

Strengths Are Our Greatest Untapped Assets

Contrary to Popular Wisdom, Great Organizations
Aren't Built By Developing Weaknesses



Meta-Analysis—Individual

- 20-73% Less Turnover
- 8-18% Increased Performance
- 7-23% Higher Employee Engagement
- 2-10% Higher Customer Metrics
- 4-10% Increased Citizenship

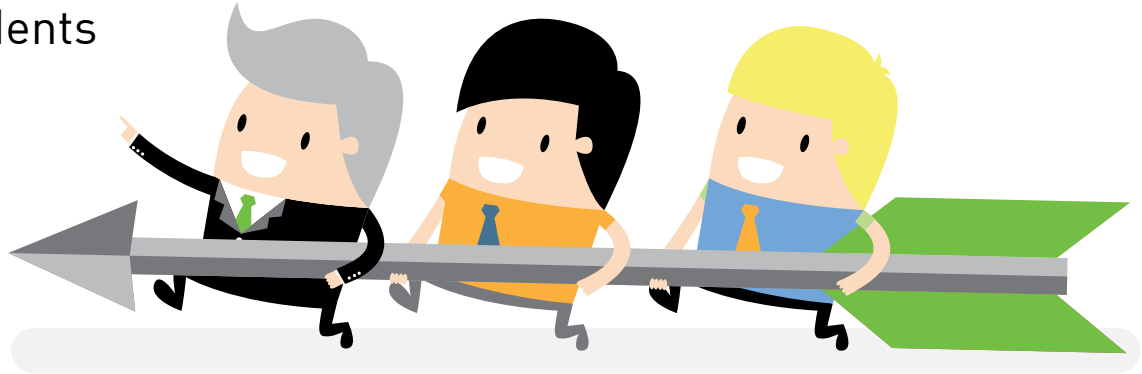


Based on Gallup Research



Meta-Analysis—Business Unit

- 14-29% Increased Profit
- 10-19% Increased Sales
- 7-23% Higher Employee Engagement
- 23-59% Fewer Safety Incidents
- 6-72% Less Turnover





If Strengths Are Such
An Amazing Resource, Why
Don't More Organizations
Embrace Strengths?

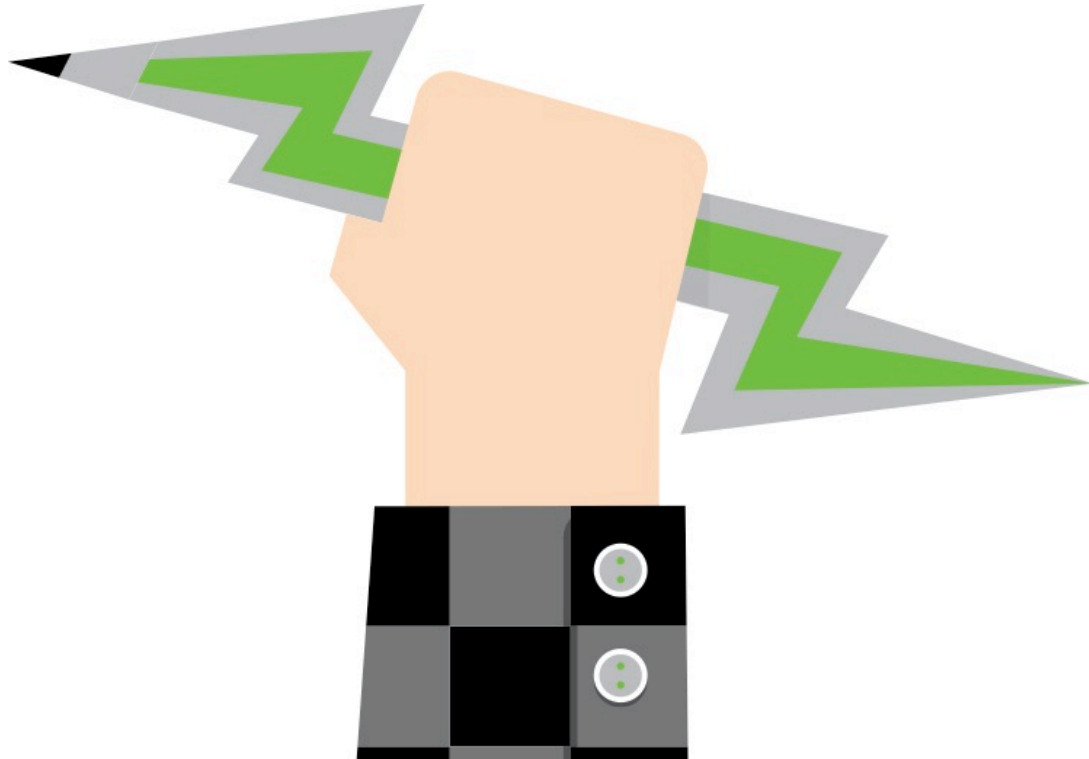


Path Of Most Resistance

Have you ever done something that seemed so easy you thought you had to be doing something wrong ... But, as it turned out you weren't?



Developing Weaknesses Is Like



Matt Swon

Matt Swon

Matt Swon

Matt Swon

Matt Swon

Matt Swon

Matt Swon

Matt Swon

Matt Swon

Matt Swon





Imagine what
is possible if we
start focusing on
what is right
with each other,
rather than fixating
on what is wrong.



Why Strengths?

Everybody has **inherent talents**. The more we **understand those unique talents**, the more we will **understand ourselves and others** — Allowing us to live, work, and **interact exceptionally** well.



Based on Gallup Research

Strengths ...

- Debunk deficiency development
- Are about developing who you are
- Are about helping you succeed being yourself
- Create individual uniqueness and team diversity
- Make communication and understanding easier



Strengths Principles

Strengths are not independent

- Strengths are neutral
- Strengths are not labels
- Lead with positive intent
- Differences are advantages
- People need one another



Gallup Research

Based on Gallup's 40+ year body of research, individuals and organizations that focus on Strengths have:

- Higher self-esteem
- Better interpersonal relationships
- Achieve greater wellbeing



Based on Gallup Research



The Numbers

Strengths-based organizations:

- Are 22% more profitable
- Are 21% more productive
- Engagement rises to 73%
- Receive 10% higher custom ratings
- Report 37% less absenteeism



Based on Gallup Research



Strengths-Wellbeing Connection

Strengths are not isolated, they connect to all areas of our life.

- Career
- Social
- Physical
- Financial
- Community



Strengths & Wellbeing

Individuals that focus on Strengths have better Wellbeing:

- 3 times more likely to have a thriving quality of life
- 6 times more likely to be engaged in their career
- Have more positive team interaction
- Achieve more in all areas of their lives
- Have more positive, creative, and innovative moments



Why Strengths?

Gallup's research shows that each person has greater potential for success in specific areas and the **key to human development** is building on who you already are.

- New Zealand 23 year longitudinal trait stability study



Human Development Needs

According to Daniel Pink, Author of “Drive” and advocate of Positive Psychology, humans have three inherent developmental needs:

- Individualization
- Mastery
- Purpose



Talents Are Being

Talents are patterns of naturally occurring thoughts, feelings and behaviors. Patterns that can be positively applied.



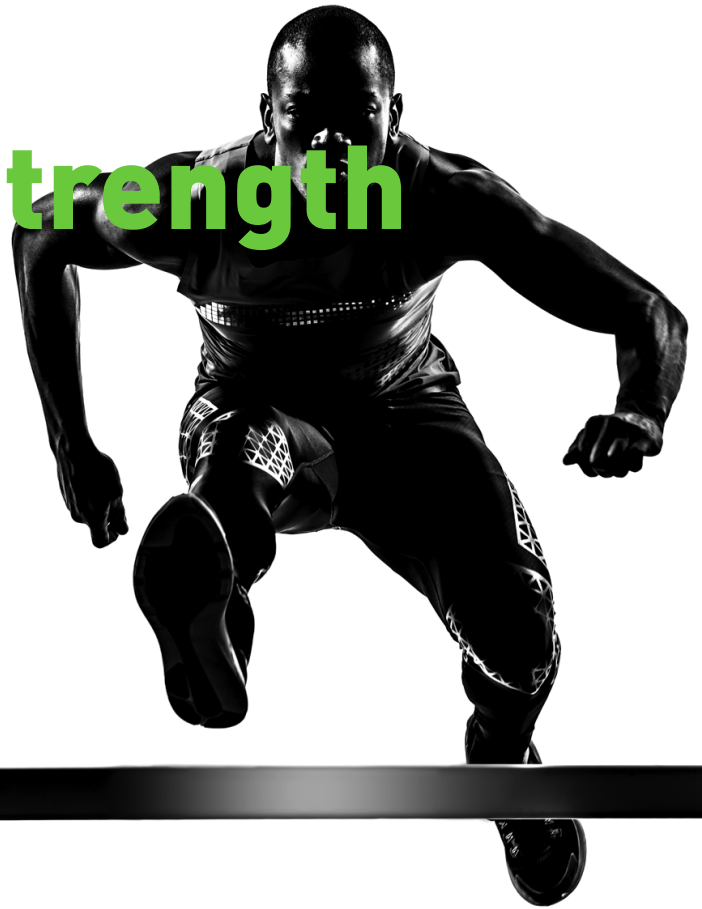
Strengths Are Doing

The ability to consistently produce a positive outcome. Strengths are most effective when they are connected to specific performance.



Talent + Practice = Strength

StrengthsFinder 2.0 is only the beginning. The goal isn't to turn you into someone else or make you more diverse. The goal is to define who you are to help you to become a stronger version of yourself.



A large, bright white lightning bolt strikes down from the top center, branching out across the dark background. The bolt is the central visual element, with its energy radiating outwards.

**70% Of Our Reactions Are
Emotionally Biased**

30% Of Our Reactions Are Rationally Based



Starts With Self, Turns To Others

Strengths in their most raw form start by understanding self. At maturity, Strengths are about understanding and interacting with others, without biased or negative emotion.



4 Domains

- Executing — You get stuff done
- Influencing — You get others going
- Relationship Building — You keep people together
- Strategic Thinking — You create the plans



34 Strengths

- Achiever
- Activator
- Adaptability
- Analytical
- Arranger
- Belief
- Command
- Communication
- Competition
- Connectedness
- Consistency
- Context
- Deliberative
- Developer
- Discipline
- Empathy
- Focus
- Futuristic
- Harmony
- Ideation
- Includer
- Individualization
- Input
- Intellection
- Learner
- Maximizer
- Positivity
- Relator
- Responsibility
- Restorative
- Self-Assurance
- Significance
- Strategic
- W.O.O.



Career

Do you like what you do each day?

- According to Gallup, only 20% strongly agree



Career

Career is important because **we spend the majority of our waking hours working and thinking about work.**

- Death of a spouse versus sustained unemployment



Q12 Performance Benchmark

Organizations with a Strengths-Based Performance Culture leverage **STRENGTHS** as a **BUSINESS STRATEGY** to deliver world-class **PERFORMANCE**.

1. I know what is expected of me at work.
2. I have the materials and equipment I need to do my work right.
3. At work, I have the opportunity to do what I do best every day.
4. In the last seven days, I have received recognition or praise for doing good work.
5. My supervisor, or someone at work, seems to care about me as a person.
6. There is someone at work who encourages my development.



Q12 Performance Benchmark

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7. At work, my opinions seem to count.
8. The mission or purpose of my company makes me feel my job is important.
9. My associates or fellow employees are committed to doing quality work.
10. I have a best friend at work.
11. In the last six months, someone at work has talked to me about my progress.
12. This last year, I have had opportunities at work to learn and grow.



A glowing lightbulb is the central focus of the image, set against a dark background. The bulb is illuminated from within, creating a warm, golden glow that highlights its glass texture and the internal filament structure. The lightbulb is positioned diagonally, with its base on the left and its rounded top on the right. The text is overlaid on the upper portion of the bulb's glass. The overall composition is clean and minimalist, emphasizing the concept of an idea or strength.

Start With Strengths

StrengthsFinder 2.0

