

People's greatest assets are their strengths. However, not everyone is clear about what their strengths are or how to make the most of them.

People who use their strengths more...

42%

of the high performers say their managers talk with them about their strengths,

...have more self-belief



...in new and different ways reported higher levels of happiness and lower levels of depression

...improve their mindfulness, which can help control stress

versus **24%** of the national sample

...improve faster on areas where they are strong as opposed to areas of weakness



...are **6x** more engaged at work

...reported higher levels of self-esteem.

...have more positive energy and buzz.

Increases employees productivity by

7.8%

The use of strengths is one of the key drivers of employee engagement, which is linked to improved employee retention and loyalty

Organisations

When managers emphasised strengths, performance was higher at

36%

compared to a **26.8%** decline when emphasising weaknesses

People who use their strengths experience higher levels of wellbeing and authenticity, creating a culture of high performance

A focus on strengths in teams allows for the efficient allocation of tasks with greater flexibility and encourages collaboration

Employees are more open to accepting change when selected on the basis of their strengths

An understanding of strengths encourages people to value difference, which enables higher creativity and performance

54%

of people positively changed their perception of their employer after a strengths workshop

The use of strengths broadens mindsets by encouraging people to discover new ways of thinking, which builds resilience

55%

of high performing teams believe that building on their strengths is the best way to succeed

People like to use their strengths, without the opportunity to use their abilities, many people leave