

STRENGTHS · PROFILE

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Your top realized strength
ACTION

Your top unrealized strength
LEGACY

Your top learned behavior
WORK ETHIC

Your top weakness
ADAPTABLE

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 realized strengths, up to 7 unrealized 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.

REALIZED STRENGTHS
Strengths you use and enjoy

Perform well Energizing Higher use

Use wisely

1 Action	5 Listener
2 Spotlight	6 Feedback
3 Personal Responsibility	7 Incubator
4 Empathic	

UNREALIZED STRENGTHS
Strengths you don't use as often

Perform well Energizing Lower use

Use more

1 Legacy	5 Competitive
2 Strategic Awareness	6 Self-belief
3 Authenticity	7 Moral Compass
4 Relationship Deepener	

LEARNED BEHAVIORS
Things you've learned to do but may not enjoy

Perform well De-energizing Variable use

Use when needed

1 Work Ethic	3 Centred
2 Courage	4 Unconditionality

WEAKNESSES
Things you find hard and don't enjoy

Perform poorly De-energizing Variable use

Use less

1 Adaptable	3 Growth
2 Service	

Your Full-60 Profile

Your unique profile across 60 strengths



1 Action	21 Prevention	7 Moral Compass
2 Spotlight	22 Persuasion	8 Connector
3 Personal Responsibility	23 Catalyst	9 Humility
4 Empathic	24 Change Agent	1 Work Ethic
5 Listener	25 Humor	2 Courage
6 Feedback	26 Drive	3 Centred
7 Incubator	27 Counterpoint	4 Unconditionality
8 Mission	28 Compassion	5 Emotional Awareness
9 Curiosity	29 Explainer	6 Creativity
10 Gratitude	30 Esteem Builder	7 Bounceback
11 Personalization	31 Pride	8 Time Optimizer
12 Resolver	32 Improver	9 Organizer
13 Detail	33 Planner	10 Narrator
14 Self-awareness	34 Enabler	11 Adherence
15 Adventure	1 Legacy	12 Optimism
16 Writer	2 Strategic Awareness	1 Adaptable
17 Persistence	3 Authenticity	2 Service
18 Resilience	4 Relationship Deepener	3 Growth
19 Judgement	5 Competitive	4 Equality
20 Rapport Builder	6 Self-belief	5 Innovation

Use your realized strengths wisely

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

1 Action 

- You feel compelled to act immediately and decisively.
- You are much more comfortable with forward momentum than you are with careful strategy and reflection.
- Getting started is the only way for you. You will learn as you go along and if it doesn't work, then at least you tried.

Use wisely - Be careful not to crash or take others down the wrong path. Try to pause before making important decisions or ask others for their input.

2 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.

3 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 it or even push back sometimes.

4 Empathic 

- You have a natural connection with other people.
- You are very finely tuned in to the emotions of others and feel what they are feeling.
- You love to put yourself 'in another person's shoes', to experience the same emotions and feelings as they are.

Use wisely - Consider how you might protect your own emotional well-being, as others are probably only too eager to share their distress with you.

5 Listener 

- You show an eager interest in what people have to say.
- You focus intently not only on the words, but on how those words are used.
- Everything that someone says is important. You don't miss a thing

Use wisely - Take a break sometimes and just enjoy a natural, relaxed conversation. Make sure you are exposed to a variety of conversations to keep you energized and engaged.

6 Feedback 

- You enjoy giving people both positive and negative feedback.
- You believe people need to know what they have done well, so that they can build on it and progress.
- You give people accurate developmental feedback so that they know where they can improve.

Use wisely - Know when feedback will be welcome and balance both positive and negative. Give people a chance to tell you how they think they have performed in advance of your feedback.

7 Incubator 

- You love to think, to ponder and to reflect throughout your day, every day.
- You enjoy taking moments out of your day to give yourself dedicated thinking time.
- You don't like to be rushed, allowing you the time and space to come up with ideas and questions.

Use wisely - Explain your reflective style to others, as there is the risk that it may be perceived as a lack of commitment or action. Appreciate you may on occasion have to make faster decisions.

8 Mission 

- You derive great fulfillment from 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 are all aligned to your sense of mission and purpose in life.

Use wisely - Meaning doesn't always have to be long term or earth-shattering. What are the small things in life to which you can attribute meaning and purpose? What makes a good day for you?

9 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 eager 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.

10 Gratitude

- You are constantly aware of how fortunate you are and the positive things that you have in your life.
- You naturally notice and appreciate the good things that happen to you.
- You take nothing and nobody for granted.

Use wisely - Find different ways to be grateful. Write a journal, text a friend, email your manager, write a blog or sing a song. Varying your gratitude will help to keep you from appearing inauthentic.

11 Personalization

- You notice the subtle differences in people and relate to everyone as a unique individual.
- You recognize people's different motivations, as well as their preferences and strengths.
- You naturally recognize that what is right for one person, may well be wrong for another.

Use wisely - Once you have recognized these unique differences, move to action by looking for opportunities for others to flourish or giving them the recognition or helping hand they need.

12 Resolver

- You love solving problems. The more complicated the problem, the better.
- You will always go the extra mile to find a solution, getting to the root of the problem.
- You're never beaten by a problem, but the problems are often beaten by you.

Use wisely - Remember to spot when a problem can't be resolved and giving up is the best option. You can also ask for help too

13 Detail

- You have a natural ability to focus on the smallest detail.
- You get a buzz from spotting inaccuracies. Errors just seem to jump out at you.
- You would never submit anything yourself that contained a mistake.

Use wisely - A stretch target for you could be to relax a little! Ensure you are clear about what you want to achieve, otherwise you could be driving around in circles.

14 Self-awareness

- You enjoy spending time and focusing effort on understanding your behavior, emotions, and responses to different situations.
- You have a deep awareness of your strengths and weaknesses.
- Your behavior never surprises you or catches you off guard.

Use wisely - Ensure you are working on the right things, at the right time, with the right people. Try not to over-analyze and make sure you relax in situations too.

15 Adventure

- You relish the risk of the things you have not tried 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 do not take risks who are less likely to try something new.

16 Writer

- You enjoy writing, finding a deep fulfillment in writing things for others to read.
- You have a natural ability to communicate through writing.
- The act of writing helps you to clarify your thoughts, so you write clearly and easily.

Use wisely - You are likely to get pleasure from all types of writing – even emails! Balance this with execution too, as well as making sure you are word for word perfect in what you write.

17 Persistence



- You pride yourself on being able to keep going in the face of difficult challenges and frustrations.
- You understand that success in the face of adversity requires extra effort and determination.
- You never give up, Ever.

Use wisely - Share your approaches to keep going when faced with challenges to encourage them. And remember, sometimes it may be healthy to concede defeat and learn from failure.

21 Prevention



- You love to think ahead and anticipate problems before they happen.
- You notice the little things that might be out of place or going wrong, and then deal with them.
- Your actions prevent these future problems, making sure they can't arise in the first place.

Use wisely - Ensure that you share any key learning from your experiences, so that others can benefit. Also, remember to take a break and to enjoy the moment you are in from time to time.

18 Resilience



- You have a tremendous ability to overcome adversity and take setbacks in stride.
- You find the resources you need and pick yourself back up, even in difficult circumstances.
- You know that you have the strength to cope with, and recover from, anything that life throws at you.

Use wisely - The way you cope will be a role model to others. Balance this by showing how you sometimes need a moment to recover, or show your emotional side when appropriate.

22 Persuasion



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

Use wisely - Combine your talent for persuasion with purpose. Consider your audience and think through which strengths could support you to deliver a softer approach when needed?

19 Judgement



- You make good decisions both quickly and easily.
- You enjoy assessing the situation, evidence and facts, being confident that you will reach the right decision.
- Your decisions stand up to robust challenge, and you typically turn out to be right.

Use wisely - Volunteer to act as a sounding board for others. Be a role model for newbies or act as a mentor, showing others how you approach the decisions you make.

23 Catalyst



- You love to mobilize 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 they otherwise 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.

20 Rapport Builder



- You start conversations with people quickly and easily.
- You love finding something that is of interest to you both, helping to establish a quick rapport.
- You love meeting people for the first time and quickly getting to know them.

Use wisely - You probably brighten up most people's day. On occasion, though, there may be a need to take things slower and build deeper relationships.

24 Change Agent



- You love to be involved with and bring about change, identifying the real benefits of the changes you make.
- You relish opportunities to implement change and become an advocate for new developments.
- Your enthusiasm for change in turn entuses others, who otherwise would have been more reluctant about the change.

Use wisely - To ensure the success of new developments, understand the full impact on others and how they might react. Don't embark on change for the sake of change.

25 **Humor**



- You love making people laugh and look for every opportunity to do so.
- You are able see the funny side of things and like to share this with others.
- You have the ability to crack a joke or tell a story that lightens the mood and gives enjoyment to others.

Use wisely - Practice reading your audience and the situation to understand when it is appropriate to use your sense of humor. Think of ways you can really add value with your talent in your workplace.

29 **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.

26 **Drive**



- You are extremely self-motivated, with an inner drive that pushes you on to achieve more.
- As soon as you complete one task, you don't wait to be told what to do, you move on to the next one.
- You love to set stretching goals and targets for yourself.

Use wisely - A stretch target for you could be to relax a little! Ensure you are clear about what you want to achieve, otherwise you could be driving around in circles.

30 **Esteem Builder**



- Your words and actions help people to build their self-confidence and self-esteem.
- You clearly see the potential and possibility in people, helping people to recognize it for themselves.
- You love to help others to believe in themselves, helping them to achieve what they are capable of achieving.

Use wisely - Praising others too often can be perceived as inauthentic. Practice doing it at the right time, in the right way, and also don't forget to offer others development feedback.

27 **Counterpoint**



- You love to bring an alternative perspective to any situation.
- You see things differently from others, and can present a range of alternatives for any scenario.
- You enjoying bringing things into the discussion that other people have missed.

Use wisely - Ensure that your alternative perspective is adding value, rather than obstructing ideas. Consider how you deliver your message and what forum might be most appropriate to do so.

31 **Pride**



- You take pride in everything that you do.
- You love to deliver work that is consistently of the highest standard and quality, getting it right first time.
- You set high standards for yourself, and enjoy the recognition of others for the quality of your work.

Use wisely - It may be frustrating for you if others don't share your passion for quality. Try developing them and making sure you have given clear instructions as to your expectations.

28 **Compassion**



- You really care about others, doing all you can to help, offering sympathy and support.
- You have an open heart and care about all of the people around you.
- When people are unhappy, you look for the right thing to say and take action to help.

Use wisely - If work doesn't provide enough opportunity to use your Compassion, look for social or community opportunities to channel your warmth and support.

32 **Improver**



- You love looking for ways to do things better.
- You prefer not to accept the way things are usually done, as you love to see how you can make things more effective.
- You find that you do this very naturally – and a lot of the time

Use wisely - Don't feel that you have to improve everything all the time. Focus your attention on the things that really need improving, rather than just tweaking things for the sake of it.

33 Planner

- You have a natural ability to plan and prepare, taking a systematic approach to everything you do.
- Before starting things you get organized, establish time frames, assess and allocate resources.
- It's essential for you to have a plan, including one for the unexpected.

Use wisely - Don't plan your life away. Ensure you have left enough unplanned space in your diary to say yes to the spontaneous offers that arise and be flexible.

34 Enabler

- You enjoy developing people so that they can go on to do things for themselves.
- While providing support, you give people tasks and challenges that you know will stretch them.
- You encourage people to get out of their comfort zones in ways that will help them to grow and develop.

Use wisely - Regularly check in with the people you enable, to see if they still feel suitably challenged. People may not always want the level of growth that you want for them!

Use your unrealized strengths more

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

1 Legacy 

- You care about future generations and want to leave a legacy through what you do.
- You like to work on things that make a difference and will have a positive impact on others.
- You want to make a positive contribution and create things that will outlast you.

Use more - Look to bring Legacy into your current projects and goals. Take a step back from what you are achieving, and think about the impact in not just 5 years, but in 50 years.

5 Competitive 

- You are motivated by competing against others. For you, winning is the thing that matters.
- You like to measure your abilities relative to others. You gauge your progress and success by this.
- You feel great when you are first, but you tend to take it hard when you lose. Losing can sometimes hurt.

Use more - If you have held back your competitiveness, look for groups and hobbies, or work situations, that will encourage your will to win once again.

2 Strategic Awareness 

- You are interested in understanding changes in the wider world that could impact your plans and objectives.
- Your big picture thinking enables you to develop and shift long term plans effectively.
- You like to take steps to deal with whatever circumstances may arise in the future.

Use more - When making decisions, think through what the impact will be now, as well as in 2 years' and 5 years' time. Consider all the diverse factors that may influence your outcomes.

6 Self-belief 

- You can be confident and self-assured, with an unwavering belief in your own abilities.
- You believe that most things are within your reach, if you set your mind to them and work hard to achieve them.
- This self-belief shines through most days and instills a confidence in the people around you.

Use more - What would you do differently if you were 10% more confident? Remember, confidence is something you have, but it needs daily practice and nurturing.

3 Authenticity 

- Whatever you do, you tend to do it with conviction and without pretense.
- You keep to your own values and beliefs, no matter what people want you to do.
- You are typically proud to stand up for what you believe in, doing the things in a way that is right for you.

Use more - Are there any groups or charities that you could work with to encourage people to be happier with who they are? Encourage them to play to their strengths.

7 Moral Compass 

- You are aware of the difference between right and wrong.
- You act in accordance with what you believe is right.
- Your decisions and your actions tend to be guided by your ethics and values.

Use more - What opportunities, volunteering or work-based, match your personal values? Who would really appreciate having a sounding board or champion for ethics that you know?

4 Relationship Deepener 

- Building close relationships with people is important to you.
- For you, getting to know someone, and for them to know you, takes time.
- Your relationships with people tend to develop slowly over time, but typically last for the long term.

Use more - Get more involved, at work or home, with people on a one-to-one basis. Perhaps coaching, befriending, managing, or building client relationships?

8 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.

9 Humility



- You tend to be a humble person, never allowing yourself to be big-headed or boastful.
- You like to give other people credit for your successes, rather than taking that credit yourself.
- You often recognize the role others have played in your success.

Use more - Ensure you take a moment at the end of projects or challenging periods to recognize those in and out of work that have made it possible, from the babysitter to the CEO

Your Potential - Ideas to use your unrealized strengths more

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

1 Legacy

- Review an area of your work to see whether you could make changes that have an impact on the future success of the team, organization or community.
- Create a checklist of broader issues to consider with new ideas or projects. For example, the environment, community or future education.
- What are you passionate about and known for? What difference would you love to make? Involve others to bring some of these ideas to fruition.

2 Strategic Awareness

- Encourage your team to consider the longer-term goals in decision-making. List the questions for consideration to prompt thinking beyond now.
- Review your current goals and list the benefits they will achieve beyond now. What else could you do to ensure sustainability in the longer term?
- Shadow or watch presentations of more senior people at work or in similar organizations. Learn how they approach big picture thinking.

3 Authenticity

- Review approaches that need an open or sensitive evaluation of its effectiveness. Suggest improvements based on the people as well as the business.
- Support newcomers to a group. You'll quickly ensure they have an honest picture of the positives as well as the challenges being faced so they can help.
- When you don't agree with a decision, consider the broader context. Still share your beliefs but understand that flexibility may be necessary.

4 Relationship Deepener

- Widen and diversify your network for your future. Consider more senior people or those with different interests so you have plenty of support.
- Get involved in longer-term projects, supporting the development of relationships over time. Encourage positive team working and outcomes.
- Work with those where it's important to build trust early on in a relationship. Try new clients or vulnerable people who need consistency in communication.

5 Competitive



- Review how your work or business is doing compared to your competitors. Share and implement ideas for improvement on where you can gain an edge.
- As well as focusing on the end goal and results, regularly review your approach to ensure you continue to be effective and are still enjoying the process!
- Evaluate any areas where healthy competition is needed. Perhaps in showcasing achievements or shining the light on individuals, teams, events or charities.

6 Self-belief



- Support new business or sales opportunities. You'll come across to potential clients as a confident provider that can deliver exceptional work.
- Review your other strengths and consider how you could stretch yourself outside of your comfort zone further. Which would you love to do more of?
- Promote yourself in an authentic way using strengths. Use this report language to update your work or social profile, sharing all your achievements.

7 Moral Compass



- Be alert to sensitive subjects and supporting them to move forward. Help people to see the right thing for all concerned in the situation.
- Be a voice for audiences who struggle to be heard. Be sure to demonstrate their values and fight for the right cause for them, not your own values.
- Draw up shared values or ways of working for a group (at home too!). Consider the right approach for everyone and that all personal views are shared.

Use your learned behaviours when needed

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

1 Work Ethic



- You have learned to work hard, putting a lot of effort and energy into your work.
- Experience has shown you that working hard is important.
- You don't mind working longer hours when necessary, but work is probably not the thing for which you live.

Use when needed - Don't beat yourself up, you are far from lazy! Remember to work longer hours only when necessary. Don't forget that playing to your strengths is much less effort.

2 Courage



- While you may well feel afraid at times, you have learned to try to face up to and overcome your fears.
- You do not always enjoy having to demonstrate courage, but you have learned its importance.
- You recognize the benefits of participating in activities that make you feel nervous or scared.

Use when needed - Don't always feel you have to be courageous. Balance out your bravery with working within your comfort zone, to give yourself some breathing space from time to time.

3 Centred



- You have learned to remain grounded in whatever situation you find yourself.
- You have taken time to understand who and what you are, being able to portray a natural sense of self-assurance.
- Whatever challenges life throws at you, you have learned to be poised and composed, and are rarely shaken.

Use when needed - Balance out those activities which test your self-assurance with those you have more confidence in. Whilst, it's great to gain rapid growth, know your limits before you burnout.

4 Unconditionality



- You have learned how to accept and respect people for who they are. You try hard not to be judgmental.
- You have learned not to be fazed by the way that people are, or even the things that they do.
- You know that everyone is valuable in their own right.

Use when needed - You may find it hard to be honest sometimes when it's actually required. Be more confident about saying what needs to be said sometimes.

5 Emotional Awareness



- You have learned how to gauge people's emotions and feelings.
- You try to sense how people feel, by picking up on the subtle clues and messages they give.
- You have learned how to interpret people's emotions accurately, so that what they are feeling is clear to you.

Use when needed - Use it when the situation requires you to evaluate people's emotions and where you know you will add value, rather than just for the sake of it.

6 Creativity



- You are able to be creative.
- You have learned how to come up with and combine ideas, images, colors, concepts and tastes as appropriate.
- You have learned that there are benefits to trying new or imaginative ways of doing things.

Use when needed - What constrains your Creativity and stops you from suggesting the things you have not tried or untested? Allow yourself more time, or try sounding out your ideas with a colleague first.

7 Bounceback



- Whatever the setback, or disappointment you come up against, you have learned to cope and overcome it.
- From experience, you have learned how to use setbacks as a springboard to spur you on.
- You are able to use disappointment to drive you on to achieve more than you would have done otherwise.

Use when needed - Don't put too much pressure on yourself to always come bouncing back. Sometimes it's ok just to get back to where you were.

8 Time Optimizer



- You have learned that it is important not to waste time, finding ways to squeeze as much as you can into every minute.
- You try to ensure you use your time productively.
- Whatever situation you are in, you have learned to make the most of your time.

Use when needed - Review your to do lists carefully and make sure you are realistic about what is achievable each day. Try to relax when timings don't work out - there is always tomorrow.

9 Organizer



- You have learned to be organized, both in your work and your personal life.
- You know that in order to be as effective as possible, it is necessary to be well-organized.
- You always know where things are and what to do when, because you try to organize everything in advance.

Use when needed- Relax a little and know what needs to be well-organized and what doesn't – at work and at home. That way, you can respond positively to last minute requests or plans.

10 Narrator



- You have learned to tell stories well.
- You have spent time developing your story-telling technique.
- You understand that stories can be a useful way to convey morals, insights, values, humor, and other lessons.

Use when needed- If you can't always think of a good story, borrow someone else's. Carry a notebook, or use your phone, to make notes of great stories you hear. Find ways to make them your own.

11 Adherence



- You have learned how to focus on following a given approach carefully and diligently.
- You are able to follow guidelines, rules, instructions and procedures to the letter.
- You can stick closely to what needs to be done when necessary.

Use when needed- Balance out rule-following tasks with those that allow you to think more creatively. Find more energizing parts of the day to tackle those procedures too!

12 Optimism



- You have learned to see the best side of negative situations, and to be positive about the future.
- You know it can be beneficial to believe that things will work out well in the future.
- You have experienced that focusing on the bright side helps you to keep positive.

Use when needed- Don't feel that you always have to be optimistic. Feel free to be yourself sometimes and to voice your thoughts, problems and concerns to others.

Use your weaknesses less

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

1 **Adaptable**

- You may not be skilled at rearranging resources, preferring to stick with what has worked before.
- You may find it hard to adjust, and avoid adapting plans to meet the changing demands of new situations.

Use less - What would make you more comfortable when something changes quickly? Are there any preparations or plans you could do in advance to help? Try focusing on the positive outcome.

5 **Innovation**

- You are not naturally driven by a desire to design and generate new ways of doing things.
- You may feel as though you are blinkered by what exists now, rather than being able to look beyond this to what could be.

Use less - Ignoring any constraints, what would you love to do differently? Suggest your ideas to others who can help you take them to the next level. Start with smaller projects.

2 **Service**

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

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

3 **Growth**

- You may not naturally seek out development activities, preferring to stick with what you know.
- You may find it hard to invite feedback on your performance, recognizing that it can be difficult for you readily to accept the comments you receive.

Use less - What is the impact of not developing yourself? Think about what holds you back from growing and consider what strengths, motivation and resources will support you.

4 **Equality**

- Being fair and equitable may not be something that tends to concern you as much as other people.
- You may take the view that life is not straightforward and so things may not always be fair.

Use less - While you might not need to champion equality, work with doing what is right for individuals according to their context and situation at the time.

Introducing the Strengths Families

The five strengths families below are conceptual groupings of the 60 strengths. Each strengths family contains a set of strengths that share related characteristics.

They are designed to provide a framework that might help you understand the patterns of strengths in your Profile. Below is the list of strengths that are included in each of the five Strengths Families.

14 Strengths	BEING			Our way of being in the world
Authenticity	Gratitude	Moral Compass	Service	
Centered	Humility	Personal Responsibility	Unconditionality	
Courage	Legacy	Pride		
Curiosity	Mission	Self-awareness		
8 Strengths	COMMUNICATING			How we give and receive information
	Counterpoint	Humor	Spotlight	
	Explainer	Listener	Writer	
	Feedback	Narrator		
13 Strengths	MOTIVATING			Our drive towards action
Action	Change Agent	Improver	Work Ethic	
Adventure	Competitive	Persistence		
Bounceback	Drive	Resilience		
Catalyst	Growth	Self-belief		
11 Strengths	RELATING			How we relate to others
Compassion	Empathic	Esteem Builder	Rapport Builder	
Connector	Enabler	Personalization	Relationship Deepener	
Emotional Awareness	Equality	Persuasion		
14 Strengths	THINKING			Our approach to situations
Adaptable	Incubator	Organizer	Strategic Awareness	
Adherence	Innovation	Planner	Time Optimizer	
Creativity	Judgement	Prevention		
Detail	Optimism	Resolver		

Your Strengths Families

The circles below are a visual representation of your strengths across the four quadrants, within each of the five strengths families. They may help you visualize and understand patterns that exist in your Profile.

● Realized Strengths
 ● Unrealized Strengths
 ● Learned Behaviors
 ● Weaknesses

Being

14 Strengths
Our way of being in the world



Communicating

8 Strengths
How we give and receive information



Motivating

13 Strengths
Our drive towards action



Relating

11 Strengths
How we relate to others



Thinking

14 Strengths
Our approach to situations



Your Strengths Families Distribution

How your unique Full-60 Profile sits within each of the five strengths families.

	REALIZED STRENGTHS	UNREALIZED STRENGTHS	LEARNED BEHAVIORS	WEAKNESSES
Being 14 Strengths	Personal Responsibility Mission Curiosity Gratitude Self-awareness Pride	Legacy Authenticity Moral Compass Humility	Courage Centred Unconditionality	Service
Communicating 8 Strengths	Spotlight Listener Feedback Writer Humor Counterpoint Explainer		Narrator	
Motivating 13 Strengths	Action Adventure Persistence Resilience Catalyst Change Agent Drive Improver	Competitive Self-belief	Work Ethic Bounceback	Growth
Relating 11 Strengths	Empathic Personalization Rapport Builder Persuasion Compassion Esteem Builder Enabler	Relationship Deepener Connector	Emotional Awareness	Equality
Thinking 14 Strengths	Incubator Resolver Detail Judgement Prevention Planner	Strategic Awareness	Creativity Time Optimizer Organizer Adherence Optimism	Adaptable Innovation

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.

Be Your Best SELF

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



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.

Strengths Career Guide

Learn how the Strengths Career Guide can point you in the correct direction in the choice of your future career.



For Organizations



Team Profile

Revealing your team's top realized and unrealized strengths, learned behaviors 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

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

Strengths Definitions

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