



STRENGTHS · PROFILE

CASE STUDY

Strength Catalyst Partners have more than 25 years experience as corporate leaders and business coaches, working with some of the world's most recognised brands, including P&G, Unilever, Boston Consulting Group and The Red Sox. Its principal, Colleen Boselli, has worked with Capp since 2009 when she became one of the first accredited practitioners of Strengths Profile.

Applying Strengths Profile

Strength Catalyst Partners have used Strengths Profile with a variety of clients and individuals:

- **With individuals** – Encouraging people to use their top strengths to write their own brand by creating a statement with 4-5 strengths per Strength Family, to help them lean into their strengths. This deepens understanding of how they can maximise potential, happiness and personal/professional development.
- **With teams** – Helping individuals to maximise their own potential, and from there, working with the entire team to help them collaborate better, with improved mutual respect. This enables transparency and vulnerability with strengths, driving satisfaction and confidence.
- **With students** – Enabling soon-to-be graduates to be well-prepared for the job search process. The Strengths Profile definitions help students confidently articulate their value on their CV and in their interviews.
- **With 'imposter syndrome' voices** – Helping people reduce their self-doubt and improve their self-confidence. Once they are equipped with knowledge about their realised and unrealised strengths, they can reduce the volume on their inner critic and increase the volume on their inner mentor.
- **With a leading US cancer hospital** – Using the tool to help sufferers find ways to be strong and cope with treatment. One woman discovered her Creativity as an unrealised strength and then painted for 21 days in a row post treatment, demonstrating the Resilience and Optimism she had found through Strengths Profile.
- **With a well-known restaurant group** – Productivity and teamwork were suffering due to weak self and peer awareness. After a Strengths Profile workshop, the team reported feeling much more hopeful and collaborative, and initiated their own strengths-based conversations to better understand sources of conflict.

Top Tips from Strength Catalyst Partners

1. **"Opt for the Expert version.** In the long run, the investment pays off. Your client will love this tool, and it can become an invaluable resource."
2. **"Give yourself plenty of time to introduce and review a Profile.** Plan for at least an hour. There's a tremendous amount of valuable data, and you want to be sure that the user gets the full benefit of your expertise and guidance."
3. **"Trust the results and your client's ability to tell you how they see their strengths.** Whenever I have been surprised or curious about a Profile, I am pleasantly enlightened by a client who makes perfect sense of their results."
4. **"Remember that you can only see the world through your own lens.** Internalise the lens (strengths) of your client who will be able to beautifully self-coach with a little prompting and guidance from you."
5. **"Become familiar with the countless ways that the Strengths Profile can be useful.** This is not only a tool to intelligently deepen self-awareness, but also to provide the user with a granular, motivating toolkit to be tapped daily."
6. **"Celebrate the improved self-awareness and enhanced self-confidence** that come for your client once they have been empowered via their own strengths. It's simple and brilliant."

"Discovering Strengths Profile changed my life. For more than nine years I have worked with Strengths Profile practically every day, bringing it into my coaching and development work with individuals and with teams. It has not only spurred my own growth and development as a person and a professional, but it has enabled me to effectively support the authenticity of thousands of people. I work with Strengths Profile almost to the exclusion of all other business tools. It is sophisticated, intelligent and simply more useful than other tools I have tried. It can help anyone – young or old, any culture or situation – deepen their self-awareness and overcome obstacles."

Colleen Boselli, Principal