



AIMS OF THE CHALLENGE

As a user of the Strengthscope™ system, you already know that it is very different to personality tests because it identifies the things that strengthen and energise us. It doesn't contain loads of jargon or label you with initials. Our clients and partners consistently tell us it is innovative, practical and straightforward.

As a valued Accredited Partner, we would like to invite you to participate in this challenge to help the community find and exchange practical and creative ways to unleash excellence and strengths at work.

Our aspiration is to create the strongest, most active learning community in the industry, where success stories and learning resources are freely shared by our Accredited Partner community.

CHALLENGE CATEGORIES AND DETAILS

To ensure we play to different strengths, our Challenge involves two categories which we hope will appeal to as many of you as possible.



CATEGORY 1: Using Strengthscope™ System to Deliver Measurable Value to a Client

Goal

You will need to demonstrate how you have used the Strengthscope™ system to create measurable value for internal or external clients. Examples could include:

- Strengthening teamwork and performance using a strengths-focused intervention
- Helping individuals accelerate their career success and/or performance through optimising strengths
- Strengthening leadership performance through strengths-focused development
- Using Strengthscope and the OPAL™ selection process to improve the effectiveness of the hiring process and candidate perceptions of the company
- Incorporating Strengthscope™ and strengths concepts into an organisation's performance management system to promote higher motivation and commitment
- Enhancing organisational effectiveness through identifying, developing and deploying core organisational strengths
- Improving coaching through the use of Strengthscope, STRONG Business Coaching™ and strengths-focused techniques
- Using Strengthscope™ to help identify and develop high potentials as part of a succession system

What You will Need to Do

1. Complete the application form and send this to danielle.cunningham@strengthspartnership.com registering your intent to participate in the challenge
2. Design and implement your Strengthscope™-based intervention
3. Measure the success of the intervention using business relevant and appropriate criteria and approaches (e.g., stories, evaluation forms, videos, our new Strengths Engagement Index™, etc.)
4. Write a case study of no longer than 1500 words detailing: background to the intervention, what you did (including a detailed account of how you used Strengthscope™ and strengths-focused techniques), how you measured value created by the intervention, the specific results and your learning about how to accelerate success through strengths.
5. Each case study should comprise at least 3 client testimonials on the intervention and/or Strengthscope™ (in writing or on video)
6. Submit the case study by no later than 31 Dec 2011

Criteria for Evaluating Entries

1. Innovative and effective use of Strengthscope™ system to help people identify, optimise and celebrate their strengths
2. Results achieved, including client/customer testimonials
3. Way case study is presented – clear, concise and practical

Prize

1st Prize:

£750 worth of Amazon gift vouchers

Runners Up:

3 prizes of a £250 gift voucher towards Strengths Partnership training courses or products

CATEGORY 2: Designing a New Strengthscope™ Learning Resource (e.g., Guide, Workbook, Video, Game or Online Resource)

This category will appeal to the budding authors, creatives and 'architects' among you. It involves coming up with a creative learning resource based on the Strengthscope™ system. Examples include:

- Managers guide for positive, strengths-focused appraisals/performance discussions
- Guide for building a strengths-focused organisational culture
- Book of training games or exercises involving Strengthscope™
- Board game involving Strengthscope™
- Strengths-focused career guide for unemployed or "at risk" people
- Online learning resource (video clips, podcasts, e-guidebook, resource directory, etc.)

What You will Need to Do

1. Complete the application form and send this to danielle.cunningham@strengthspartnership.com registering your intent to participate in the challenge
2. Design the learning resource based on the Strengthscope™ system. Please note that there is no minimum or maximum length that we will stipulate, however, the finished product should be pragmatic, accessible and fit-for-purpose.
3. By 31 Dec 2011, submit the learning resource together with a background paper (no more than 1500 words) outlining:
 - a. Brief description of the name, purpose and intended applications – how the resource can be used and the value it is designed to bring to clients
 - b. Results and feedback from any product testing
 - c. Learning you have gained through the design experience about how to accelerate success through Strengthscope™

Criteria for Evaluating Entries

1. The extent to which the learning resource is pragmatic, creative, simple and accessible
2. Commercial application, i.e., to what extent can the learning resource be used by Accredited Partners to create value for their customers/clients?
3. Extent to which the Strengthscope™ system is central to the learning resource

Prize:

1st Prize:

£750 worth of Amazon gift vouchers.

Runners Up:

3 prizes of a £250 gift voucher towards Strengths Partnership training courses or products.

Sharing and Use of Winning Ideas Within the Community

Please note that all winning and shortlisted entries from Category 2 will be posted on the Strengthscope™ website. The winners names will appear alongside the title of their learning resource as the "principal author" of the resource.

Category 2 entrants agree that by participating in this challenge, they cede any intellectual property rights associated with the learning resource they design to the Accredited Partner Community so anyone can access and use this in their work without having to seek prior permission from the author.

Closing Date for Applications

All application forms indicating your intent to enter the challenge should be received no later than 30 June 2011.

Panel of Judges

The panel of judges will comprise the 2 directors of Strengths Partnership, Paul Brewerton and James Brook, together with 2 external judges, Dr Alan Beggs from the Human Dimension, an accomplished Management Consultant, Writer and Sport Psychologist and Sarah Lewis from Appreciating Change, a highly experienced Organisational Psychologist and Appreciative Inquiry consultant.

Award Ceremony

Winners will be announced in Mar 2012.

Winners and a selection of shortlisted entrants will be invited to present their success stories or learning resources at an Accredited Partner Conference in London in Apr 2012.

Charitable Donation to Samaritans

For every entry received, we will also donate 25p to Samaritans, our charity partner.

Strengths Partnership is proud to be supporting Samaritans. Every year Samaritans answers millions of calls from people across the UK and Ireland who might not have anywhere else to turn. Through their network of 18,500 volunteers, the charity is able to deliver a 24/7 confidential support service for people feeling down, unhappy, anxious or struggling to cope. Our partnership with Samaritans will draw on a wealth of joint experience to promote emotional wellbeing, while raising vital funds for the charity.



Terms and Conditions

1. All final entries must be received by 31 Dec 2011 in order to be eligible to participate in the challenge. No responsibility can be accepted for entries that are lost or delayed, or which are not received for any reason.
2. To enter the challenge, you must be an Accredited Partner (i.e., you have been certified as a Strengthscope™ practitioner).
3. You can decide to enter in both categories or just one category of the challenge. However, only one entry for each of the categories is permitted from each person.
4. If you win the challenge, we will notify you by phone and e-mail. The judges' decision will be final, and no correspondence will be entered into.
5. The winners' names will be announced in our Apr 2012 newsletter for Accredited Partners.
6. By entering the challenge, the winners agree to participate in such promotional activity and material as Strengths Partnership Ltd may require.
7. The prize will not be transferable to another person.
8. No part of a prize is exchangeable for cash or any other prize.
9. Strengths Partnership Ltd will endeavor to send prizes within a month of the challenge end date but cannot guarantee this delivery time.
10. Incorrectly completed entries will be disqualified.
11. This challenge is being run by Strengths Partnership Ltd,
12. Strengths Partnership Ltd has the right to use case studies and success stories submitted by participants in its marketing and sales activities, however, credit will be given to the relevant person insofar as is possible.
13. All winning entries from Category 2 will be posted on the Strengthscope™ website. The winners names will appear alongside the title of their learning resource as the "principal author" of the resource.
14. Winners for Category 2 agree to cede any intellectual property rights associated with the learning resource they design to the Strengths Partnership Accredited Partner Community so anyone, including Strengths Partnership, can access and use this in their work without having to seek permissions from the author.
15. Strengths Partnership Ltd reserves the right to amend these rules at any time. In the unlikely event that we do this, we will communicate the amended rules via email.

CONTACT US

If you would like more information, please contact Strengths Partnership Ltd on:

Email: info@strengthscope.com Tel: +44 (0) 20 8944 0289 Website: www.strengthscope.com