Special forces Homeland security</td>
<td>I'd like to work in a (n) Police department Fire department Emergency medical setting Security guard and patrol service</td>
<td>I'd like to work in a (n) Farm/ranch Agricultural extension service Nature preserve Greenhouse or nursery Environmental organization</td>
<td>I'd like to work in a (n) High school or college Professional sport Summer camp Parks/recreation department</td>
</tr>
<tr>
<td>I'd enjoy spending my work time Fixing engines Repairing radios/televisions Making dental appliances Doing mechanical drafting Building houses</td>
<td>I'd enjoy spending my work time Diagnosing computer problems Repairing electronics equipment Building computer systems Consulting in electronic systems technology</td>
<td>I'd enjoy spending my work time Drilling soldiers Commanding a ship Leading others Giving orders</td>
<td>I'd enjoy spending my work time</td>
<td>I'd enjoy spending my work time Advising about environmental policies Raising/marketing animals Managing farms/ranches Growing flowers/vegetables Leading nature walks</td>
<td></td>
</tr>
</tbody>
</table>
Investigative people are generally interested in activities related to science and math. They like gathering information, uncovering new facts or theories, and analyzing and interpreting data. They are scientific and inquiring, and enjoy ambiguous, abstract problems. Does this description sound like you? Look over the investigative Theme characteristics here and note the ones that seem to apply to you. If you have high interest in the Investigative Theme compared to others, you will probably note more items than if you have little interest in this Theme.

**I’d describe myself as**
Thoughtful
Analytical
Intellectual
Complex
Independent
Self-motivated
Curious
Original
Nonconforming
Original
Introspective
Reserved
Problem focused
Insightful
Critical
Rational

**What motivates me is**
Analyzing
Inquiring
Researching

**What I value is**
Knowledge
New Ideas
Originality
Independence
Innovative thinking
Abstract mental challenges
Intelligence
Academic achievement
Intellectual problem solving

**I’m productive in work environments that are**
Research oriented
Scientific
Scholarly
Unstructured
Task oriented
Indoors

**I’d enjoy spending my work time**
Solving abstract problems
Performing intellectually challenging tasks
Conducting research
Learning facts/principles
Collecting/organizing data
Working independently
Teaching
Designing
Computing/analyzing

**Some of my best skills are**
Scientific investigating
Researching
Analyzing
Writing technical documents
Performing mathematics

**I might enjoy working in**
Higher education
Research
Engineering/design
Medicine
Science
Computer industries

**When I’m not working, I like to spend my time**
Reading
Playing chess/games of strategy
Using/discussing computers
Attending lectures
Analyzing stock portfolios
Scuba diving
Studying astronomy
The Investigative Theme is subdivided into four Basic Interest Scales (BIS). As you read the Investigative BIS characteristics listed here, note the ones that you feel apply to you. If your score on a particular scale is high, you will probably note more items than if you have little interest in this BIS compared to others.

**INVESTIGATIVE**

**Basic Interest Scales**

**SCIENCE**
This area represents interest in the natural and physical sciences.

*I’d enjoy learning about*
- Physics
- Chemistry
- Astronomy
- Geology
- Oceanography

*I’d like to work in a*
- University/college
- Scientific foundation
- Laboratory
- Museum
- Research institute

*I’d enjoy spending my work time*
- Conducting experiments
- Searching for basic truths
- Operating scientific equipment
- Teaching science courses
- Studying scientific theory

**RESEARCH**
This area represents interest in designing and conducting studies to identify underlying relationships and establish facts.

*I’d enjoy learning about*
- Research methods
- Physical/biological sciences
- Designing experiments
- Using computers for data analyses
- Scientific breakthroughs

*I’d like to work in a*
- University
- Research and development department
- Laboratory
- Research foundation

*I’d enjoy spending my work time*
- Collecting and analyzing data
- Writing technical reports
- Applying findings to solve problems

**MEDICAL SCIENCE**
This area represents interest in the biological sciences and medical fields.

*I’d enjoy learning about*
- Biology
- Physiology
- Physical therapy
- Pharmacology
- Medical technology

*I’d like to work in a*
- Hospital
- Medical laboratory
- Health center
- Veterinary clinic

*I’d enjoy spending my work time*
- Doing medical research
- Examining and advising patients
- Performing surgical procedures

**MATHEMATICS**
This area represents interest in working with numbers and performing statistical analyses.

*I’d enjoy learning about*
- Calculus
- Algebra
- Geometry
- Statistics
- Computer science

*I’d like to work in a (n)*
- Actuarial department
- High-tech industry
- Chemistry laboratory
- College/university

*I’d enjoy spending my work time*
- Performing statistical analyses
- Teaching math
- Programming a computer
- Forecasting economic trends
Artistic people are generally interested in visual art, performing arts, culinary arts, and writing. They like observing the arts and participating in them, and frequently express their artistic interest through leisure activities as well as work. They are interested in aesthetics and self-expression. Does this description sound like you? Look over the Artistic Theme characteristics listed here and note the ones that seem to apply to you. If you have high interest in the Artistic Theme compared to others, you will probably note more items than if you have little interest in this Theme.

<table>
<thead>
<tr>
<th>I'd describe myself as</th>
<th>What motivates me is</th>
<th>I'm productive in work environments that are</th>
<th>Some of my best skills are</th>
<th>When I'm not working, I like to spend my time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative</td>
<td>Creative insights</td>
<td>Self-expressive</td>
<td>Creativity</td>
<td>Photographing</td>
</tr>
<tr>
<td>Independent</td>
<td>Expressing individuality</td>
<td>Unstructured</td>
<td>Imagination</td>
<td>Sketching, painting</td>
</tr>
<tr>
<td>Unconventional</td>
<td>Self-expression through art, music, writing, cooking</td>
<td>Flexible</td>
<td>Verbal-linguistic</td>
<td>Attending concerts</td>
</tr>
<tr>
<td>Impulsive</td>
<td></td>
<td>Nonconforming</td>
<td>Musical</td>
<td>Writing poetry, stories, or plays</td>
</tr>
<tr>
<td>Expressive</td>
<td></td>
<td>Artistic</td>
<td>Dramatics</td>
<td>Collecting artwork</td>
</tr>
<tr>
<td>Passionate</td>
<td></td>
<td>Indoors</td>
<td></td>
<td>Going to theaters or museums</td>
</tr>
<tr>
<td>Free-spirited</td>
<td></td>
<td></td>
<td></td>
<td>Dancing</td>
</tr>
<tr>
<td>Intuitive</td>
<td></td>
<td></td>
<td></td>
<td>Cooking or entertaining</td>
</tr>
<tr>
<td>Complicated</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intense</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Sensitive</td>
<td></td>
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</tr>
<tr>
<td>Open</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Imaginative</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Original</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Idealistic</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| What I value is                           |                                                                                   |                                                                  |                                                              |                                                                  |
| Beauty                                    |                                                                                   |                                                                  |                                                              |                                                                  |
| Aesthetics                                |                                                                                   |                                                                  |                                                              |                                                                  |
| Language                                  |                                                                                   |                                                                  |                                                              |                                                                  |
| Creative expression                       |                                                                                   |                                                                  |                                                              |                                                                  |
| Emotions                                  |                                                                                   |                                                                  |                                                              |                                                                  |
| Independence                             |                                                                                   |                                                                  |                                                              |                                                                  |
| Intuition                                 |                                                                                   |                                                                  |                                                              |                                                                  |
| Change                                    |                                                                                   |                                                                  |                                                              |                                                                  |
| Artistic creativity                       |                                                                                   |                                                                  |                                                              |                                                                  |

| I'd enjoy spending my work time           |                                                                                   |                                                                  |                                                              |                                                                  |
| Fine arts                                 |                                                                                   |                                                                  |                                                              |                                                                  |
| Music                                     |                                                                                   |                                                                  |                                                              |                                                                  |
| Drama                                     |                                                                                   |                                                                  |                                                              |                                                                  |
| Photography                               |                                                                                   |                                                                  |                                                              |                                                                  |
| Interior design                           |                                                                                   |                                                                  |                                                              |                                                                  |
| Advertising                               |                                                                                   |                                                                  |                                                              |                                                                  |
| Editing                                   |                                                                                   |                                                                  |                                                              |                                                                  |
| Decorating and designing                  |                                                                                   |                                                                  |                                                              |                                                                  |
| Planning menus                            |                                                                                   |                                                                  |                                                              |                                                                  |
| Conceptualizing                           |                                                                                   |                                                                  |                                                              |                                                                  |
| Teaching dance                            |                                                                                   |                                                                  |                                                              |                                                                  |
| Working independently                     |                                                                                   |                                                                  |                                                              |                                                                  |
The Artistic Theme is subdivided into four Basic Interest Scales (BIS). As you read the Artistic BIS characteristics listed here, note the ones that you feel apply to you. If your score on a particular scale is high, you will probably note more items than if you have little interest in this BIS compared to others.

**ARTISTIC**
Basic Interest\nScales

**VISUAL ARTS & DESIGN**
This area represents interest in visual creativity and spatial visualization.

I'd enjoy learning about
Architecture
Photography
Technical illustration
Cartooning
Drawing and painting

I'd like to work in a
Architectural firm
Photography studio
Book illustration department
Commercial art and design firm

I'd enjoy spending my work time
Planning architectural structures
Creating public relations materials
Illustrating stories or schematics
Designing interior spaces

**PERFORMING ARTS**
This area represents interest in participating in performance activities or in watching others perform.

I'd enjoy learning about
Opera
Dance
Theatrical studies
Musical performance
Art history

I'd like to work in a
Theater
Concert hall
Drama studio
Music/dance school

I'd enjoy spending my work time
Performing/listening to music
Acting in a play
Teaching drama or music
Doing stage production

**WRITING & MASS COMMUNICATION**
This area represents interest in written and spoken communication, literature, reading, and language.

I'd enjoy learning about
Literature
English composition
Foreign languages
Journalism
Fiction or technical writing

I'd like to work in a
University/college
Television studio
Publishing company
Language institute
Newspaper office

I'd enjoy spending my work time
Writing articles or stories
Editing works for publication
Teaching English
Reporting the news

**CULINARY ARTS**
This area represents interest in cooking and entertaining.

I'd enjoy learning about
Home economics
Cooking
Hotel management
Nutrition
Food service management

I'd like to work in a (n)
Restaurant
Catering business
Food processing company
Hotel banquet department

I'd enjoy spending my work time
Preparing gourmet foods
Teaching home economics
Studying nutrition
Catering
Creating decorative food displays
Social people are generally interested in being with other people. They enjoy working in groups, sharing responsibilities, and communicating with others. They like to solve problems through discussion of feelings and through interactions with others. Does this description sound like you? Look over the Social Theme characteristics listed here and note the ones that seem to apply to you. If you have high interest in the Social Theme compared to others, you will probably note more items than if you have little interest in this Theme.

<table>
<thead>
<tr>
<th>I'd describe myself as</th>
<th>What motivates me is</th>
<th>I'm productive in work environments that are</th>
<th>Some of my best skills are</th>
<th>When I'm not working, I like to spend my time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Humanistic</td>
<td>Helping others</td>
<td>Collaborative</td>
<td>Developing relationships</td>
<td>Entertaining</td>
</tr>
<tr>
<td>Caring</td>
<td>Empowering others</td>
<td>Supportive</td>
<td>Verbal communication</td>
<td>Attending conferences or conventions</td>
</tr>
<tr>
<td>Helpful</td>
<td>Instructing</td>
<td>Cooperative</td>
<td>Teaching</td>
<td>Doing volunteer or community service work</td>
</tr>
<tr>
<td>Responsible</td>
<td>Nurturing</td>
<td>Comfortable</td>
<td>Listening</td>
<td>Participating in family activities</td>
</tr>
<tr>
<td>Tactful</td>
<td></td>
<td>Changing</td>
<td>Understanding others</td>
<td>Organizing social events</td>
</tr>
<tr>
<td>Cooperative</td>
<td></td>
<td>Indoors</td>
<td></td>
<td>Talking with friends</td>
</tr>
<tr>
<td>Kind</td>
<td><strong>What I value is</strong></td>
<td></td>
<td></td>
<td>Reading self-improvement books</td>
</tr>
<tr>
<td>Generous</td>
<td>Communication</td>
<td><strong>I'd enjoy spending my work time</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Understanding</td>
<td>Cooperation</td>
<td>Helping and encouraging others</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Talkative</td>
<td>Consensus</td>
<td>Mentoring</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Insightful</td>
<td>Relationships</td>
<td>Counseling</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friendly</td>
<td>Community</td>
<td>Teaching</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cheerful</td>
<td>Personal Growth</td>
<td>Guiding</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Patient</td>
<td>Spirituality</td>
<td>Training</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Idealistic</td>
<td>Trust</td>
<td>Facilitating</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Warm</td>
<td>Others' welfare</td>
<td>Solving problems</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Feelings</td>
<td>Leading discussions</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

I might enjoy working in:
- Human resources
- Recreational services
- Education
- Religion
- Health services
- Child care
- Mental health
The Social Theme is subdivided into six Basic Interest Scales (BIS). As you read the Social BISs characteristics listed here, note the ones that you feel apply to you. If your score on a particular scale is high, you will probably note more items than if you have little interest in this BIS compared to others.

**COUNSELING & HELPING**
This area represents interest in working with and helping people.

I'd enjoy learning about
Counseling
Social work
Psychology
Sociology
Child care
Special education

I'd like to work in a
Social service agency
Counseling clinic
Child care center
Government welfare office

I'd enjoy spending my work time
Helping people overcome difficulties
Informing people about services
Working on a crisis hotline
Supervising volunteer workers

**TEACHING & EDUCATION**
This area represents interest in teaching young people, with considerable student-teacher interaction.

I'd enjoy learning about
Many academic fields
Human development
Child care
Education
Social science

I'd like to work in a
Preschool/elementary school
Middle/high school
Community college

I'd enjoy spending my work time
Teaching young people
Explaining what things mean
Encouraging people to be successful
Setting curriculum standards

**HUMAN RESOURCES & TRAINING**
This area represents interest in developing and training people, as well as managing the employment activities of an organization.

I'd enjoy learning about
Sociology
Psychology
Anthropology
Economics
Societal changes

I'd like to work in a
University or college
High school
Research foundation

I'd enjoy spending my work time
Studying changes in society
Researching and teaching
Analyzing research results
Applying findings to solve problems

**SOCIAL SCIENCES**
This area represents interest in the study of people, groups, society, and cultures.

I'd enjoy learning about
Sociology
Psychology
Anthropology
Economics
Societal changes

I'd like to work in a
Church, mosque, or synagogue
Religious college or university
Local/foreign mission
Religious order

I'd enjoy spending my work time
Conducting worship
Coordinating religious education programs
Providing spiritual guidance
Directing choral music

**RELIGION & SPIRITUALITY**
This area represents interest in spiritual or religious concerns, especially through organized activities.

I'd enjoy learning about
Theology
Religious studies or history
Philosophy
Pastoral counseling
Religious doctrine

I'd like to work in a
Doctor's office
Dental clinic
Hospital
X-ray clinic

I'd enjoy spending my work time
Giving medical advice
Performing sonograms
Teaching CPR classes
Providing physical therapy

**HEALTH CARE SERVICES**
This area represents interest in providing direct service to patients in medical settings.
Enterprising people are generally interested in persuading and leading. They seek positions of leadership, power, and status. They enjoy working with other people and leading them toward organizational goals and economic success. Does this description sound like you? Look over the Enterprising Theme characteristics listed here and note the ones that seem to apply to you. If you have high interest in the Enterprising Theme compared to others, you will probably note more items than if you have little interest in this Theme.

<table>
<thead>
<tr>
<th>I'd describe myself as</th>
<th>What motivates me is</th>
<th>I'm productive in work environments that are</th>
<th>Some of my best skills are</th>
<th>When I'm not working, I like to spend my time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ambitious</td>
<td>Persuading</td>
<td>Business oriented</td>
<td>Public speaking</td>
<td>Attending conventions</td>
</tr>
<tr>
<td>Competitive</td>
<td>Selling</td>
<td>Influential</td>
<td>Persuading/selling</td>
<td>Campaigning for public office</td>
</tr>
<tr>
<td>Status conscious</td>
<td>Leading</td>
<td>Entrepreneurial</td>
<td>Social/interpersonal</td>
<td>Entertaining/socializing</td>
</tr>
<tr>
<td>Persuasive</td>
<td></td>
<td>Competitive</td>
<td>interaction</td>
<td>Reading business magazines</td>
</tr>
<tr>
<td>Assertive</td>
<td></td>
<td>Profit making</td>
<td>Leading</td>
<td>Chairing volunteer committees</td>
</tr>
<tr>
<td>Adventurous</td>
<td></td>
<td>Fast-paced</td>
<td>Focusing on organizational</td>
<td>Watching or participating in sports</td>
</tr>
<tr>
<td>Risk taking</td>
<td></td>
<td></td>
<td>goals</td>
<td>Joining clubs and organizations</td>
</tr>
<tr>
<td>Materialistic</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Energetic</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Popular</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Witty</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sociable</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Talkative</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self-confident</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Optimistic</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Resilient</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Extroverted</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>What I value is</th>
<th></th>
<th>I'd enjoy spending my work time</th>
<th>I might enjoy working in</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Sales</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Government</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Politics</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Fund-raising</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Industry/manufacturing</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>My own business</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>A law firm</td>
</tr>
</tbody>
</table>

|                       |                      |                                             |                           |
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|                       |                      |                                             |                           |
The Enterprising Theme is subdivided into six Basic Interest Scales (BIS). As you read the Enterprising BIS characteristics listed here, note the ones that you feel apply to you. If your score on a particular scale is high, you will probably note more items than if you have little interest in this BIS compared to others.

**MARKETING & ADVERTISING**
This area represents interest in marketing activities, including research and the development for product services.

I'd enjoy learning about
Marketing
Advertising
Business administration
Management
Sales
Communications

I'd like to work in a
Advertising agency
Marketing department
Retail store
Market research firm

I'd enjoy spending my work time
Preparing advertisements
Developing ad campaigns
Displaying merchandise
Researching marketing trends

**SALES**
This area represents interest in selling products or services, or working with salespeople.

I'd enjoy learning about
Sales management
Marketing
Business management
Retail sales
Merchandising

I'd like to work in a
Auto dealership
Insurance agency
Sales/marketing department
Real estate firm

I'd enjoy spending my work time
Calling on customers
Developing new prospects
Traveling for business
Entertaining clients
Selling a product or service

**MANAGEMENT**
This area represents interest in authority and power and in supervising, organizing, leading, or directing others.

I'd enjoy learning about
Human resource management
International business
Executive leadership
Business administration
Management

I'd like to work in a
Business setting
Industrial/manufacturing setting
Chamber of commerce office
Human resources department

I'd enjoy spending my work time
Supervising others
Interviewing job applicants
Managing a department
Leading a work group

**ENTREPRENEURSHIP**
This area represents interest in developing and managing new business opportunities.

I'd enjoy learning about
Small business ownership
Finance and investing
Marketing and advertising
Business success stories

I'd like to work in a
Home office
Small business
Business consulting firm
My own business
Investment firm

I'd enjoy spending my work time
Managing my own business
Developing sales contacts
Marketing business ideas
Consulting

**POLITICS & PUBLIC SPEAKING**
This area represents interest in public affairs, persuading others verbally, a willingness to be in the limelight, and a desire to influence people's views.

I'd enjoy learning about
Communications
Political science
Public speaking
Government
Business

I'd like to work in a
Law firm corporate legal department
Police department
Government office

I'd enjoy spending my work time
Arguing legal issues
Heading a civic improvement program
Debating public policy
Ruling on legal cases

**LAW**
This area represents interest in debating, persuading, and arguing points of view, with a focus on legal activities.

I'd enjoy learning about
Law
Political science
Negotiation
Social science
Business

I'd like to work in a
Law firm corporate legal department
Police department
Government office

I'd enjoy spending my work time
Giving speeches
Making public presentations
Debating political presentations
Debating political opponents
Conventional people are generally interested in activities that require attention to organization, data systems, detail, and accuracy. They work well in large organizations and like to use information to solve problems efficiently. Does this description sound like you? Look over the Conventional Theme characteristics listed here and note the ones that seem to apply to you. If you have high interest in the Conventional Theme compared to others, you will probably note more items than if you have little interest in this Theme.

<table>
<thead>
<tr>
<th>I'd describe myself as</th>
<th>What motivates me is</th>
<th>I'm productive in work environments that are</th>
<th>Some of my best skills are</th>
<th>When I'm not working, I like to spend my time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Practical</td>
<td>Organizing</td>
<td>Structured</td>
<td>Organization</td>
<td>Collecting things</td>
</tr>
<tr>
<td>Organized</td>
<td>Processing data</td>
<td>Organized</td>
<td>Efficiency</td>
<td>Doing home improvement projects</td>
</tr>
<tr>
<td>Conscientious</td>
<td>Managing information</td>
<td>Predictable</td>
<td>Patience</td>
<td>Managing family finances</td>
</tr>
<tr>
<td>Preserving</td>
<td><strong>What I value is</strong></td>
<td>Clean</td>
<td>Persistence</td>
<td>Volunteering with civic organizations</td>
</tr>
<tr>
<td>Undemonstrative</td>
<td>Order</td>
<td>Hierarchical</td>
<td>Managing systems/data</td>
<td>Playing board or video games</td>
</tr>
<tr>
<td>Orderly</td>
<td>Accuracy</td>
<td>Indoors</td>
<td>Mathematics</td>
<td>Exercising</td>
</tr>
<tr>
<td>Systematic</td>
<td>Precision</td>
<td><strong>I'd enjoy spending my work time</strong></td>
<td>Operating computers</td>
<td>Developing Web sites</td>
</tr>
<tr>
<td>Careful</td>
<td>Predictability</td>
<td>Collecting/Managing data</td>
<td><strong>I might enjoy working in</strong></td>
<td></td>
</tr>
<tr>
<td>Accurate</td>
<td>Stability</td>
<td>Conducting financial analyses</td>
<td>Government service</td>
<td></td>
</tr>
<tr>
<td>Precise</td>
<td>Practicability</td>
<td>Updating computer software</td>
<td>Large corporations</td>
<td></td>
</tr>
<tr>
<td>Controlled</td>
<td>Security</td>
<td>Managing an office</td>
<td>Business offices</td>
<td></td>
</tr>
<tr>
<td>Efficient</td>
<td>Organization</td>
<td>Keeping records</td>
<td>Financial institutions</td>
<td></td>
</tr>
<tr>
<td>Thrifty</td>
<td><strong>I'd enjoy spending my work time</strong></td>
<td>Writing business reports</td>
<td>Accounting firms</td>
<td></td>
</tr>
<tr>
<td>Respectful</td>
<td><strong>What I value is</strong></td>
<td>Making charts/Graphs</td>
<td>Quality control and inspection</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>I might enjoy working in</strong></td>
<td>Preparing taxes</td>
<td>Business education</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>When I'm not working, I like to spend my time</strong></td>
<td>Organizing events</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The Conventional Theme is subdivided into four Basic Interest Scales (BIS). As you read the Conventional BIS characteristics listed here, note the ones that you feel apply to you. If your score on a particular scale is high, you will probably note more items than if you have little interest in this BIS compared to others.

**OFFICE MANAGEMENT**
This area represents interest in office coordination activities and supervision.

I'd enjoy learning about
- Business education
- Administration and management
- Accounting
- Word processing
- Bookkeeping

I'd like to work in a
- Bank
- Hospital admitting office
- Personnel office
- Data entry center
- Purchasing department
- General business office

I'd enjoy spending my work time
- Organizing office records
- Operating office machines
- Managing and ordering inventory
- Reconciling bills
- Preparing agendas and schedules
- Hiring and overseeing office staff
- Planning budgets for contracts, equipment, or supplies

**TAXES & ACCOUNTING**
This area represents interest in financial accounting and tax preparation.

I'd enjoy learning about
- Accounting/bookkeeping
- Finance/banking
- Statistics
- Computer science
- Economics

I'd like to work in a
- Credit bureau
- Bank/loan office
- Accounting office
- Tax preparation service
- Business college
- Bookkeeping department

I'd enjoy spending my work time
- Managing data
- Working with numbers and spreadsheets
- Doing tax accounting, preparation, and consulting
- Analyzing accounting records
- Preparing statistical summaries/charts

**PROGRAMMING & INFORMATION SYSTEMS**
This area represents interest in the use of computers, managing information, and developing software.

I'd enjoy learning about
- Computer science
- Management information systems
- Software development
- Computer programming

I'd like to work in a
- High-tech environment
- Technical support department
- Network administration center
- Engineering firm
- Actuarial firm

I'd enjoy spending my work time
- Writing computer programs
- Updating computer software
- Programming Web sites
- Producing coding language
- Testing programs and software applications

**FINANCE & INVESTING**
This area represents interest in managing money and investments.

I'd enjoy learning about
- Finance
- Investing
- Stocks and securities
- Commercial banking
- Real estate
- Economics

I'd like to work in a
- Investment firm
- Bank
- Financial consulting firm
- Insurance company
- Venture capital firm

I'd enjoy spending my work time
- Analyzing financial data
- Doing financial planning
- Buying and selling securities
- Managing