

CliftonStrengths®

CliftonStrengths identifies areas where an individual's greatest potential for building strengths exists.

We often take our most powerful talents for granted, and many of us may not be fully aware of them.

The ways in which you most naturally think, feel and behave as a unique individual are such a dominant part of you that they are always there — everywhere you go and in everything you do. But because your greatest talents are such a natural part of you, they might be harder for you to pinpoint than they are for others.

We all need a little help in understanding and appreciating our own and others' thoughts, feelings and actions. That's where CliftonStrengths comes in. **CliftonStrengths is the code that cracks open your awareness of your unique talents.**

The 30-minute online CliftonStrengths assessment measures a person's natural talents within 34 themes. By revealing the ways in which each individual most naturally thinks, feels and behaves, the assessment can help people identify and build on the areas in which they have the most potential to grow and succeed.

Themes Are the Basic Language of Talent

By analyzing instinctive reactions to 177 sets of paired statements, the assessment pulls together important clues to how a person most naturally thinks, feels and behaves as a unique individual.

Executing	Influencing	Relationship Building	Strategic Thinking
Achiever	Activator	Adaptability	Analytical
Arranger	Command	Connectedness	Context
Belief	Communication	Developer	Futuristic
Consistency	Competition	Empathy	Ideation
Deliberative	Maximizer	Harmony	Input
Discipline	Self-Assurance	Includer	Intellection
Focus	Significance	Individualization	Learner
Responsibility	Woo	Positivity	Strategic
Restorative		Relator	

Decades of research have shown that the talents most directly related to the potential for success can be grouped into 34 themes. Each theme comprises many talents.

Creating a list of every talent is an impossible task. But, if you step back, you will see that talents often have something in common: a theme that connects them.

Some talents — like a natural tendency to share thoughts, to create engaging stories and to find the perfect word — relate directly to communication. That's what they have in common — their theme — so to begin thinking and talking about them, we can call them COMMUNICATION talents.

CliftonStrengths Serves as a Starting Point for Self-Discovery

CliftonStrengths is a tool that can help us gain awareness of our greatest talents and begin turning them into strengths.

Our greatest talents — the ways in which we most naturally think, feel and behave — represent our innate power and potential. When we tap into this source of wisdom and power, we gain the ability to transform every moment, every interaction and every day.

Similar to a fingerprint, the sequence of a person's themes is unique to him or her. The odds that two people have the same five Signature Themes in the same order are 1 in 33 million.



Once we become aware of our dominant CliftonStrengths themes, we can practice using them every day. And we can add to or develop new knowledge and skills to help us be more effective. This investment of skills, knowledge and practice propels us to strength — the ability to consistently produce a specific positive outcome.

As you use your talents repeatedly, they become refined. You gain experience, and through that experience, you gain knowledge and skills that will combine with your talents to create strength.

Application of the CliftonStrengths

- Use CliftonStrengths in a purely developmental context.
- Gallup research has proven that the best opportunity for people to grow and develop — and net the greatest return on investment — is to identify the ways in which they most naturally think, feel and behave, and then build on those talents to create strengths: the ability to consistently provide near-perfect performance.
- For decades, the CliftonStrengths assessment has helped people excel. From top business executives and managers to salespeople, nurses, teachers, students, pastors and others, **more than 22 million people have realized the benefits** of leading with their strengths.
- People should use their CliftonStrengths reports to focus on their intrapersonal development rather than interpersonal comparison.
- Encourage your team members to take the CliftonStrengths assessment and share their reports with each other. When teams use a common language of strengths, it immediately changes their conversations. It creates more positive dialogue, and it boosts the team's overall engagement and performance levels.