

PRO INTERESTS®

“Pro Interests®” measures professional interests in the company’s professions and major functions.



THE STRONG POINTS OF THIS TEST

- | ✓ Deep aspirations revealed with precision
- | ✨ Reliable guidance without costly mistakes
- | ☀️ Maximized engagement and motivation
- | 📁 Secure career choices
- | 🔍 Accelerated professional support
- | ⚡ Results transformed into real successes



BENEFITS

Pro Interests® is the ultimate solution for **skills assessment consultants**, **career coaches**, **career counselors**, **HR managers** and **recruiters** who want to **identify authentic career interests**, **decode deep motivations** and **propose perfectly aligned career paths**. This scientifically validated assessment tool allows you to **explore hidden aspirations**, **drastically reduce career errors** and **maximize professional engagement** at every stage of the career journey.

Thanks to an exclusive approach that explores **10 dimensions of professional interests** and translates them into **concrete business recommendations**, you simultaneously assess **natural aspirations**, **sectoral affinities**, **intrinsic motivations** and **work environment preferences** essential for professional development. You thus transform your support processes into real levers for **optimized career development**, **informed orientation**, **successful reconversion**, **strategic internal mobility** and **excellence in talent management**, by precisely aligning authentic interests with professional objectives and market opportunities.

Investing in **Pro Interests®** means choosing an innovative **strategic assessment solution**, designed to meet the complex challenges of **in-depth skills assessment**, **personalized career guidance**, **retraining support**, **targeted career coaching**, and **optimized internal mobility**. It also guarantees **secure professional choices**, **optimized career paths**, and **more fulfilled, engaged, and efficient individuals**.



PSYCHOMETRY

Test construction:

Pack: Assessment

Questionnaire type: Ipsative

Number of questions: 120 Time to complete: 20 minutes

Test validation:

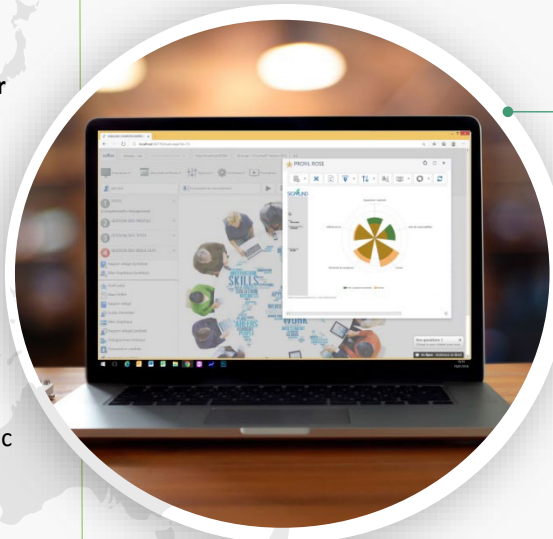
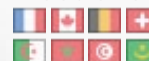
Double external validation

Internal validation, consistency

Loyalty

Reliability

Test available in



Business references included





DIMENSIONS AND CRITERIA EVALUATED

INTEREST IN PRODUCTION

Evaluates the attractiveness of manufacturing processes, production line management and resource optimization.

INTEREST IN TECHNICAL SERVICES

Measures affinity for maintenance, repair and improvement of equipment and infrastructure.

INTEREST IN MARKETING AND SALES

Measures attractiveness for promotion, sales and development of business strategies.

INTEREST IN ADMINISTRATIVE MANAGEMENT

Assesses affinity for organizing, planning and coordinating business activities.

INTEREST IN RESEARCH AND DEVELOPMENT

Assesses passion for innovation, experimentation and creating new products or services.

INTEREST IN FINANCE ACCOUNTING

Measures interest in financial analysis, budget management and accounting.

INTEREST IN COMPUTERS

Assesses passion for information technology, software development and systems management.

INTEREST IN HUMAN RESOURCES

Measures affinity for personnel management, recruitment and skills development.

INTEREST IN CREATION AND COMMUNICATION

Evaluates appeal for design, advertising and public relations.

TECHNICAL DIMENSION

Knowledge and know-how of the profession

