

# STRENGTHS · PROFILE

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Your top realised strength  
**EXPLAINER**

Your top unrealised strength  
**CONNECTOR**

Your top learned behaviour  
**WRITER**

Your top weakness  
**COMPETITIVE**

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## Your Unique Quadrant Profile

Congratulations on starting your strengths journey.

By realising your strengths, you can understand your uniqueness, what motivates you and what you love to do. Use these insights to shape your personal and career success by being your authentic Best Self every day.

Strengths Profile assesses 60 strengths. Your most significant results are included within your unique Quadrant Profile below. This reveals, in ranked order, up to 7 realised strengths, up to 7 unrealised strengths, up to 4 learned behaviours and up to 3 weaknesses.

If you have less than these in any quadrant, it simply means that your responses were more aligned to the other quadrants.

Use your Quadrant Profile, and the advice that follows, to help you work on the right things now and in the future.

### REALISED STRENGTHS

Strengths you use and enjoy

Perform well   Energising   Higher use

Use wisely

- |                           |             |
|---------------------------|-------------|
| 1 Explainer               | 5 Legacy    |
| 2 Adventure               | 6 Spotlight |
| 3 Curiosity               | 7 Catalyst  |
| 4 Personal Responsibility |             |

### UNREALISED STRENGTHS

Strengths you don't use as often

Perform well   Energising   Lower use

Use more

- |                    |              |
|--------------------|--------------|
| 1 Connector        | 5 Courage    |
| 2 Self-awareness   | 6 Growth     |
| 3 Unconditionality | 7 Persuasion |
| 4 Mission          |              |

### LEARNED BEHAVIOURS

Things you've learned to do but may not enjoy

Perform well   De-energising   Variable use

Use when needed

- |            |                   |
|------------|-------------------|
| 1 Writer   | 3 Compassion      |
| 2 Listener | 4 Rapport Builder |

### WEAKNESSES

Things you find hard and don't enjoy

Perform poorly   De-energising   Variable use

Use less

- |               |                       |
|---------------|-----------------------|
| 1 Competitive | 3 Emotional Awareness |
| 2 Service     |                       |

## Use your realised strengths wisely

- Develop them even further
- Dial them up and down depending on the situation

1 Explainer 

- You take complex ideas and express them simply and clearly.
- You love to simplify things, ensuring that a wide range of people can easily understand the content.
- You enjoy coming up with different ways of explaining the same thing to help people understand.

**Use wisely** - Read your audience. Not everyone needs the same level of explanation, so you may need a few ways to deliver your content to avoid patronizing people.

2 Adventure 

- You relish the risk of the untried and look forward to experiences outside of your comfort zone.
- New and challenging scenarios provide ways for you to understand what you can and can't do.
- You love to push the boundaries and see what life will throw at you.

**Use wisely** - Support others to stretch themselves outside of their comfort zone, challenging those who are more risk averse to try something new.

3 Curiosity 

- You are interested in everything and love to ask questions and undertake follow-up reading. You are very open to new ideas, seeking out new information every day. You get excited when you discover new topics to study.

**Use wisely** - Focus your keen interest towards your goals as a priority, only moving on when these have been successful. Otherwise, you risk finding that you are all questions and no action.

4 Personal Responsibility 

- You are always true to your word, knowing that if you make a promise, then you are sure to keep it.
- You never blame others, but take ownership of everything that you do.
- You are seen as someone who is always prepared to do what you have committed to do.

**Use wisely** - When did you last delegate or say no? As you always deliver on your commitments, it might be a good idea to practice saying these or even push back sometimes.

5 Legacy 

- You care deeply about future generations and seek to leave a legacy through everything you do.
- You enjoy working on things that make a difference.
- You love to make a positive contribution and create things that will outlast you.

**Use wisely** - Remember to switch off sometimes and allow yourself to do things just because you like doing them. Relax and have some fun!

6 Spotlight 

- Whether in a meeting or in a social gathering, you naturally speak up and hold the floor.
- You love capturing people's interest and attention, and find this easy to do.
- You find that you can get people to listen to you and focus on what you're saying or doing, whatever the distractions.

**Use wisely** - Ensure you use your Spotlight for a good reason; to achieve an outcome. That way you can rest it when it isn't required, giving others a chance to shine as well.

7 Catalyst 

- You love to mobilise and inspire other people to get things started.
- You especially enjoy getting new projects off the ground and putting ideas into action by involving others.
- You motivate others to work on things that otherwise they might never have done.

**Use wisely** - Get involved with a diverse range of projects to stretch yourself. Ensure you have energy to continue inspiring others until the end of longer term projects.

## Use your unrealised strengths more

- Look for new ways to use them
- Align them to your goals

## 1 Connector



- Whatever situation you find yourself in, you tend to make connections between the people that you meet.
- You notice when people have shared interests or something in common.
- You like to think about the ways you can effectively bring people together for their mutual benefit.

**Use more** - Put yourself in more situations to network and connect with others. Be mindful of daily opportunities on the school run, sports and hobbies or social media.

## 5 Courage



- While you may well feel afraid, you tend not to let your fear get in the way of what you want to do.
- You like to participate in activities that make you nervous or scared.
- You rarely let your fear get in the way of what you want to do.

**Use more** - What projects have you been avoiding due to feeling nervous? Alternatively, try stepping outside of your comfort zone within existing projects to achieve your goals.

## 2 Self-awareness



- You tend to enjoy spending time and focusing effort on understanding your behaviour, emotions, and responses to different situations.
- You have an awareness of your strengths and weaknesses.
- Your behaviour rarely surprises you or catches you off-guard.

**Use more** - Dedicate 10 minutes each day to write a journal. Make it simple, like jotting down three strengths that you used today, and noting the hardest part of the day.

## 6 Growth



- Whatever you are doing, you try to look out for ways to develop yourself further.
- You tend to seek out activities, skills, knowledge, or new ways of working that will help you grow.
- You like to invite feedback on your performance, acting on both positive and negative comments.

**Use more** - Maybe you are not clear on your goals or the opportunities available to you. What additional skills or responsibilities could you take on that are aligned to your strengths?

## 3 Unconditionality



- You are able genuinely to accept and respect people for who they are, without ever judging them.
- You believe that everyone is valuable in their own right.
- No matter what people may have done, you tend to accept everyone the same.

**Use more** - What approaches do others who don't judge take? Consider applying their approaches, at home or work, to those who may be more easily judged by others.

## 7 Persuasion



- You can be effective at convincing others and bringing them around to your point of view.
- You like to make a good case for what you want.
- You tend to choose your language, words and methods carefully, in order to win agreement from others.

**Use more** - Get involved in challenging assignments where it is vital to gain others' support or buy in. Plan your approach carefully, recognising your audience.

## 4 Mission



- You enjoy doing things that give your life meaning and purpose.
- You could be focused on one or many different things that provide purpose.
- How you spend your time, your decisions and your future plans all tend to be aligned to your sense of mission and purpose in life.

**Use more** - Work on your Mission regularly. For example, making the world a happy place might take a while, but you could make one person happier every day.

## Your Potential - Ideas to use your unrealised strengths more

Your unrealised strengths are your greatest area for your future success. Use the ideas below to support your potential and growth.

### 1 Connector



- Support the introduction of new people to a group. Encourage additional information sharing, enabling stronger and practical relationships to be formed.
- Facilitate a fun team-building or an informal event to enable a more shared understanding of expertise, strengths and interests in a group.
- Take responsibility for delegating work or tasks to others by creating partnerships using each other's interests, motivations and strengths.

### 2 Self-awareness



- Ask others for feedback on your style, a recent task or collaboration to understand how others perceive you. Use this to influence your development.
- Get involved with new tasks or unfamiliar work to test your learning in other areas. What do your unrealised strengths say you would be good at?
- Try a strengthspotting diary each week. Which tasks were challenging and which were effortless? Why? Which strengths and weaknesses were you using?

### 3 Unconditionality



- Support those who have to make difficult or emotional decisions. Create an environment where conflicts can be explored objectively and sensitively.
- Get involved in diversity initiatives to exert a positive influence. You'll genuinely want to make a difference and can counteract any lip service.
- Speak up if you feel someone is being judged or unacceptably spoken to. Others may follow suit and you'll help to create a more positive culture.

### 4 Mission



- Use your sense of passion and purpose to support the buy-in of others to be motivated with longer-term or more challenging projects.
- Find purpose in every day life. Meaning doesn't always need to be grand gestures. How did you make a difference to that last piece of work.
- Identify your fuzzy longer-term goals, and the benefits to you and the wider community. Consider what resources you will need today to move forward.

## 5 Courage



- Highlight the potential benefits of taking risks when collaborating. Be prepared with your research and evidence, so the risks are well-informed.
- Motivate others that are working in new or challenging situations. Partner with other courageous people and share strategies and approaches for success.
- Identify any situations you find particularly challenging. Gradually increase your exposure to these, using other strengths to overcome any obstacles.

## 6 Growth



- Invite a more open feedback culture in your team. Learn from bigger projects or encourage goal sharing and growth buddies to motivate development.
- Make a list of knowledge and skills you may have avoided in the past. Which might help a future career goal? What would help overcome any obstacles?
- Focus on learning something new in an area that would have the biggest impact to you right now. Give yourself a time limit to implement an action.

## 7 Persuasion



- Support activities in marketing or sales. Review existing promotional materials or services at work or the community and suggest a stronger voice.
- To be confident in sharing your thoughts and ideas, ensure you have access to all relevant information to help you develop your persuasive skills.
- Support people who have skills or services that need promoting. Convey your own belief in their work and help them to be less humble in approaches.

## Use your learned behaviours when needed

- Try not to use them too much
- Use your strengths to support you

### 1 Writer

- You have learned to write well.
- You have the ability to use the written word to help you to clarify your thoughts.
- You can efficiently write things that other people will read.

**Use when needed** - Try other forms of communication to suit your audience. Use others as a sounding board too if you are stuck, sometimes getting started is the hardest part.

### 2 Listener

- You have learned to take an interest in what people have to say.
- You know it is important to listen - not just to the words, but to how those words are used.
- You try to listen to everything that someone says.

**Use when needed** - Paying full attention for long periods of time can be tiring. When it's necessary, take a step back and just enjoy the conversation as it is.

### 3 Compassion

- You know that it is important to care about the people around you.
- You try to seek the best for everyone, offering sympathy and support to others.
- When people are unhappy, you have learned how to find the right things to say.

**Use when needed** - If you have overplayed this recently, use it more sparingly or move more into the action phase of supporting others.

### 4 Rapport Builder

- You have learned how to start conversations with people quickly and easily.
- You are comfortable meeting people for the first time.
- You are able quickly to find something that is of interest to you both, helping to establish a relationship.

**Use when needed** - If it's tiring, avoid situations where you have to do this daily. Focus on doing this well when you need to, doing so for shorter periods of time.

## Use your weaknesses less

- Delegate to others who have this as a strength
- Use your strengths to compensate

### 1 Competitive



- You are not motivated by competing against others.
- For you, winning is not everything. You do not mind if you don't win, as you feel there are probably more important things to be concerned about.

**Use less** - Does it matter? Focus on the outcome you need to achieve and use other strengths. Do you need to win with clients and customers? Build great relationships and provide an amazing level of service.

### 2 Service



- You may not always feel compelled to help people as much as others may do.
- You do not naturally strive to go above and beyond in what you do for people, preferring to do what's needed.

**Use less** - Don't beat yourself up, you may not be required always to go out of your way for others. When it is required, however, how might you improve the level of service you offer?

### 3 Emotional Awareness



- You may find it difficult to judge people's emotions and feelings and to pick up on subtle clues.
- You may find that you are not always able to interpret people's emotions as accurately as others.

**Use less** - If you feel it has an impact on you, take more time in your interactions rather than thinking about your next task. Try asking more questions to get to know how people are feeling.

## Your Strengths Career Guide

Whether you're just starting out in your career or looking to gain experience in a new area, choosing a role that aligns to your strengths improves how successful you are and how much you enjoy the work you do. We've reviewed years of data across success, roles and strengths use and carefully selected 43 sectors. Below (in alphabetical order, not ranked) are the 6 sectors that most utilise your realised strengths and 2 sectors that most utilise your unrealised strengths. Use it as a guide to help you in your future career choices.

### Career Suggestions

For your realised strengths – what you perform well at, enjoy and use often



#### Economics

Economic professionals provide specialist advice on future trends, produce forecasts and recommended improvements based on extensive research, economic theories and the study of data and statistics.



#### Executive

Executives lead organisations in achieving their goals and realising their visions. This includes delivering policies and procedures, overseeing finances and budgets, and collaborating with other executives, staff and board members.



#### Project Management

Project Management involves overseeing, managing and ensuring projects are completed on time, within budget and within the scope of the brief. This can include setting deadlines, assigning responsibilities and monitoring progress.



#### Property & Construction

Property & Construction encompasses the practical elements of building construction and remodelling, and encompasses a wide variety of specialities including plumbers, carpenters, bricklayers, electricians and labour trades.



#### Science & Pharmaceutical

Science & Pharmaceutical professionals build and expand on established knowledge and discoveries with practical and theoretical experimentation to create innovative new solutions for the problems of the modern world.



#### Transport & Logistics

Transportation professionals are responsible for moving people, animals and goods using a variety of methods. This can involve work within supply chain management, coordination and building strong customer relationships.

### Potential Career Suggestions

For your unrealised strengths – what you perform well at, enjoy and use less often



#### Marketing, Advertising & PR

Marketing, Advertising & PR professionals help clients connect with their audience through the promotion of brands, products and concepts, utilising a wide variety of platforms such as events, print, media advertising and the web.



#### Procurement & Purchasing

Procurement & Purchasing involves the sourcing and acquisition of goods and services for an organisation. Professionals can be involved in the research and management of new and existing suppliers, as well as deal negotiations.

Learn more about your strengths and your career within our [Best SELF Model](#)

## What Next?

### For Individuals

#### The Strengths Profile Book

An in-depth guide helping you to explore the language, coaching questions and development advice for each of the 60 strengths.

#### Upgrade to Expert

Build a complete picture of all 60 of your strengths, revealing where each feature within the 4 categories and the five Strengths Families.



### For Coaches



#### Coaching Toolkit

An invaluable coaching resource featuring 18 strengths conversations including improving Confidence, Wellbeing, Leadership and Careers.

#### Accreditation

Explore the theory and best practice behind coaching with strengths that will help you develop the self-assurance to coach and develop individuals.

### For Educators

#### Career Development Toolkit

Worksheets and workshop slides for 13 different career coaching conversations to make applying the strengths-based approach to your students easy.

#### Best SELF

Free online resources designed to help individuals become their best SELF, by realising and developing their strengths further to get the most from their career.



### For Organisations



#### Team Profile

Revealing your team's top realised and unrealised strengths, learned behaviours and weaknesses, it will identify hidden talents, opportunities and risks within the team.

#### Team Toolkit

Tips, best practices and a team facilitator guide with over 30 strengths development exercises for workshops – with topics such as leadership, goal achievement, and complementary partnering.

## Strengths Definitions

 <p><b>Action</b> You feel compelled to act immediately and decisively, being keen to learn as you go.</p>	 <p><b>Curiosity</b> You are interested in everything, constantly seeking out new information and learning more.</p>
 <p><b>Adaptable</b> You juggle things to meet changing demands and find the best fit for your needs.</p>	 <p><b>Detail</b> You naturally focus on the small things that others easily miss, ensuring accuracy.</p>
 <p><b>Adherence</b> You love to follow processes, operating firmly within rules and guidelines.</p>	 <p><b>Drive</b> You are very self-motivated, pushing yourself hard to achieve what you want out of life.</p>
 <p><b>Adventure</b> You love to take risks and stretch yourself outside your comfort zone.</p>	 <p><b>Emotional Awareness</b> You are acutely aware of the emotions and feelings of others.</p>
 <p><b>Authenticity</b> You are always true to yourself, even in the face of pressure from others.</p>	 <p><b>Empathic</b> You feel connected to others through your ability to understand what they are feeling.</p>
 <p><b>Bounceback</b> You use setbacks as springboards to go on and achieve even more.</p>	 <p><b>Enabler</b> You create the conditions for people to grow and develop for themselves.</p>
 <p><b>Catalyst</b> You love to motivate and inspire others to make things happen.</p>	 <p><b>Equality</b> You ensure that everyone is treated equally, paying close attention to issues of fairness.</p>
 <p><b>Centred</b> You have an inner composure and self-assurance, whatever the situation.</p>	 <p><b>Esteem Builder</b> You help others to believe in themselves and see what they are capable of achieving.</p>
 <p><b>Change Agent</b> You are constantly involved with change by advocating and making it happen.</p>	 <p><b>Explainer</b> You are able to simplify things so that others can understand.</p>
 <p><b>Compassion</b> You really care about others, doing all you can to help and sympathise.</p>	 <p><b>Feedback</b> You provide fair and accurate feedback to others to help them develop.</p>
 <p><b>Competitive</b> You are constantly competing to win, wanting to perform better and be the best.</p>	 <p><b>Gratitude</b> You are constantly thankful for the positive things in your life.</p>
 <p><b>Connector</b> You make connections between people, instinctively making links and introductions.</p>	 <p><b>Growth</b> You are always looking for ways to grow and develop, whatever you are doing.</p>
 <p><b>Counterpoint</b> You always bring a different viewpoint to others, whatever the situation or context.</p>	 <p><b>Humility</b> You are happy to stay in the background, giving others credit for your contributions.</p>
 <p><b>Courage</b> You overcome your fears and do what you want to do in spite of them.</p>	 <p><b>Humour</b> You see the funny side of almost everything that happens - and make a joke of it.</p>
 <p><b>Creativity</b> You strive to produce work that is original by creating and combining things in imaginative ways.</p>	 <p><b>Improver</b> You constantly look for better ways of doing things and how things can be improved.</p>

## Strengths Definitions

-  **Incubator**  
You love to think deeply about things, to arrive at the best conclusion.
-  **Innovation**  
You approach things in ingenious ways, coming up with new and different approaches.
-  **Judgement**  
You enjoy making decisions and are able to make the right decision quickly and easily.
-  **Legacy**  
You want to create things that will outlast you, delivering a positive and sustainable impact.
-  **Listener**  
You are able to listen intently to and focus on what people say.
-  **Mission**  
You pursue things that give you a sense of meaning and purpose in your life.
-  **Moral Compass**  
You have a strong ethical code, always acting in accordance with what you believe is right.
-  **Narrator**  
You love to tell stories and see the power of these stories to convey insights.
-  **Optimism**  
You always maintain a positive attitude and outlook on life.
-  **Organiser**  
You are exceptionally well-organised in everything you do.
-  **Persistence**  
You achieve success by keeping going, particularly when things are difficult.
-  **Personal Responsibility**  
You take ownership of your decisions and hold yourself accountable for your promises.
-  **Personalisation**  
You recognise everyone as a unique individual, noticing their subtle differences.
-  **Persuasion**  
You enjoy bringing others round to your way of thinking and winning their agreement.
-  **Planner**  
You make plans for everything you do, covering all eventualities.
-  **Prevention**  
You think ahead, to anticipate and prevent problems before they happen.
-  **Pride**  
You strive to produce work that is of the highest standard and quality.
-  **Rapport Builder**  
You establish rapport and relationships with others quickly and easily.
-  **Relationship Deepener**  
You have a natural ability to form deep, long-lasting relationships with people.
-  **Resilience**  
You take hardships in your stride, recovering quickly and getting on with things again.
-  **Resolver**  
You love to solve problems, the more difficult the better.
-  **Self-awareness**  
You know yourself well, understanding your own emotions and behaviour.
-  **Self-belief**  
You are confident in your own abilities, knowing that you can achieve your goals.
-  **Service**  
You are constantly looking for ways to help and serve others.
-  **Spotlight**  
You love to be the focus of everyone's attention.
-  **Strategic Awareness**  
You pay attention to the wider context and bigger picture to inform your decisions.
-  **Time Optimiser**  
You maximise your time, to get the most out of whatever time you have available.
-  **Unconditionality**  
You accept people for who and what they are, without ever judging them.
-  **Work Ethic**  
You are very hard working putting a lot of effort into everything you do.
-  **Writer**  
You love to write, conveying your thoughts and ideas through the written word.