

**WHAT IS IT?** Strengthscope™ and its supporting product range are used across a range of organisations, sectors and applications to drive value into development for individuals, teams and organisations. The examples below give some sense of this breadth of application.



## ORGANISATIONAL DEVELOPMENT/CULTURE CHANGE

### MUSEUM, LIBRARIES AND ARCHIVES COUNCIL (MLA)

MLA is using a strengths approach throughout the organisation to engage individuals and teams during a major period of change and ensures that everyone remains focused on delivering value to external customers by effectively applying their strengths.



### BANK OF ENGLAND

Bank of England rolled out a systemic strengths intervention to reinvigorate staff and introduce greater entrepreneurship and creativity into analytical work, also reducing the level of scepticism and over-criticality of others' work and ideas. This involved line manager Strengthscope™ one-to-ones, followed by team sessions to identify individual and team strengths, strengths in overdrive and gaps with objectives. The division created a team strengths matrix for team resourcing and task allocation, introduced positive psychology principles (including 'flow') into appraisal meetings and, as a result, achieved greater creative thinking in analytical tasks, along with many other benefits.



**OTHERS:** Legal and General, Facebook



## PERSONAL AND TALENT DEVELOPMENT (INC COACHING)



### AVIVA

Dozens of senior managers used Strengthscope™ and strengths principles to inform and shape their global management development programme. This approach helped them to undertake project work playing to strengths and to reflect on, and hone, their own strengths during the programme. Learning on the programme was embedded using strengths-focused coaching on their return to work, with significant positive effects. A number of programme delegates went on to use Strengthscope™ within their functional teams as a result of their experiences on the management development programme.



### PANASONIC EUROPE

Strengths sessions formed part of the development process feeding into a 2-year talent development programme for high potential managers across the European business. Feedback was provided on candidates' Strengthscope™ profiles, along with discussion sessions on the increased use of strengths and further development of strengths at work using the 2-year programme as a vehicle for that development. Successful candidates who were selected onto the programme more commonly reported significant strengths of Persuasiveness, Self-improvement and Relationship-building, all vital strengths within the Panasonic culture of consensus-seeking and people-centred management.

### MAJOR EUROPEAN ENGINEERING CONGLOMERATE

High potentials programme used strengths and Strengthscope™ to establish individual strengths and then allocate programme project activities to individuals based on strengths. Teams were able to quickly identify strengths and weaknesses in the planning phase to overcome gaps in teams in order to achieve project objectives. Team also undertook mapping of Strengthscope™ strengths against existing corporate leadership competencies in order to facilitate strengths-focused conversations within the wider organisation.



*"The combination of coaching focused on building strengths has produced the most significant improvements that I have seen from a candidate on a management development programme".*

**Frank Wilson, Director of Individual Sales, RAC.**



**OTHERS:** American Express, Santander, BIS



## LEADERSHIP AND MANAGEMENT DEVELOPMENT

### FOSTER WHEELER

Foster Wheeler Energy Limited, a leading engineering and construction contractor, used a strengths-based leadership development and change programme to build a more cohesive Operations Management Team and ensure effective strategy execution. Strengths-focused assessment using Strengthscope™ and 360-degree interviews, a series of offsite meetings, and individual and team coaching were used to identify and develop productive behaviours and address unhealthy behaviours and dynamics. This resulted in the team working collaboratively to develop a clear purpose and aligned goals, as well as improved confidence and competence among individual team members.



### ThermoFisher SCIENTIFIC

### THERMO FISHER

Strengthscope™ and the underlying strengths assumptions have been incorporated into the management development programme for Fisher Clinical Services, one of Thermo Fisher's key businesses. The incorporation of strengths assumptions has positively impacted engagement in a number of ways, including:

- Positive, appreciative feedback from managers invited to rate management development participants as part of the Strengthscope™ multi-rater feedback process.
- Enhanced self-esteem and sense of ownership for development among participants.
- Creative exploration of development opportunities which play to strengths outside participants' current roles.

### SOCIETY FOR CHIEF TRADING STANDARDS OFFICERS

20+ Chief Trading Standards Officers combined Strengthscope™ with Hogan Development Survey and BE Motivation Questionnaire in order to provide a complete psychometric profile of each officer as part of an executive development programme. Several attendees went on to use Strengthscope™ for their own teams as a way of enhancing appreciation of diversity and building trust to help teams achieve their objectives more energetically and effectively.

*"At Aviva, our approach to talent management is all inclusive. We believe that each and every one of our employees has talent and that development plans should be tailored to individual needs. Strengthscope is proving to be an extremely effective way of enabling our future leaders to understand where their skills really lie and how to capitalise upon them".*

**Aviva's Director of Group Management Development**



**OTHERS:** Aviva, University of Worcester, Takeda



## TEAM DEVELOPMENT

### EALING COUNCIL

In 2002 an Audit Commission report gave us a damning picture of the HR function at Ealing Council. The interim HR Director at the time recognised that before the service could be improved, the senior HR team needed to be re-energised and prepared for further change and commissioned a bespoke strengths-focused coaching programme for the HR leadership team. The individual coaching sessions helped the leaders to identify their strengths, and by mapping out the areas where they are strongest, have helped them realise their full potential and improve their performance and effectiveness. Assessing their own capabilities enabled the team to positively support each other. If they are less confident at one skill, they now know who else on the team is better at this, and feel comfortable asking for support. The feedback on the sessions has been overwhelmingly positive; the leaders feel better equipped and confident about their abilities.



### INTERNATIONAL MANUFACTURING COMPANY

The People and Knowledge team of an international manufacturing company's IT functions is a virtual team based in the UK, Canada, USA and Germany. The team leader wanted to improve the performance of an already high performing team by releasing even more of the ability and energy of the team. A virtual workshop was developed based around Strengthscope™, one-to-one telephone coaching sessions and team tele-conferences. The programme allowed individuals to identify their own strengths so that they could deploy and develop these even more effectively. It also allowed the team to share strengths so that they could identify how to leverage the team's strengths and also manage any potential gaps.



**OTHERS:** HSBC, Natural History Museum, Orange, QinetiQ



## CAREER DEVELOPMENT/TRANSITION



### SANTANDER

The bank uses Strengthscope™ and strengths principles as a central part of its career development coaching programme for senior executives. Using Strengthscope™ gives executives a keener understanding of what has led to their career success to date and how to utilise their strengths to continue on their career path, also planning to avoid strengths derailing their careers by going into overdrive.



Leading learning and skills

### LEARNING AND SKILLS COUNCIL

The Learning and Skills Council used Strengthscope™ as a central part of its 'Maximising Your Potential' personal development programme for those being displaced in a major reorganisation programme. Using the tool and underlying principles provided delegates with clarity on their strengths and supported them in developing their brand plan on presenting their skills and strengths to their new manager and team.

*"It is an excellent developmental tool - it starts with the positives of 'now' and can then be used to focus on future development, using present strengths to help this development. It also allowed employees to look outside their present role and consider future roles in relation to their strength profile"*

**Mike Yellow, Learning and Development Manager, Fisher Clinical Services**

**ThermoFisher**  
SCIENTIFIC



**ORACLE®**

**OTHERS:** Bank of England, Oracle, Thermo Fisher

