

INTRODUCTORY GUIDE TO STRENGTHS BASED DEVELOPMENT

*"Self-reflection encourages bravery.
Rationalisation is your enemy."
Awa Kenzo*



**Think.
Plan.Do.**

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GALLUP[®] CERTIFIED
Strengths Coach

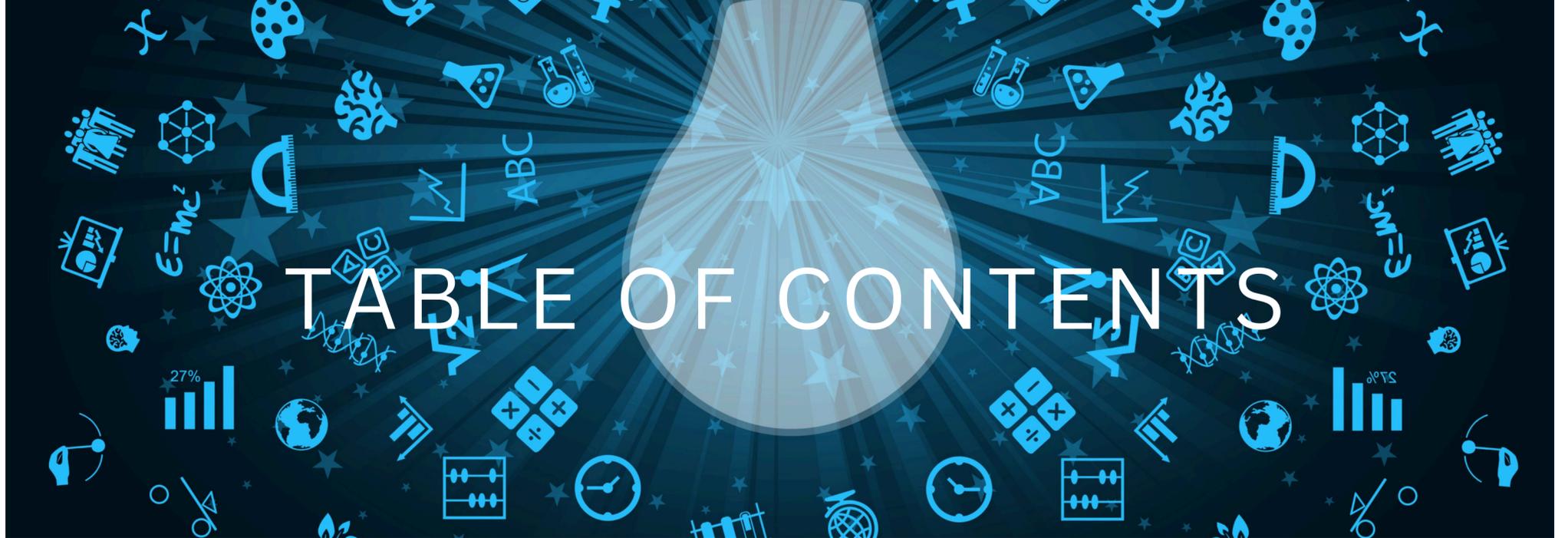


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Strengths based development is about more than just identifying strengths.

It's about helping people recognise and develop their strengths - and appreciate the strengths of others.

ABOUT CLIFTONSRENGTHS

TALENT

a natural way of thinking, feeling or behaving

X INVESTMENT

time spent practising, developing your skills and building your knowledge base

= STRENGTH

the ability to consistently provide near-perfect performance

□ WHAT IS THE GALLUP CLIFTONSTRENGTHS ASSESSMENT?

It is a personalised report that helps you discover and verbalise your natural talents.

By identifying what you naturally do best you can learn to develop these talents into strengths.

□ YOUR LENS ON THE WORLD

Learning about our talents helps us understand how we think, feel and behave.

Our talents influence our choices, direct our actions, and explain why we are better at some things than others.

□ LINKING STRENGTHS TO ENGAGEMENT

By doing more of what you do best, (by working in your strengths zone), you'll feel more engaged, empowered and energised.

□ DON CLIFTON (1924-2003)

"What will happen when we think about what is right with people rather than fixating on what is wrong with them?"



PEOPLE WHO USE THEIR
STRENGTHS EVERY DAY ARE

6x

AS LIKELY TO BE ENGAGED
IN THEIR JOBS AND

3x

AS LIKELY TO REPORT HAVING
AN EXCELLENT QUALITY OF
LIFE

The State of the Global Workplace survey in 2025 shows 23% of employees are engaged in the work they do (Aus/NZ). Globally, engagement is at 21%.

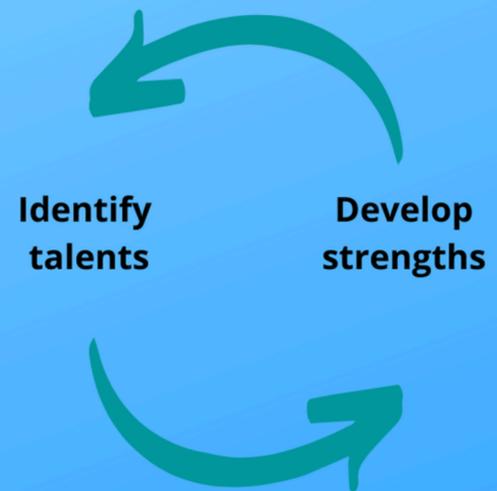
CHAPTER 02

DIFFERING APPROACHES TO PERSONAL DEVELOPMENT

Conventional approach



Strengths based approach



□ CONVENTIONAL APPROACH

The Conventional approach is that fixing weaknesses leads to success, and strengths take care of themselves. It assumes that most behaviours can be learned and executed successfully.

□ STRENGTHS BASED APPROACH

The strengths based approach focuses on each person's strengths while managing weaknesses. The premise is that only some behaviours can be learned to be done well.

The best performer in a role delivers the same outcomes using different behaviours.

The ones that come to them naturally and they execute with excellence.

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✓ **ASSESSMENT COMPLETED**
WHAT'S NEXT...

■ **NAME IT (DESCRIBE THEM)**

Acknowledge them -
Understand the meaning of
each of your dominant
talent themes.

■ **CLAIM IT (OWN THEM)**

Appreciate the power of
your dominant themes and
the value they provide to
you and bring to others.

■ **AIM IT (USE THEM)**

Spend time intentionally
using and developing your
talents. Put these into
practice and learn to use
and develop them in
pursuit of your goals.

■ **WEAKNESSES ARE NOT IGNORED**

Weaknesses are defined as anything that gets in the
way of your success. These are not necessarily our
non-dominant talents.

The more we can speak about the things we do well,
the more we can speak about the things we don't do
so well and therefore manage these better.

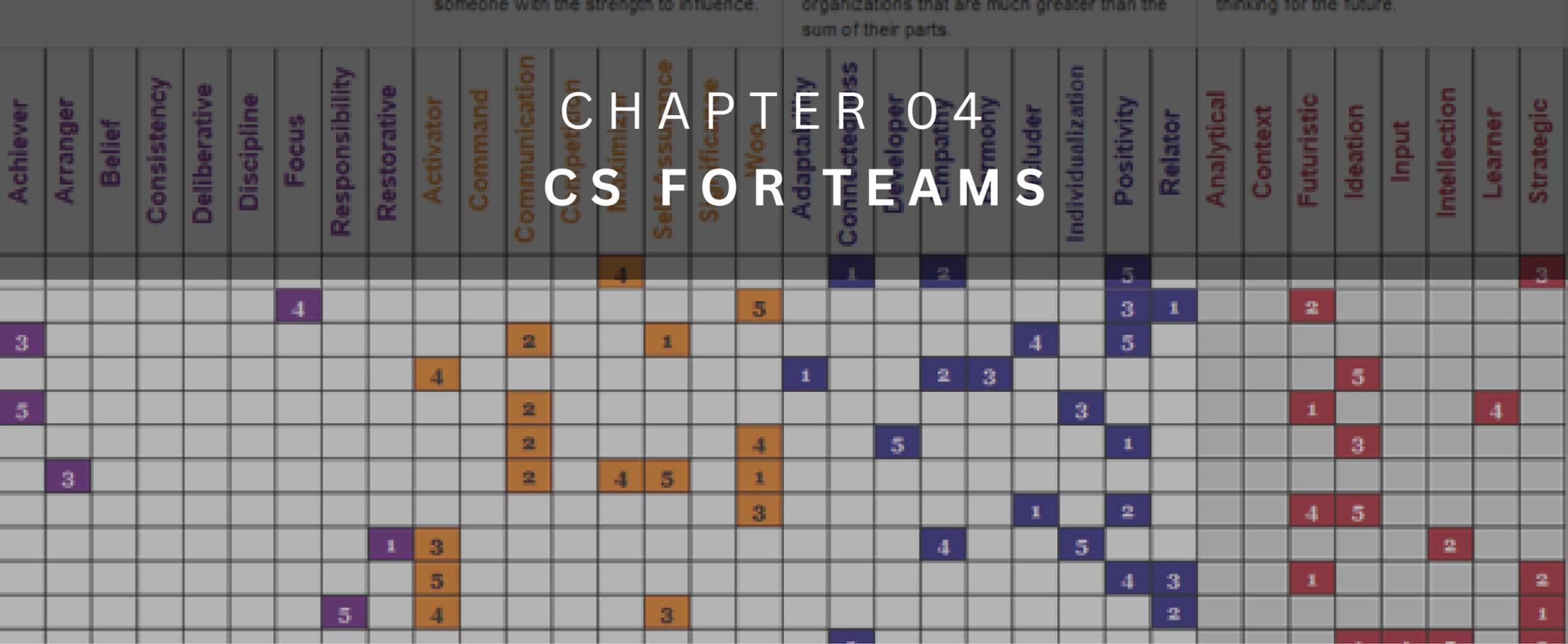
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CHAPTER 03
FOR INDIVIDUALS

The greatest potential
for growth and success
comes from
discovering and
developing your most
dominant talents.

*Themes
are not good or bad
- it's the
application that
makes them so*



CLIFTONSTRENGTHS GIVES TEAMS A COMMON LANGUAGE TO TALK ABOUT HOW THEY CAN COMMUNICATE, COLLABORATE AND PERFORM MORE EFFECTIVELY TOGETHER.

□ **STRENGTHS DEVELOP IN PARTNERSHIP WITH OTHERS**

The best partnerships happen when you join forces with someone whose strengths complement yours and focus on a single goal. You accomplish **together** what you could not do as well on your own.

□ **EVERYONE HAS STRENGTHS**

Learning about talents across the team helps members appreciate the breadth of these talents, the contributions and value that each person brings to the team.

□ **EVERYONE HAS A DIFFERENT LENS**

When team members are aware of each other's talents, they understand how each person is inclined to think, act and feel. This awareness helps navigate how they best work together.

Teams that focus on strengths every day have 12.5% greater productivity



CHAPTER 05

LEADERSHIP DOMAINS

STRATEGIC THINKING

People with dominant Strategic Thinking themes absorb and analyse information that informs better decisions.

These themes help people know the facts about **WHAT** has happened, **WHAT** is happening, and **WHAT** is the best way forward.

INFLUENCING

People with dominant influencing themes know how to take charge, speak up, and make sure the team is heard.

These themes help people take **WHAT** and provide the **WHY**, giving motivation and energy to move forward.

RELATIONSHIP BUILDING

People with dominant relationship building themes have the ability to build strong relationships that can hold a team together.

These themes help people understand the team members so they know **WHO** to involve and **WHO** is best for each task.

EXECUTING

People with dominant Executing make things happen. They work tirelessly and implement solutions.

These themes help people understand the details and know exactly **HOW** it should be done, and see the task/project through to completion.



CLIFTON STRENGTHS TAKEAWAYS

Identifying our talents gives us the opportunity to transform how we live and work.

Utilising our strengths can be transformative as we apply them to our goals and increase our ability to consistently perform with excellence.

If you are curious about what your dominant talents are, or how you turn these into strengths and put them to work then send me an [email](#) or give me a [call](#).

There is a strong connection between
who people are and what they do best...
what people do best and how they feel...
how people feel and how they perform.

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