



Career and Interests Assessment Platform

A Strong Interest Inventory® Assessment



Be better.

BENEFITS:

- + **Improved Reach and Results** – Continuous access and interactive guidance gives students more support with fewer counsellor resources
- + **Easy to Take/High Completion Rates** – Only 5-10 minutes to complete with a completion rate of over 80%
- + **Marketing Tool** – Can be used by prospective students exploring your institution's programs
- + **Effective Resource Allocation** – Know which students to funnel into career services while actively serving the entire student population
- + **Gather Data and Insights** – Better understand students' fit with your programs to inform educational program development and your go-to-market strategy

FEATURES:

- + Mobile enabled
- + 60 questions (empirically derived from the Strong® assessment)
- + Immediate and interactive feedback
- + Easy and repeatable access to results
- + Co-branded website
- + Counsellor-view function to view aggregated results

DRIVING RESULTS:

- + Retention and graduation
- + Gainful employment
- + Student Engagement

Improve career counselling efficiency, reach and results

The SuperStrong™ interactive career and interest assessment platform is based on the world's leading career assessment tool, the *Strong Interest Inventory*®. The SuperStrong™ helps your students discover who they are and explore university degree options and career paths that are the best fit for them.



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The people development people.

cpp



A Strong Interest Inventory® Assessment

STRONG INTEREST INVENTORY®

For over 85 years, the Strong Interest Inventory® instrument has provided time-tested validated insights to help individuals in their search for a rich, fulfilling career through aligning their personal interests with “life pathways”, both career and personal. As one of the most respected and widely used career planning instruments in the world, it has been used extensively in educational institutions and organisations of all sizes.

ISTARTSTRONG™ ASSESSMENT

Designed to be used by individuals without an interpretation session, the iStartStrong™ assessment and report puts self-discovery into the hands of anyone seeking career direction. The personalised report paints a clear picture of how one's interests and themes link to various jobs, work settings and career fields.

THE SUPERSTRONG™ ASSESSMENT

The SuperStrong™ assessment uses both tried and true personality indicators and the latest behavioral science to recommend real world action steps to individuals to help them achieve their goals in life. This online assessment comprises 60 questions empirically derived from the Strong Interest Inventory® assessment and provides immediate and interactive feedback.



Your Guide to Performance

CPP Asia Pacific is a leading provider of psychological instruments, product solutions and professional services; through which we enable our customers and partners to transform individual, team and organisational performance.

Operating for over 20 years, CPP Asia Pacific now has offices throughout the Asia Pacific region, including: Australia, New Zealand, Philippines, Singapore, People's Republic of China, Hong Kong, India and Thailand.

As a subsidiary of CPP, Inc., CPP Asia Pacific is proud to be the certification provider and distributor of the world renowned Myers-Briggs Type Indicator® (MBTI®) instrument, in addition to representing other leading psychological assessment and development instruments.

With our expert support and guidance, representatives of businesses of all sizes, government agencies, educators and training and development consultants in more than 100 countries administer our instruments to millions of individuals each year.

Let's make a difference together. Talk to us to see how.

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