



pwc

STRENGTHS · PROFILE

CASE STUDY

PwC firms provide industry-focused assurance, tax and advisory services to enhance value for their clients. Over 180,000 people in 158 countries across the PwC network share their thinking, experience and solutions to develop fresh perspectives and practical advice.

The Challenge

PwC continues to focus on unleashing the potential in their people and their clients. As part of a client and internal programme called 'Building Strength in Leaders', PwC wanted to gain a sharper focus on individual and team-based strengths. PwC were looking for a strengths assessment tool to augment the programme that already included a deep focus on strengths.

Our Approach

Capp engaged with the team responsible for the 'Building Strength in Leaders' programme and introduced them to Strengths Profile:

- Each team member completed Strengths Profile to provide a shared language and understanding of strengths
- The team then completed a programme of accreditation to allow each of them to use Strengths Profile internally at PwC and with clients; this allowed them to ensure the consistency of face-to-face and telephone debriefs
- All clients and staff who undertake the PwC 'Building Strength in Leaders' programme now complete Strengths Profile assessment as part of the programme
- Strengths Profile is also being used by the team in face-to-face coaching and development activities across the firm, in particular to facilitate effective performance and development conversations between staff and people managers

The Outcome

- Clients and staff who have undertaken Strengths Profile as part of the 'Building Strength in Leaders' programme have reported an increased awareness of their strengths and ability to focus on these strengths rather than focusing just on their weaknesses
- People Managers have reported deeper insights into those they are coaching and an enhanced ability to support these people in achieving and unleashing their potential.
- Individuals have reported a deeper appreciation for their strengths, an awareness of where their learned behaviours could be blocking their potential, a respect for their weaknesses and excitement for how they might start to use their unrealised strengths more often
- People Managers have reported that the focus on strengths appears to have had a positive impact on unconscious bias in the workplace, which could have a significant impact on workplace diversity, in particular at key promotion points

"Our experience with Capp and the Strengths Profile tool has been exceptional; the tool has added a valuable additional lens onto the strengths work we've been doing with our people and our clients. We are now able to have more structured and effective conversations that are truly strengths rather than deficit based. We've learned that a strengths focus can overcome unconscious bias, can improve workplace diversity, and ultimately has a huge impact on our ability to unleash the potential in our people and our clients."

Andy Woodfield, a Partner within UK Consulting Business