

STRENGTHS · PROFILE

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Your top realised strength
EXPLAINER

Your top unrealised strength
CONNECTOR

Your top learned behaviour
WRITER

Your top weakness
COMPETITIVE

Your Unique Quadrant Profile

Congratulations on starting your strengths journey.

By realising your strengths, you can understand your uniqueness, what motivates you and what you love to do. Use these insights to shape your personal and career success by being your authentic Best Self every day.

Strengths Profile assesses 60 strengths. Your most significant results are included within your unique Quadrant Profile below. This reveals, in ranked order, up to 7 realised strengths, up to 7 unrealised strengths, up to 4 learned behaviours and up to 3 weaknesses.

If you have less than these in any quadrant, it simply means that your responses were more aligned to the other quadrants.

Use your Quadrant Profile, and the advice that follows, to help you work on the right things now and in the future.

REALISED STRENGTHS
Strengths you use and enjoy

Perform well Energising Higher use

Use wisely

1 Explainer	5 Legacy
2 Adventure	6 Spotlight
3 Curiosity	7 Catalyst
4 Personal Responsibility	

UNREALISED STRENGTHS
Strengths you don't use as often

Perform well Energising Lower use

Use more

1 Connector	5 Courage
2 Self-awareness	6 Growth
3 Unconditionality	7 Persuasion
4 Mission	

LEARNED BEHAVIOURS
Things you've learned to do but may not enjoy

Perform well De-energising Variable use

Use when needed

1 Writer	3 Compassion
2 Listener	4 Rapport Builder

WEAKNESSES
Things you find hard and don't enjoy

Perform poorly De-energising Variable use

Use less

1 Competitive	3 Emotional Awareness
2 Service	

Your Full-60 Profile

Your unique profile across 60 strengths



1 Explainer	2 Self-awareness	6 Personalisation
2 Adventure	3 Unconditionality	7 Creativity
3 Curiosity	4 Mission	8 Strategic Awareness
4 Personal Responsibility	5 Courage	9 Enabler
5 Legacy	6 Growth	10 Self-belief
6 Spotlight	7 Persuasion	11 Gratitude
7 Catalyst	8 Adaptable	12 Authenticity
8 Organiser	9 Judgement	13 Equality
9 Time Optimiser	10 Centred	14 Innovation
10 Prevention	11 Detail	15 Optimism
11 Bounceback	12 Planner	16 Change Agent
12 Incubator	13 Counterpoint	17 Humility
13 Humour	14 Narrator	18 Esteem Builder
14 Resilience	15 Action	19 Adherence
15 Feedback	16 Persistence	20 Work Ethic
16 Drive	1 Writer	1 Competitive
17 Resolver	2 Listener	2 Service
18 Improver	3 Compassion	3 Emotional Awareness
19 Relationship Deepener	4 Rapport Builder	4 Empathic
1 Connector	5 Pride	5 Moral Compass

Use your realised strengths wisely

- Develop them even further
- Dial them up and down depending on the situation

1 Explainer 

- You take complex ideas and express them simply and clearly.
- You love to simplify things, ensuring that a wide range of people can easily understand the content.
- You enjoy coming up with different ways of explaining the same thing to help people understand.

Use wisely - Read your audience. Not everyone needs the same level of explanation, so you may need a few ways to deliver your content to avoid patronizing people.

2 Adventure 

- You relish the risk of the untried and look forward to experiences outside of your comfort zone.
- New and challenging scenarios provide ways for you to understand what you can and can't do.
- You love to push the boundaries and see what life will throw at you.

Use wisely - Support others to stretch themselves outside of their comfort zone, challenging those who are more risk averse to try something new.

3 Curiosity 

- You are interested in everything and love to ask questions and undertake follow-up reading. You are very open to new ideas, seeking out new information every day. You get excited when you discover new topics to study.

Use wisely - Focus your keen interest towards your goals as a priority, only moving on when these have been successful. Otherwise, you risk finding that you are all questions and no action.

4 Personal Responsibility 

- You are always true to your word, knowing that if you make a promise, then you are sure to keep it.
- You never blame others, but take ownership of everything that you do.
- You are seen as someone who is always prepared to do what you have committed to do.

Use wisely - When did you last delegate or say no? As you always deliver on your commitments, it might be a good idea to practice saying these or even push back sometimes.

5 Legacy 

- You care deeply about future generations and seek to leave a legacy through everything you do.
- You enjoy working on things that make a difference.
- You love to make a positive contribution and create things that will outlast you.

Use wisely - Remember to switch off sometimes and allow yourself to do things just because you like doing them. Relax and have some fun!

6 Spotlight 

- Whether in a meeting or in a social gathering, you naturally speak up and hold the floor.
- You love capturing people's interest and attention, and find this easy to do.
- You find that you can get people to listen to you and focus on what you're saying or doing, whatever the distractions.

Use wisely - Ensure you use your Spotlight for a good reason; to achieve an outcome. That way you can rest it when it isn't required, giving others a chance to shine as well.

7 Catalyst 

- You love to mobilise and inspire other people to get things started.
- You especially enjoy getting new projects off the ground and putting ideas into action by involving others.
- You motivate others to work on things that otherwise they might never have done.

Use wisely - Get involved with a diverse range of projects to stretch yourself. Ensure you have energy to continue inspiring others until the end of longer term projects.

8 Organiser 

- You love to be well-organised. Everything has its place, both in your work and your personal life.
- Your organisation means that you are able to be as effective as possible in everything you do.
- You always know where things are and what to do when - because you have organised everything in advance.

Use wisely - How do you fare with unexpected changes or spontaneity? Sometimes it is good to just sit back and enjoy surprises, taking a less structured approach.

9 Time Optimiser



- Time is very precious to you. You never waste it, squeezing as much as you can into every minute.
- You organise yourself so that you always use your time productively.
- Whatever situation you are in, you can be sure that you are making the most of your time.

Use wisely - When was the last time you truly enjoyed and appreciated the moment you are in? Ensure you allow time to ponder and rest from your busy life.

10 Prevention



- You love to think ahead and anticipate problems before they happen.
- You notice the little things that might be out of place or going wrong, and then deal with them.
- Your actions prevent these future problems, making sure they can't arise in the first place.

Use wisely - Ensure that you share any key learning from your experiences, so that others can benefit. Also, remember sometimes to take a pause and to enjoy the moment you are in.

11 Bounceback



- Whatever setback or disappointment you come up against, it just makes you more determined to succeed.
- You love to pick yourself up very quickly from setbacks, using them as a springboard to spur you on.
- You go on to achieve more than you would have done otherwise, proving your success to yourself and others.

Use wisely - As well as harnessing your drive to get back up and succeed after setbacks, try to take a little time out to reflect on your experiences and rest a little too.

12 Incubator



- You love to think, to ponder and to reflect throughout your day, every day.
- You enjoy taking moments out of your day to give yourself dedicated thinking time.
- You don't like to be rushed, allowing you the time and space to come up with ideas and questions.

Use wisely - Explain your reflective style to others, as there is the risk that it may be perceived as a lack of commitment or action. Appreciate you may on occasion have to make faster decisions.

13 Humour



- You love making people laugh and look for every opportunity to do so.
- You are able to see the funny side of things and like to share this with others.
- You have the ability to crack a joke or tell a story that lightens the mood and gives enjoyment to others.

Use wisely - Practice reading your audience and the situation to understand when it is appropriate to use your Humour. Think of ways you can really add value with your talent in your workplace.

14 Resilience



- You have a tremendous ability to overcome adversity and take setbacks in your stride.
- You find the resources you need and pick yourself back up, even in difficult circumstances.
- You know that you have the strength to cope with, and recover from, anything that life throws at you.

Use wisely - The way you cope will be a role model to others. Balance this by showing how you sometimes need a moment to recover, or show your emotional side when appropriate.

15 Feedback



- You enjoy giving people both positive and negative feedback.
- You believe people need to know what they have done well, so that they can build on it and progress.
- You give people accurate developmental feedback so that they know where they can improve.

Use wisely - Know when feedback will be welcome and balance both positive and negative. Give people a chance to tell you how they think they have performed in advance of your feedback.

16 Drive



- You are extremely self-motivated, with an inner drive that pushes you on to achieve more.
- As soon as you complete one task, you don't wait to be told what to do, you move on to the next.
- You love to set stretching goals and targets for yourself.

Use wisely - A stretch target for you could be to relax a little! Ensure you are clear about what you want to achieve, otherwise you could be driving around in circles.

17 Resolver

- You love solving problems. The more complicated the problem, the better.
- You will always go the extra mile to find a solution, getting to the root of the problem.
- You're never beaten by a problem, but the problems are often beaten by you.

Use wisely - Remember to spot when a problem can't be resolved and giving up is the best option. You can also ask for help too!

18 Improver

- You love looking for ways to do things better.
- You prefer not to accept the way things are usually done, as you love to see how you can make things more effective.
- You find that you do this very naturally – and a lot of the time!

Use wisely - Don't feel that you have to improve everything all the time. Focus your attention on the things that really need improving, rather than just tweaking things for the sake of it.

19 Relationship Deepener

- Building close relationships with people is very important to you.
- For you, really getting to know someone, and for them to know you, takes time.
- Your relationships with people will develop slowly over time, but will almost always last for the long term.

Use wisely - Remember not to miss opportunities to connect with people on a more informal basis. You might need more of a diverse network of loose contacts in the future.

Use your unrealised strengths more

- Look for new ways to use them
- Align them to your goals

1 Connector



- Whatever situation you find yourself in, you tend to make connections between the people that you meet.
- You notice when people have shared interests or something in common.
- You like to think about the ways you can effectively bring people together for their mutual benefit.

Use more - Put yourself in more situations to network and connect with others. Be mindful of daily opportunities on the school run, sports and hobbies or social media.

2 Self-awareness



- You tend to enjoy spending time and focusing effort on understanding your behaviour, emotions, and responses to different situations.
- You have an awareness of your strengths and weaknesses.
- Your behaviour rarely surprises you or catches you off-guard.

Use more - Dedicate 10 minutes each day to write a journal. Make it simple, like jotting down three strengths that you used today, and noting the hardest part of the day.

3 Unconditionality



- You are able genuinely to accept and respect people for who they are, without ever judging them.
- You believe that everyone is valuable in their own right.
- No matter what people may have done, you tend to accept everyone the same.

Use more - What approaches do others who don't judge take? Consider applying their approaches, at home or work, to those who may be more easily judged by others.

4 Mission



- You enjoy doing things that give your life meaning and purpose.
- You could be focused on one or many different things that provide purpose.
- How you spend your time, your decisions and your future plans all tend to be aligned to your sense of mission and purpose in life.

Use more - Work on your Mission regularly. For example, making the world a happy place might take a while, but you could make one person happier every day.

5 Courage



- While you may well feel afraid, you tend not to let your fear get in the way of what you want to do.
- You like to participate in activities that make you nervous or scared.
- You rarely let your fear get in the way of what you want to do.

Use more - What projects have you been avoiding due to feeling nervous? Alternatively, try stepping outside of your comfort zone within existing projects to achieve your goals.

6 Growth



- Whatever you are doing, you try to look out for ways to develop yourself further.
- You tend to seek out activities, skills, knowledge, or new ways of working that will help you grow.
- You like to invite feedback on your performance, acting on both positive and negative comments.

Use more - Maybe you are not clear on your goals or the opportunities available to you. What additional skills or responsibilities could you take on that are aligned to your strengths?

7 Persuasion



- You can be effective at convincing others and bringing them around to your point of view.
- You like to make a good case for what you want.
- You tend to choose your language, words and methods carefully, in order to win agreement from others.

Use more - Get involved in challenging assignments where it is vital to gain others' support or buy in. Plan your approach carefully, recognising your audience.

8 Adaptable



- You like re-arranging resources and adapting plans to meet the changing demands of new situations.
- You sense when to stay on track and when to change in order to become more effective.
- Your adaptability means that you can look for the best fit for things when the context changes.

Use more - Is there something at home or work you have always wanted to try a different way? Try it out and ask for feedback on how it is working.

9 Judgement

- You have the ability to make good decisions quickly and easily.
- You like assessing the situation, evidence and facts, being confident that you will reach the right decision.
- Your decisions stand up to robust challenge, and you usually turn out to be right.

Use more - Try working towards a leadership or mentor role or take the leading role in a project or hobby. Help others make great decisions by offering your input when asked for it.

13 Counterpoint

- You like to bring an alternative perspective to any situation.
- You seem to see things differently from others, and can present a range of alternatives for any scenario.
- You often bring things into the discussion that other people have missed.

Use more - Look at different ways you can express your viewpoint in discussions. For example, be creative, make it meaningful or prevent a problem.

10 Centred

- You feel as though you typically look out at the world with a sense of inner confidence.
- Whatever challenges life throws at you, your sense of poise and composure is rarely shaken.
- Typically, you feel at ease with yourself at most times and in most situations.

Use more - Use your ability to give off a sense of calmness in any situation when there are times of worry and stress at work and home. Sometimes even your voice helps!

14 Narrator

- Telling stories tends to come naturally to you.
- As ordinary events happen, you often picture how they might be spun into an anecdote or story to tell others.
- You see the benefit of stories to convey morals, insights, values, humour, and many other lessons.

Use more - Use stories to explain things better to others, help people to feel valued, to make a presentation engaging, or simply to spark a conversation.

11 Detail

- You tend to spot inaccuracies as errors jump out at you. You like correcting them.
- Paying attention to detail is important to you.
- You are unlikely to submit anything yourself that contained a mistake.

Use more - Proof readers are rare, so once others are aware of your skills, you won't be short of offers. However, what are the detailed tasks you would like to do more?

15 Action

- You may sometimes feel the need to act immediately and decisively.
- You tend to be more comfortable with forward momentum than you are with careful strategy and reflection.
- Getting started tends to be the only way for you. If it doesn't work, then at least you tried.

Use more - What projects can you get involved in where others have struggled to get going? Leave the planning to others or another day.

12 Planner

- You have the ability to plan and prepare, taking a systematic approach to what you do.
- Before starting tasks, you tend to think carefully, get organised and establish time frames.
- You like to have a plan, including one for the unexpected.

Use more - Get involved in bigger, longer term projects at work or home. Or enable others and set up systems, resources and project plans for them to use.

16 Persistence

- You like to keep going in the face of difficult challenges and frustrations.
- You understand that success in the face of adversity requires extra effort and determination.
- You rarely, if ever, give up.

Use more - People need you! Get involved in projects that face serious or complex obstacles, and turn them around into successful outcomes.

Your Potential - Ideas to use your unrealised strengths more

Your unrealised strengths are your greatest area for your future success. Use the ideas below to support your potential and growth.

1 Connector



- Support the introduction of new people to a group. Encourage additional information sharing, enabling stronger and practical relationships to be formed.
- Facilitate a fun team-building or an informal event to enable a more shared understanding of expertise, strengths and interests in a group.
- Take responsibility for delegating work or tasks to others by creating partnerships using each other's interests, motivations and strengths.

2 Self-awareness



- Ask others for feedback on your style, a recent task or collaboration to understand how others perceive you. Use this to influence your development.
- Get involved with new tasks or unfamiliar work to test your learning in other areas. What do your unrealised strengths say you would be good at?
- Try a strengthspotting diary each week. Which tasks were challenging and which were effortless? Why? Which strengths and weaknesses were you using?

3 Unconditionality



- Support those who have to make difficult or emotional decisions. Create an environment where conflicts can be explored objectively and sensitively.
- Get involved in diversity initiatives to exert a positive influence. You'll genuinely want to make a difference and can counteract any lip service.
- Speak up if you feel someone is being judged or unacceptably spoken to. Others may follow suit and you'll help to create a more positive culture.

4 Mission



- Use your sense of passion and purpose to support the buy-in of others to be motivated with longer-term or more challenging projects.
- Find purpose in every day life. Meaning doesn't always need to be grand gestures. How did you make a difference to that last piece of work.
- Identify your fuzzy longer-term goals, and the benefits to you and the wider community. Consider what resources you will need today to move forward.

5 Courage



- Highlight the potential benefits of taking risks when collaborating. Be prepared with your research and evidence, so the risks are well-informed.
- Motivate others that are working in new or challenging situations. Partner with other courageous people and share strategies and approaches for success.
- Identify any situations you find particularly challenging. Gradually increase your exposure to these, using other strengths to overcome any obstacles.

6 Growth



- Invite a more open feedback culture in your team. Learn from bigger projects or encourage goal sharing and growth buddies to motivate development.
- Make a list of knowledge and skills you may have avoided in the past. Which might help a future career goal? What would help overcome any obstacles?
- Focus on learning something new in an area that would have the biggest impact to you right now. Give yourself a time limit to implement an action.

7 Persuasion



- Support activities in marketing or sales. Review existing promotional materials or services at work or the community and suggest a stronger voice.
- To be confident in sharing your thoughts and ideas, ensure you have access to all relevant information to help you develop your persuasive skills.
- Support people who have skills or services that need promoting. Convey your own belief in their work and help them to be less humble in approaches.

Use your learned behaviours when needed

- Try not to use them too much
- Use your strengths to support you

1 **Writer**

- You have learned to write well.
- You have the ability to use the written word to help you to clarify your thoughts.
- You can efficiently write things that other people will read.

Use when needed - Try other forms of communication to suit your audience. Use others as a sounding board too if you are stuck, sometimes getting started is the hardest part.

5 **Pride**

- You have learned to take pride in everything that you do, delivering work that is consistently of a high quality.
- You try to get it right first time.
- You set high standards for yourself, and want to be recognised for delivering quality output.

Use when needed - Balance quality with execution, however challenging this may be. Try not to be dismissive of the contributions of those with less Pride than you.

2 **Listener**

- You have learned to take an interest in what people have to say.
- You know it is important to listen - not just to the words, but to how those words are used.
- You try to listen to everything that someone says.

Use when needed - Paying full attention for long periods of time can be tiring. When it's necessary, take a step back and just enjoy the conversation as it is.

6 **Personalisation**

- You have learned to notice the subtle differences in people that make everyone unique.
- You know how to recognise people's different motivations, as well as their likes, dislikes, preferences and strengths.
- You understand that what is right for one person might be wrong for another.

Use when needed - It can be tiring to pay attention to everyone's unique differences. Sometimes take a step back, and use this only when you need to, instead trying just to engage naturally with others.

3 **Compassion**

- You know that it is important to care about the people around you.
- You try to seek the best for everyone, offering sympathy and support to others.
- When people are unhappy, you have learned how to find the right things to say.

Use when needed - If you have overplayed this recently, use it more sparingly or move more into the action phase of supporting others.

7 **Creativity**

- You are able to be creative.
- You have learned how to come up with and combine ideas, images, colours, concepts and tastes as appropriate.
- You have learned that there are benefits to trying new or imaginative ways of doing things.

Use when needed - What constrains your Creativity and stops you suggesting the untried or untested? Allow yourself more time, or try sounding out your ideas with a colleague first.

4 **Rapport Builder**

- You have learned how to start conversations with people quickly and easily.
- You are comfortable meeting people for the first time.
- You are able quickly to find something that is of interest to you both, helping to establish a relationship.

Use when needed - If it's tiring, avoid situations where you have to do this daily. Focus on doing this well when you need to, doing so for shorter periods of time.

8 **Strategic Awareness**

- You have learned to take an interest in understanding changes in the wider world that could impact on your plans.
- You are able to develop and shift long term plans effectively.
- You try to ensure that you take steps to deal with whatever future circumstances may arise.

Use when needed - A balance of the short and longer term picture is ideal. Try to work practically with detailed tasks when you need to, as well as working on the future.

9 Enabler



- You have learned how to help people to do things for themselves.
- You are able to provide support and encouragement, while giving people tasks and challenges that will stretch them.
- You know it is important to help others grow and develop by encouraging them out of their comfort zone.

Use when needed - Align your enabling skills towards your goals. Who in your team, or at home, can you support to learn a new skill to ease your own workload, allowing you to move on to other things?

10 Self-belief



- You have learned how to be more confident in your own abilities.
- You try to believe in yourself, knowing that this will help you to achieve your goals.
- You know that if you set your mind to something and work hard, you are more likely to achieve it.

Use when needed - What would make this a little less effort? Playing to strengths ensures success, as does the right recognition for your work and accurate feedback so you can grow.

11 Gratitude



- You try to remain aware of how fortunate you are.
- You have learned to notice and appreciate the positive things that happen to you.
- You try not to take anything for granted.

Use when needed - Don't feel you always need to be grateful. Be authentic and allow yourself some moments to be upset, or to feel free to express your displeasure about something negative.

12 Authenticity



- It is important to you that you act in a way that is genuine and without pretence.
- You have learned that being yourself and keeping to your own values is the best way to behave.
- Regardless of pressure from others, you have learned to be true to yourself and to stand by what you believe in.

Use when needed - Are there situations where it is difficult to fully be you? What are they and how can you expose yourself less to these situations or environments?

13 Equality



- Being fair and equitable is important to you.
- You have learned to pay attention to issues of fairness and equality, to recognise others as your equal.
- You ensure that your own actions and decisions are as fair and as equitable as possible.

Use when needed - There may be a balance to achieve between being fair, and recognising that treating everyone as individuals may also be important for you. Sometimes, these may differ.

14 Innovation



- You are able to generate new designs and ideas.
- You have learned how to look at things from a different perspective to others and to think 'out of the box'.
- You try not to get blinkered by what exists now when coming up with new ways of working, inventions and approaches.

Use when needed - Don't feel you have to do this by yourself. Try and pair up with your colleagues and brainstorm ideas together, or ask someone with a strength in Innovation to help.

15 Optimism



- You have learned to see the best side of negative situations, and to be positive about the future.
- You know it can be beneficial to believe that things will work out well in the future.
- You have experienced that focusing on the bright side helps you to keep positive.

Use when needed - Don't feel that you always have to be optimistic. Feel free to be yourself sometimes and to voice your thoughts, problems and concerns to others.

16 Change Agent



- You know of the real benefits of change and you are at ease when involved with and bringing about change.
- You have learned how to be an advocate for new developments and are able to do this when required.
- You put others at ease through your ability to deal with change.

Use when needed - Think about connecting deeper with the reasons for the change and the positive outcome predicted, especially if it is a longer term project.

17 Humility



- You are a humble person, never allowing yourself to be big-headed or boastful.
- When a job is done well, you have learned to ensure credit is given to other people.
- You know that you depend on others for your success. You strive to appreciate and value their support.

Use when needed- Don't feel you always have to be humble. It is okay to speak about your own successes, at the same time as praising others for their work.

18 Esteem Builder



- You know how to build people's self-confidence and self-belief.
- You can see the potential and the possibility in others and help them to recognise it for themselves.
- You have learned to help others achieve what they are capable of achieving.

Use when needed- Avoid being inauthentic by doing this only when you really mean it. Give people meaningful feedback, for example, something specific on the way they approached something.

19 Adherence



- You have learned how to focus on following a given approach carefully and diligently.
- You are able to follow guidelines, rules, instructions and procedures to the letter.
- You can stick closely to what needs to be done when necessary.

Use when needed- Balance out rule-following tasks with those that allow you to think more creatively. Find more energising parts of the day to tackle those procedures too!

20 Work Ethic



- You have learned to work hard, putting a lot of effort and energy into your work.
- Experience has shown you that working hard is important.
- You don't mind working longer hours when necessary, but work is probably not the thing for which you live.

Use when needed- Don't beat yourself up, you are far from lazy! Remember only to work longer hours when necessary. Don't forget that playing to your strengths is much less effort!

Use your weaknesses less

- Delegate to others who have this as a strength
- Use your strengths to compensate

1 Competitive



- You are not motivated by competing against others.
- For you, winning is not everything. You do not mind if you don't win, as you feel there are probably more important things to be concerned about.

Use less - Does it matter? Focus on the outcome you need to achieve and use other strengths. Do you need to win with clients and customers? Build great relationships and provide an amazing level of service.

2 Service



- You may not always feel compelled to help people as much as others may do.
- You do not naturally strive to go above and beyond in what you do for people, preferring to do what's needed.

Use less - Don't beat yourself up, you may not be required always to go out of your way for others. When it is required, however, how might you improve the level of service you offer?

3 Emotional Awareness



- You may find it difficult to judge people's emotions and feelings and to pick up on subtle clues.
- You may find that you are not always able to interpret people's emotions as accurately as others.

Use less - If you feel it has an impact on you, take more time in your interactions rather than thinking about your next task. Try asking more questions to get to know how people are feeling.

4 Empathic



- You may not be the sort of person who seems to have a natural emotional connection with others.
- You may find it difficult to tune into people's feelings, as your own emotions are less affected by what other people are feeling.

Use less - It doesn't mean you don't care, instead you may prefer moving people into action when they feel distressed. What other strengths might show your warmth when required?

5 Moral Compass



- You may not always feel that your morals and values are central to your decisions and behaviours.
- You may not always reflect on your values and morals to inform the decisions that you make.

Use less - How would you describe what is important to you and what you believe in? Just because you aren't always focused on ethics, it doesn't mean you don't care, so appreciate the values of others in your actions.

Introducing the Strengths Families

The five strengths families below are conceptual groupings of the 60 strengths. Each strengths family contains a set of strengths that share related characteristics.

They are designed to provide a framework that might help you understand the patterns of strengths in your Profile. Below is the list of strengths that are included in each of the five Strengths Families.

14 Strengths

BEING

Our way of being in the world

Authenticity	Gratitude	Moral Compass	Service
Centred	Humility	Personal Responsibility	Unconditionality
Courage	Legacy	Pride	
Curiosity	Mission	Self-awareness	

8 Strengths

COMMUNICATING

How we give and receive information

Counterpoint	Humour	Spotlight
Explainer	Listener	Writer
Feedback	Narrator	

13 Strengths

MOTIVATING

Our drive towards action

Action	Change Agent	Improver	Work Ethic
Adventure	Competitive	Persistence	
Bounceback	Drive	Resilience	
Catalyst	Growth	Self-belief	

11 Strengths

RELATING

How we relate to others

Compassion	Empathic	Esteem Builder	Rapport Builder
Connector	Enabler	Personalisation	Relationship Deepener
Emotional Awareness	Equality	Persuasion	

14 Strengths

THINKING

Our approach to situations

Adaptable	Incubator	Organiser	Strategic Awareness
Adherence	Innovation	Planner	Time Optimiser
Creativity	Judgement	Prevention	
Detail	Optimism	Resolver	

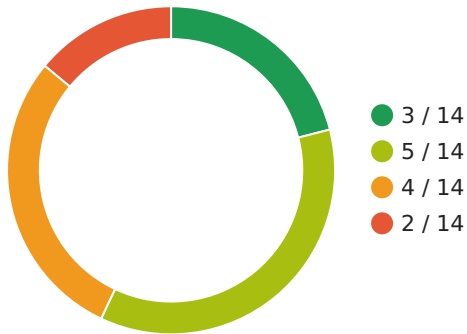
Your Strengths Families

The circles below are a visual representation of your strengths across the four quadrants, within each of the five strengths families. They may help you visualise and understand patterns that exist in your Profile.

● Realised Strengths ● Unrealised Strengths ● Learned Behaviours ● Weaknesses

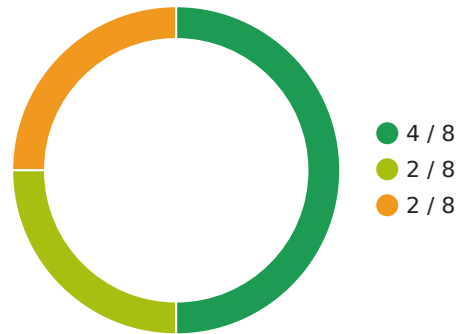
Being

14 Strengths
Our way of being in the world



Communicating

8 Strengths
How we give and receive information



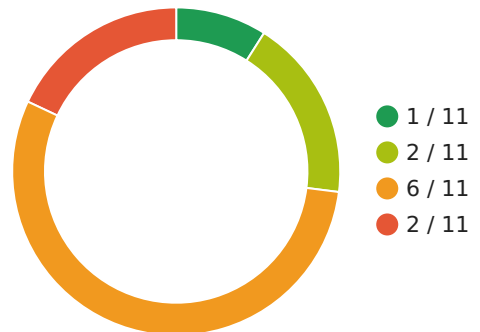
Motivating

13 Strengths
Our drive towards action



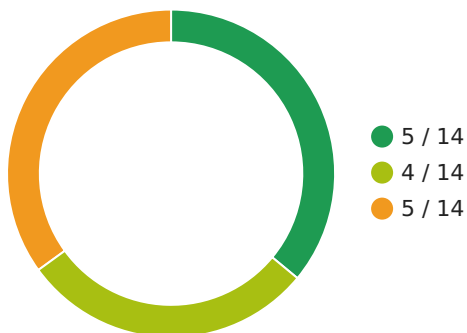
Relating

11 Strengths
How we relate to others



Thinking

14 Strengths
Our approach to situations



Your Strengths Families Distribution

How your unique Full-60 Profile sits within each of the five strengths families.

	REALISED STRENGTHS	UNREALISED STRENGTHS	LEARNED BEHAVIOURS	WEAKNESSES
Being 14 Strengths	Curiosity Personal Responsibility Legacy	Self-awareness Unconditionality Mission Courage Centred	Pride Gratitude Authenticity Humility	Service Moral Compass
Communicating 8 Strengths	Explainer Spotlight Humour Feedback	Counterpoint Narrator	Writer Listener	
Motivating 13 Strengths	Adventure Catalyst Bounceback Resilience Drive Improver	Growth Action Persistence	Self-belief Change Agent Work Ethic	Competitive
Relating 11 Strengths	Relationship Deepener	Connector Persuasion	Compassion Rapport Builder Personalisation Enabler Equality Esteem Builder	Emotional Awareness Empathic
Thinking 14 Strengths	Organiser Time Optimiser Prevention Incubator Resolver	Adaptable Judgement Detail Planner	Creativity Strategic Awareness Innovation Optimism Adherence	

Your Strengths Career Guide

Whether you're just starting out in your career or looking to gain experience in a new area, choosing a role that aligns to your strengths improves how successful you are and how much you enjoy the work you do. We've reviewed years of data across success, roles and strengths use and carefully selected 43 sectors. Below (in alphabetical order, not ranked) are the 6 sectors that most utilise your realised strengths and 2 sectors that most utilise your unrealised strengths. Use it as a guide to help you in your future career choices.

Career Suggestions

For your realised strengths – what you perform well at, enjoy and use often



Economics

Economic professionals provide specialist advice on future trends, produce forecasts and recommended improvements based on extensive research, economic theories and the study of data and statistics.



Executive

Executives lead organisations in achieving their goals and realising their visions. This includes delivering policies and procedures, overseeing finances and budgets, and collaborating with other executives, staff and board members.



Project Management

Project Management involves overseeing, managing and ensuring projects are completed on time, within budget and within the scope of the brief. This can include setting deadlines, assigning responsibilities and monitoring progress.



Property & Construction

Property & Construction encompasses the practical elements of building construction and remodelling, and encompasses a wide variety of specialities including plumbers, carpenters, bricklayers, electricians and labour trades.



Science & Pharmaceutical

Science & Pharmaceutical professionals build and expand on established knowledge and discoveries with practical and theoretical experimentation to create innovative new solutions for the problems of the modern world.



Transport & Logistics

Transportation professionals are responsible for moving people, animals and goods using a variety of methods. This can involve work within supply chain management, coordination and building strong customer relationships.

Potential Career Suggestions

For your unrealised strengths – what you perform well at, enjoy and use less often



Marketing, Advertising & PR

Marketing, Advertising & PR professionals help clients connect with their audience through the promotion of brands, products and concepts, utilising a wide variety of platforms such as events, print, media advertising and the web.

































Procurement & Purchasing































Procurement & Purchasing involves the sourcing and acquisition of goods and services for an organisation. Professionals can be involved in the research and management of new and existing suppliers, as well as deal negotiations.

Learn more about your strengths and your career within our **Best SELF Model**

Strengths Definitions

 <p>Action You feel compelled to act immediately and decisively, being keen to learn as you go.</p>	 <p>Curiosity You are interested in everything, constantly seeking out new information and learning more.</p>
 <p>Adaptable You juggle things to meet changing demands and find the best fit for your needs.</p>	 <p>Detail You naturally focus on the small things that others easily miss, ensuring accuracy.</p>
 <p>Adherence You love to follow processes, operating firmly within rules and guidelines.</p>	 <p>Drive You are very self-motivated, pushing yourself hard to achieve what you want out of life.</p>
 <p>Adventure You love to take risks and stretch yourself outside your comfort zone.</p>	 <p>Emotional Awareness You are acutely aware of the emotions and feelings of others.</p>
 <p>Authenticity You are always true to yourself, even in the face of pressure from others.</p>	 <p>Empathic You feel connected to others through your ability to understand what they are feeling.</p>
 <p>Bounceback You use setbacks as springboards to go on and achieve even more.</p>	 <p>Enabler You create the conditions for people to grow and develop for themselves.</p>
 <p>Catalyst You love to motivate and inspire others to make things happen.</p>	 <p>Equality You ensure that everyone is treated equally, paying close attention to issues of fairness.</p>
 <p>Centred You have an inner composure and self-assurance, whatever the situation.</p>	 <p>Esteem Builder You help others to believe in themselves and see what they are capable of achieving.</p>
 <p>Change Agent You are constantly involved with change by advocating and making it happen.</p>	 <p>Explainer You are able to simplify things so that others can understand.</p>
 <p>Compassion You really care about others, doing all you can to help and sympathise.</p>	 <p>Feedback You provide fair and accurate feedback to others to help them develop.</p>
 <p>Competitive You are constantly competing to win, wanting to perform better and be the best.</p>	 <p>Gratitude You are constantly thankful for the positive things in your life.</p>
 <p>Connector You make connections between people, instinctively making links and introductions.</p>	 <p>Growth You are always looking for ways to grow and develop, whatever you are doing.</p>
 <p>Counterpoint You always bring a different viewpoint to others, whatever the situation or context.</p>	 <p>Humility You are happy to stay in the background, giving others credit for your contributions.</p>
 <p>Courage You overcome your fears and do what you want to do in spite of them.</p>	 <p>Humour You see the funny side of almost everything that happens - and make a joke of it.</p>
 <p>Creativity You strive to produce work that is original by creating and combining things in imaginative ways.</p>	 <p>Improver You constantly look for better ways of doing things and how things can be improved.</p>

Strengths Definitions

-  **Incubator**
You love to think deeply about things, to arrive at the best conclusion.
-  **Innovation**
You approach things in ingenious ways, coming up with new and different approaches.
-  **Judgement**
You enjoy making decisions and are able to make the right decision quickly and easily.
-  **Legacy**
You want to create things that will outlast you, delivering a positive and sustainable impact.
-  **Listener**
You are able to listen intently to and focus on what people say.
-  **Mission**
You pursue things that give you a sense of meaning and purpose in your life.
-  **Moral Compass**
You have a strong ethical code, always acting in accordance with what you believe is right.
-  **Narrator**
You love to tell stories and see the power of these stories to convey insights.
-  **Optimism**
You always maintain a positive attitude and outlook on life.
-  **Organiser**
You are exceptionally well-organised in everything you do.
-  **Persistence**
You achieve success by keeping going, particularly when things are difficult.
-  **Personal Responsibility**
You take ownership of your decisions and hold yourself accountable for your promises.
-  **Personalisation**
You recognise everyone as a unique individual, noticing their subtle differences.
-  **Persuasion**
You enjoy bringing others round to your way of thinking and winning their agreement.
-  **Planner**
You make plans for everything you do, covering all eventualities.
-  **Prevention**
You think ahead, to anticipate and prevent problems before they happen.
-  **Pride**
You strive to produce work that is of the highest standard and quality.
-  **Rapport Builder**
You establish rapport and relationships with others quickly and easily.
-  **Relationship Deepener**
You have a natural ability to form deep, long-lasting relationships with people.
-  **Resilience**
You take hardships in your stride, recovering quickly and getting on with things again.
-  **Resolver**
You love to solve problems, the more difficult the better.
-  **Self-awareness**
You know yourself well, understanding your own emotions and behaviour.
-  **Self-belief**
You are confident in your own abilities, knowing that you can achieve your goals.
-  **Service**
You are constantly looking for ways to help and serve others.
-  **Spotlight**
You love to be the focus of everyone's attention.
-  **Strategic Awareness**
You pay attention to the wider context and bigger picture to inform your decisions.
-  **Time Optimiser**
You maximise your time, to get the most out of whatever time you have available.
-  **Unconditionality**
You accept people for who and what they are, without ever judging them.
-  **Work Ethic**
You are very hard working putting a lot of effort into everything you do.
-  **Writer**
You love to write, conveying your thoughts and ideas through the written word.