



International Women's Day

STRENGTHS · PROFILE

Celebrating Women's Strengths
Insights into the Global Strengths of Women



As men and women around the world support and celebrate International Women’s Day, at Strengths Profile we thought it would be great to share and empower you with our strengths insights. In this report we want to celebrate the uniqueness of women across the globe.

The benefits of strengths have been widely cited in recent times, but we know from our own evidence that using and developing strengths are important to women as it helps to build confidence, create strong social networks, feel happier at work and create an overall better wellbeing. All of these benefits contribute to women showing their true authentic self and experiencing a positive life.

The Strengths Profile Model

Strengths Profile, Capp’s strengths assessment, offers deep insights into a person’s strengths across three areas: of Performance, Energy, and Use. Everyday at Capp we use our wealth of strengths data to help people understand their strengths and to be their best self.

The Strengths Profile Model of Development is how we structure the journey of insight and harness a person’s strengths. The Model is made up of four quadrants; each contributing their own wisdom and talking points for developing strengths.

REALISED STRENGTHS
Strengths you use and enjoy

Perform well Energising Higher use

Use wisely

UNREALISED STRENGTHS
Strengths you don’t use as often

Perform well Energising Lower use

Use more

LEARNED BEHAVIOURS
Things you’ve learned to do but may not enjoy

Perform well De-energising Variable use

Use when needed

WEAKNESSES
Things you find hard and don’t enjoy

Perform poorly De-energising Variable use

Use less

The World’s Most Popular Strengths

Before we go on to talk about the strengths of women, here is a reminder of the World’s Most Popular Strengths, as revealed through the Strengths Profile Quadrant.

Realised Strengths Worldwide	Unrealised Strengths Worldwide				
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Let’s explore the results of the realised strengths that were unique to women.

Women’s Unique Realised Strengths

There were four realised strengths that featured in the Strengths Profile Quadrant that were unique to women across the UK, USA, and Australia. The percentages represent how many women had these as realised strengths in their Strengths Profile Quadrant.

	Esteem Builder	Gratitude	Organiser	Relationship Deepener
UK	48%	45%	46%	51%
USA	46%	57%	44%	51%
AUS	52%	53%	49%	51%

From our female development programme we know that women often struggle with being themselves, particularly in more male oriented environments. Understanding, developing, and applying your strengths is at the heart of revealing more of your authentic self, whatever your gender.

If you have the strengths mentioned on page 3, find out how you can apply them in and out of work using the tips below.

Using your **Realised Strengths Wisely**



Esteem Builder

You help others to believe in themselves and see what they are capable of achieving.

- Consider how you can support other women to take on new challenges and encourage them all the way in their journey. Give specific feedback to help them develop.
- Look for opportunities that put you in a position to develop, mentor, teach or facilitate. Your words and actions help people to build their self-confidence.
- Watch out for praising the same people too often as it could be perceived as inauthentic. Consider when it might be appropriate to offer developmental feedback too.



Gratitude

You are thankful for the positive things in your life.

- Be a calming influence who can focus people when under pressure on where they have come from and what they can achieve.
- Help others to feel appreciated, by taking time to value and celebrate people's contributions to tasks, and projects – however small it may be.
- Show your appreciation when you really mean it and talk about the reasons why it is so important, so others feel purposeful.



Organiser

You are more likely to be exceptionally well organised in everything you do.

- Support others to have a more organised approach to tasks when you see chaos. Share your top strategies for staying calm under pressure.
- Challenge those organising skills by adding more complexity, people, budget and locations to stretch you further.
- Remember to be a little spontaneous too. Sometimes it may be good to just sit back and enjoy surprises, taking a less structured approach.

Using your **Realised Strengths** Wisely



Relationship Deepener

You have the natural ability to form deep, long-lasting relationships with people.

- Focus your efforts on those relationships that are the most rewarding. Consider the mutual benefits you both bring and what else you can do to strengthen the bond and trust you have.
- Look for new ways to build those relationships. At work consider taking time for a meal or coffee out, and at home consider ways you can come together on work or each other's hobbies.
- There may be times when connecting with people on a more informal or brief way is also useful to you, as well as forming meaningful relationships.

Using your **Unrealised Strengths** More

We also found one unrealised strength that was more common to women.



Action

Women could use their strength of acting immediately and decisively more often.

- Consider what sometimes stops you taking action and work to address this. Do you have the resources you need? Do you have your manager's sign off? Do you need to put together a plan?
- Work on some quick wins at work or at home – what has been on your to do list for a while that will bring the most benefit to you or others?
- Support others with their actions if you can. Offer help around the areas of your strengths and practice that decisiveness!

Our **Learned Behaviours** and **Weaknesses** Findings

From the data we know that Women were more likely to have Empathic as a learned behaviour. This means that although they were good at connecting with others through the ability to understand what they are feeling, they were drained by it. In our experience, we would say this is down to using it too much. If that's you, consider how you might protect your own emotional wellbeing, as others might be a bit too keen to share their distress with you. It doesn't mean you need to stop caring, you need to put yourself in someone's shoes every time a problem is shared - try listening and help them move on from the issue.

The data also told us women were more likely to have Courage as a weakness, so not enjoying overcoming their fears. We would advise identifying the areas where you feel your fear gets in the way of you achieving something. Consider how your other strengths can help you overcome this and ask for help when you need it. Reflect on times when you have challenged yourself on a task you were dreading. What did you learn? How did you feel afterwards? The answers to these questions will bring invaluable insight to conquer the next challenge.

The insights shared in this paper represent important steps for women and the impact of Strengths. We hope you have enjoyed celebrating women's strengths with us. Do get in touch at www.strengthsprofile.com or contact **Trudy Bateman** on Trudy.bateman@capp.co and **Lauren Scarlett** on Lauren.scarlett@capp.co

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