

# STRENGTHS · PROFILE

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Your top realized strength

**MISSION**

Your top unrealiszd strength

**ORGANIZER**

Your top learned behavior

**ADVENTURE**

Your top weakness

**ADHERENCE**

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## Your Unique Quadrant Profile

Congratulations on starting your strengths journey.

By knowing more about your strengths, you can understand what really motivates you. Use these insights to shape your personal and career success by doing more of what you enjoy and less of what you don't.

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 behaviors and up to 3 weaknesses.

If you have less than these in any quadrant, it just means that your responses were more heavily 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 Mission	5 Counterpoint
2 Humor	6 Resilience
3 Persuasion	7 Personal Responsibility
4 Authenticity	

**UNREALIZED STRENGTHS**  
Strengths you don't use as often

Perform well    Energizing    Lower use

Use more

1 Organizer	5 Narrator
2 Esteem Builder	6 Service
3 Detail	7 Enabler
4 Spotlight	

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

Perform well    De-energizing    Variable use

Use when needed

1 Adventure	3 Optimism
2 Pride	4 Courage

**WEAKNESSES**  
Things you find hard and don't enjoy

Perform poorly    De-energizing    Variable use

Use less

1 Adherence	3 Incubator
2 Curiosity	

## Your Full-60 Profile

Your unique profile across 60 strengths

### REALIZED STRENGTHS

### UNREALIZED STRENGTHS

### LEARNED BEHAVIORS

### WEAKNESSES



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

## Use your realized strengths wisely

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

1 Mission 

- You derive great fulfilment 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? Practice mindfulness to connect to something bigger.

2 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 Humor. Think of ways you can really add value with your talent in your workplace.

3 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. Combine your strengths to deliver the message effectively, considering your audience. Is a softer approach needed, or do you need to build the business case?

4 Authenticity 

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

**Use wisely** – Know when you need to stand strong, as well as when you need to flex a little. Remember that not everyone holds the same values as you.

5 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.

6 Resilience 

- You have a tremendous ability to overcome adversity and take setbacks in your 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** – You will no doubt be a role model to others with your strength to cope. Balance this by showing how you sometimes need a moment to recover, or show your emotional side when it's appropriate to do so.

7 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, as well as pushing back, if you feel you're getting overloaded.

8 Bounceback 

- Whatever setback or disappointment you come up against, it just makes you more determined to succeed.
- You love to pick yourself up very quickly from setbacks, using them as a springboard to spur you on.
- You go on to achieve more than you would have done otherwise, proving your success to yourself and others.

**Use wisely** – If you have recently experienced a setback, as well as harnessing your drive to get back up and succeed, try to take a little time out to reflect on your experiences and rest a little too.

## 9 Time Optimizer



- Time is very precious to you. You never waste it, squeezing as much as you can into every minute.
- You organize yourself so that you always use your time productively.
- Whatever situation you are in, you can be sure that you are making the most of your time.

**Use wisely** – When was the last time you truly enjoyed and appreciated the moment you are in? Ensure you allow time to ponder and rest from your busy life.

## 10 Judgment



- 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** – Use your strength wisely and volunteer to act as a sounding board for others who might not have this strength. Be a role model for new starters or act as a mentor, showing others how you approach the decisions you make.

## 11 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.
- You love to set stretching goals and targets for yourself.

**Use wisely** – A stretch target for you could be to relax a little! When your Drive is high, it is critical that you are clear about what you want to achieve. Otherwise, you could be driving around in circles.

## 12 Moral Compass



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

**Use wisely** – Appreciate that others could have a different moral code than you in certain situations and you may need to compromise. Volunteer to become a sounding board for others in ethical matters.

## 13 Relationship Deepener



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

**Use wisely** – Remember not to miss opportunities to connect with people on a more informal basis. You might need more of a diverse network of loose contacts in the future.

## 14 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 keen to share their distress with you.

## 15 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 important decisions or ask others for their input.

## 16 Emotional Awareness



- You pay close attention to how people feel. You are an excellent judge of their emotions and feelings.
- You easily pick up on the subtle verbal and non-verbal clues that people give out.
- You accurately interpret them to understand the nuances of how other people are feeling.

**Use wisely** – Don't forget to switch off occasionally from reading the room, and to enjoy the context you are in. It won't hurt to miss an emotion!

## 17 Creativity



- You love coming up with or combining existing ideas, images, colours, tastes or concepts.
- You thrive on trying things that have not been tried before.
- You love breaking new ground, linking things in novel and imaginative ways.

**Use wisely** – A creative idea usually needs a team to implement. Who else do you need to help your idea become a reality? Remember that sometimes existing concepts can still be of benefit too!

## 18 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, as it may interfere with your ability to do your day job. Focus your attention on the things that really need improving, rather than just tweaking things for the sake of it.

## 19 Innovation



- You are highly driven to want to invent things that are better than what has been done before.
- You look at things from a different perspective to others and think 'out of the box'.
- You look beyond what exists when coming up with new ideas, inventions and approaches.

**Use wisely** – You may not know how to implement your ideas, but it doesn't mean you shouldn't share your thoughts. Think about how your ideas will really add value and how you can contribute.

## Use your unrealized strengths more

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

## 1 Organizer



- You like being well-organized. Everything has its place, both at work and home.
- Your order and organization mean that you are able to be as effective as possible in everything you do.
- You know where things are and what to do when - because you have usually organized things in advance.

**Use more** – Are there any clubs you belong to that could do with help in organizing games and events? You will know people who are less organized than you, so share your tips to make life a little easier.

## 2 Esteem Builder



- You often see the potential and possibility in people, helping them to recognize it for themselves.
- You help people understand what they are good at, even when they do not recognize it.
- You like to help others develop their self-confidence and achieve what they are capable of achieving.

**Use more** – Be authentic in your praise. Work with people for whom you are really passionate about being able to help achieve their potential.

## 3 Detail



- You tend to spot inaccuracies as errors jump out at you. You like correcting them.
- Paying attention to detail is important to you.
- You are unlikely to submit anything yourself that contained a mistake.

**Use more** – Proof readers are hard to come by, so once others are aware of your skills, you won't be short of offers. However, what are the detailed tasks of which you would like to do more?

## 4 Spotlight



- Whether in a meeting or in a social gathering, you can speak up and hold the floor.
- You like holding people's interest and focus, and can find this easy to do.
- You often find that you can get people to listen to you and you can keep their attention.

**Use more** – Think about how Spotlight can support some of your upcoming projects or goals. Perhaps you need to influence someone or get an important message across. Ask for feedback on how you came across.

## 5 Narrator



- Telling stories tends to come naturally to you.
- As ordinary events happen, you often picture how they might be spun into an anecdote or story to tell others.
- You see the benefit of stories to convey morals, insights, values, humour, and many other lessons.

**Use more** – Use stories to explain things better to others, help people to feel valued, to make a presentation engaging, or simply to spark a conversation.

## 6 Service



- You can feel compelled to help people, and often strive to go above and beyond what you need to do.
- You tend to be focused on satisfying people's needs and meeting their requirements.
- Rarely is something too much trouble for you when it comes to helping others.

**Use more** – Stretch yourself by working with groups or individuals who you might not have helped before. You might learn something on the way, as well as experiencing that intense satisfaction that you can feel!

## 7 Enabler



- You tend to enjoy developing people so that they can do things for themselves.
- While providing support and encouragement, you often give people tasks that you know will stretch them.
- You like to encourage people out of their comfort zone, in ways that will help them to grow and develop.

**Use more** – Perhaps take on one or two people to mentor and focus on making a big difference to them. It will be extremely rewarding.

## 8 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** – If this feels challenging, look to bring it 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.



## Strategic Awareness



- You are interested in understanding changes in the wider world that could impact on 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** – Whether at home or work, when making any decision, think through what the impact will be now, as well as in 2 years' and 5 years' time. Push yourself to consider all the diverse factors that may influence your outcomes.



## Use your learned behaviors when needed

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

### 1 Adventure



- You have learned to deal with risk or the untried.
- You cope with experiences that are outside of your comfort zone.
- You know that putting yourself into new and challenging situations will allow you to test yourself.

**Use when needed** – Take yourself outside of your comfort zone when necessary in order to grow and reach your goals, not for the sake of it.

### 2 Pride



- You have learned to take pride in everything that you do, delivering work that is consistently of a high quality.
- You try to get it right first time.
- You set high standards for yourself, and want to be recognized for delivering quality output.

**Use when needed** – There is always a balance between quality and execution and this may be something you find challenging. Try not to be dismissive of the contributions of those with less Pride than you.

### 3 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.

### 4 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.

### 5 Centered



- 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 which you are able to maintain almost always.
- 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. It's great to be out of your comfort zone and gain rapid growth, but know your limits before you burnout.

### 6 Personalization



- You have learned to notice the subtle differences in people that make everyone unique.
- You know how to recognize people's different motivations, as well as their likes, dislikes, preferences and strengths.
- You understand that what is right for one person might be wrong for another.

**Use when needed** – It can be tiring to pay attention to everyone's unique differences. Sometimes take a step back, and use this only when you need to, instead trying just to engage naturally with others.

### 7 Feedback



- You have learned how to give people both positive and negative feedback.
- You understand it is important to let people know what they have done well.
- You have learned to give people accurate feedback so they know where they can improve.

**Use when needed** – Do you have any strengths you can use to make giving Feedback more enjoyable? Look for opportunities where that feedback can connect to a larger goal, help somebody to develop, or give them the skills to do something for themselves.

### 8 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.

## 9 Self-awareness

- You have learned that it is important to spend time understanding your behavior, emotions, and responses to different situations.
- You can recognize your strengths and weaknesses.
- You have got to know yourself pretty well.

**Use when needed** – What makes this task a bit of a challenge currently? If you have spent a lot of time doing it, dial back and enjoy situations. If it feels a bit indulgent, know you will be more engaged by doing it – and enjoy!

## 10 Resolver

- You are good at solving problems.
- When faced with a really complex problem, you know how to approach it and get to the root of the issue.
- You don't like to be beaten by a problem and will try to persist in seeing it through to a solution.

**Use when needed** – Have you been solving too many problems recently, or do you just prefer the preventative approach? Either way, choose your problems wisely, the ones where your strengths will support you, or something that you'll easily solve in the short term.

## 11 Adaptable

- You have learned how to rearrange resources and adapt plans to meet the changing demands of new situations.
- You know through experience when to stay on track and when to change to become more effective.
- You are able to adapt and find the best fit for things, being content with juggling things as the context changes.

**Use when needed** – It can be exhausting, so know when it is necessary to be flexible and when a more consistent approach is needed for a good outcome.

## 12 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** – Maybe you don't always need to write! Try other forms of communicating to suit your audience. Use others as a sounding board too if you are stuck, sometimes it's getting started which is the hardest part.

## 13 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 only to work longer hours when necessary. Don't forget that playing to your strengths is much less effort!

## 14 Self-belief

- You have learned how to be more confident in your own abilities.
- You try to believe in yourself, knowing that this will help you to achieve your goals.
- You know that if you set your mind to something and work hard, you are more likely to achieve it.

**Use when needed** – What would make this a little less effort? Playing to strengths ensures success, as does the right recognition for your work and accurate feedback so you can grow.

## 15 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.

## 16 Explainer

- You are good at simplifying things so that people can easily understand.
- You have learned how to take a complex idea and express it simply and clearly.
- You are able to come up with different ways of explaining the same thing to help people understand.

**Use when needed** – Think about your audience and their level of expertise. Find a variety of methods to explain to keep up your energy levels, from PowerPoint to YouTube – variety is the key!

## 17 Humility



- You are a humble person, never allowing yourself to be big-headed or boastful.
- When a job is done well, you have learned to ensure credit is given to other people.
- You know that you depend on others for your success. You strive to appreciate and value their support.

**Use when needed** – Don't feel you always have to be humble. It is okay to speak about your own successes, at the same time as praising others for their work.

## 21 Change Agent



- You know of the real benefits of change and you are at ease when involved with and bringing about change.
- You have learned how to be an advocate for new developments and are able to do this when required.
- You put others at ease through your ability to deal with change.

**Use when needed** – Think about connecting deeper with the reasons for the change and the positive outcome predicted, especially if it is a longer term project.

## 18 Equality



- Being fair and equitable is important to you.
- You have learned to pay attention to issues of fairness and equality, to recognize others as your equal.
- You ensure that your own actions and decisions are as fair and as equitable as possible.

**Use when needed** – There may be a balance to achieve between being fair, and also recognizing that treating everyone as individuals may also be important for you. Sometimes, these may not be precisely the same thing.

## 22 Competitive



- You have learned to measure your abilities and achievements relative to others, in order to gauge your progress and success.
- You know that winning is important, and you try to ensure that you beat the competition in everything you do.
- You feel good when you are first, but if this doesn't happen, you know you need to be better.

**Use when needed** – Don't put too much pressure on yourself in being the best at everything. Focus on where and when it is important to be the best, but also on when you can allow others a chance to win.

## 19 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. Others will respect your opinion due to your non-judgmental nature, so be more confident about saying what needs to be said sometimes.

## 23 Prevention



- You have learned to think ahead and anticipate problems before they happen.
- You try to notice the little things that might be out of place or going wrong, and then deal with them.
- You know that by acting in this way, you can head off future problems.

**Use when needed** – It might be hard to think about future issues when there are enough problems today. Focus on the problems that are more important, or those that align with your goals, as a priority.

## 20 Connector



- You have learned how to make connections between the people that you meet.
- You notice when people have shared interests or something in common, and you make links between them.
- You have acquired strategies that help you to bring people together effectively for their mutual benefit.

**Use when needed** – Limit your connecting abilities by focusing on what you and they want to achieve. How can you ensure others are returning the favour too? Tell them what you need as well.

## 24 Growth



- You are good at simplifying things so that people can easily understand.
- You have learned how to take a complex idea and express it simply and clearly.
- You are able to come up with different ways of explaining the same thing to help people understand.

**Use when needed** – Think about your audience and their level of expertise. Find a variety of methods to explain to keep up your energy levels, from PowerPoint to YouTube – variety is the key!

## Use your weaknesses less

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

1 Adherence 

- You are not the sort of person who is motivated by carefully following guidelines and rules.
- You may be uncomfortable completing tasks that have clear steps and stages.

**Use less** – Be realistic on the impact this is having on you. Although you may not invent rules, you might not be breaking them either.

2 Curiosity 

- You may not feel the need to know about everything.
- You may not find studying new topics enjoyable, being content in the knowledge that you already have.

**Use less** – You may not find studying new topics enjoyable, being content in the knowledge that you already have.

3 Incubator 

- You may not enjoy reflecting and pondering on your thoughts.
- You are likely to prefer acting in the moment, rather than spending too long thinking about things.

**Use less** – Have you ever acted quickly and regretted it? On more complex ideas or projects, try to slow down and consider all elements of the goal by planning for the short and longer term.

4 Catalyst 

- You may find it hard to mobilize and inspire others to take part in activities and projects.
- You may not especially enjoy getting new projects off the ground, or putting ideas into action by involving others. You prefer to let other people take the lead on things like this.

**Use less** – When have you needed to do this and found it challenging? In this situation, consider what strengths you have that might help. Can you give people a meaning for doing something, or show them how to grow?

5 Listener 

- It may not come naturally to you to be able to listen to what people are saying and how they are saying it.
- You may find that other things interfere with your attention, making listening hard for you to do.

**Use less** – What diverts your attention? Try to listen well on just the really important matters. Before these conversations, write down what is on your mind, or send that email first, so that you can concentrate.

6 Planner 

- You may find it hard, before starting tasks, to think carefully and establish timeframes.
- For you, having a plan is not essential, since you prefer just to see how things work out in practice.

**Use less** – Check any of your strengths aren't in overdrive and so preventing you from spending time planning. Borrow other people's spreadsheets or planning methodologies and get to good enough, if necessary.

7 Gratitude 

- You may not always be aware of or appreciate the good things in your life.
- You may feel that you sometimes take things for granted.

**Use less** – Learn from or partner with someone who always seems to appreciate life. You don't need to go overboard. Maybe reflect on one thing a day that you are thankful for, and share it.

8 Persistence 

- You may find it hard to keep going when you are faced with difficult challenges.
- You may prefer to find easier routes or just give up when faced with frustrations.

**Use less** – What strengths could you draw on to keep you going? Look for your inner motivation, your reason for doing things, or your belief in a better future. On occasion, of course, it can be beneficial to know when to quit too.

## 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.

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



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

NEW FEATURE

## 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 utilize your realized strengths and 2 sectors that most utilise your unrealized strengths. Use it as a guide to help you in your future career choices.

### Career Suggestions

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



#### Accounting

Accounting professionals are responsible for managing, reporting and auditing a business or client's accounts on a domestic or global scale. Tax Specialists provide advice around the rules and regulations of tax law in their areas.



#### Marketing, Advertising & PR

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



#### Human Resources

Human Resource professionals help to shape the culture of a company by involving themselves in training, management and development of employees, as well as working with salaries, benefits and employment law.



#### Sport & Recreation

Sport & Recreation spans a wide variety of roles connected to the sporting industry including professional athletes, coaches, trainers, sports event coordinators and managers, and gym and fitness professionals.



#### IT

IT professionals install, monitor, configure and maintain computer hardware, software, systems and networks. This can involve offering face-to-face support for users or liaising with manufacturers and developers.



#### Social Care

Social Care professionals provide care and practical assistance to their service users, whose needs can include physical or learning disabilities, mental ill health and drug or alcohol dependencies.

### Potential Career Suggestions

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



#### Non-Profit & Voluntary

The Non-Profit & Voluntary sector is dedicated to improving the world and the lives of people. This can involve taking on multiple roles often within smaller organizations or offering specific skills and experience.



#### Training and Development

Training & Development involves designing, delivering and facilitating programs to support and educate people with the knowledge and practical skills necessary for their work and career growth.

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 how they interact across the Strengths Families.



#### 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 Coaches

### 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 realizing and developing their strengths further to get the most from their 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 keen 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.

**Centered** *Being*

You have an inner composure and self-assurance, whatever the situation.

**Change Agent** *Motivating*

You are constantly involved with change, advocating for change 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.
-  **Judgment** *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 your 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.