

STRENGTHS INTRO

WHAT ARE STRENGTHS?

1. Strengths are underlying qualities that energise us, and that we are great at, or have the potential to become great at. They enable us to perform at our peak.
2. Strengths are those things that drive and energise you and they do this consistently throughout your life and career. So your strengths are for life, not just for today or this week.
3. Strengths aren't just about skill. You can learn to be world class at something but if you're not using your strengths to make it happen, you'll deliver a great job but be exhausted.
4. Often we focus on defining skills, knowledge and behaviours associated with success in a particular role. Unlike competencies, strengths are related to the person and not the role.
5. No two strengths profiles are the same. Strengths-based assessments accept that we are all unique beings and have different pathways to success.

WHY USE THEM?

- Why strengths are useful in leading self
 - Knowing your strengths gives you choices about the tools you have in your toolbox. This helps keep you energised and focused.
- Why strengths are useful in leading others
 - By understanding others' strengths, you can create powerful teams with the complementary strengths needed to deliver on objectives.
- Why strengths are useful in leading a business
 - Extending this thinking out to a whole business means that more people, more of the time are playing to their strengths, as well as consciously managing their risk areas.

PROVE IT

1. 70%: the improvement in individual performance and results when playing to strengths (Strengths Partnership, 2015).
2. 11%: reduction in absenteeism in companies when employees recognise and play to their strengths (Gallup, 2016).
3. 36%: increase in productivity when employees recognise and play to their strengths (Gallup, 2016).

SO, WHAT NOW?

- Leverage your unique strengths to your advantage, live your best life!
- You still have areas to develop especially if you overuse or overdo a strength, i.e. if it goes into overdrive.
- You'll have:
 - Allowable Weaknesses: weaknesses you know and live with but you've developed tactics to work with them
 - Limiting Weaknesses: genuine blockers to achieving success.

SOLD! HOW DO I FIND MY STRENGTHS?

1. Get in touch with the friendly strengths heroes at Strengthscope® for advice on which assessment is perfect for you to start with
2. Book onto our awesome Strengthscope® Accreditation programme in London or Manchester
3. Join hundreds of thousands of people, and experience your life changing, lightbulb moment

