Psychologists have long argued that human behavior is best conceptualized as a joint function of who people are as individuals (i.e., “the person”) and the environments they experience (i.e., “the situation”). On the person-side, we have more than a century’s worth of theory and research dedicated to conceptualizing and measuring relevant variables within the domains of personality, intellectual abilities, and interests (to name a few). On the situation-side, however, we lack a consensus regarding how to best conceptualize and measure relevant considerations. In this talk, I will discuss some of my research showing that “situational strength” has the potential to represent one behaviorally important aspect of situations. Although situational strength has existed as a highly cited general concept since the 1970s, my work is dedicated to transforming it from an intuitively appealing truism to a scientifically meaningful construct in its own right.