Give Every Employee the Opportunity to Discover Their Strengths

Empower your teams with a common language to talk about how they can collaborate and perform effectively so they can reach their goals.

- All employees should take the CliftonStrengths® assessment — from the CEO to front-line team members.
- Organizations should have an ongoing plan for incorporating strengths for new team members.
- Employees need tools and resources to understand how to embed strengths into their specific role and everyday behaviors.

Move Beyond Discovery to Create Culture
- Get beyond the assessment — apply the discoveries day to day.
- Establish strengths as a language.
- Tie strengths to performance.
- Change conversations.
- Reflect on behaviors versus words on a page.
- Recognize talents in action.
- Infuse strengths into developmental conversations.

Don’t simply discover your strengths and let the enthusiasm fade.

Make strengths a transformational, cultural movement for your organization.

EMBEDDING CLIFTONSTRENGTHS INTO CULTURE INVOLVES MORE THAN JUST DISCOVERY

CliftonStrengths is a development tool for driving performance.

Phases for Individual Strengths Discovery

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<th>Name It</th>
<th>Claim It</th>
<th>Aim It</th>
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<td>Understand and identify your CliftonStrengths themes.</td>
<td>Gain awareness of and appreciation for your CliftonStrengths.</td>
<td>Invest in and apply your CliftonStrengths.</td>
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TAKE ACTION

1. Determine your strategy for implementing strengths in the organization: make a big splash, focus on teams, begin with leaders and managers, or work one-on-one.

2. Select the technology platform for administering and distributing CliftonStrengths codes.

3. Create internal communications to announce the importance of strengths and communicate the "why" behind strengths in the organization.

4. Prepare managers and leaders for questions that might come from their team members and develop tools and resources for them around the strengths philosophy.

5. Formulate an ongoing internal communication strategy to infuse strengths throughout the organization in communications, recognition, and tools and resources.

6. Conduct a team strengths session with the team charged with implementing strengths.

THE POWER OF TEAM STRENGTHS

Once a team understands how to leverage each person’s strengths, team members quickly find new ways to navigate issues, work together and improve performance.

HOW GALLUP CAN HELP

CliftonStrengths Consulting
Supports the implementation team in rolling out strengths

Gallup Access
Unleashes world-class analytics and advice as Gallup’s premier platform for administering and distributing codes, provides deeper CliftonStrengths learning, creates team visualizations and reporting, and supports teams in taking action

CliftonStrengths Assessment and Reporting
Provide the science behind CliftonStrengths, as well as insights about an individual’s talent profile

CliftonStrengths E-Learning Modules
Introduces strengths through three digital learning experiences: Your Introduction, Your Leadership and Your Team

CliftonStrengths Discovery: Your Unique Strengths Course
Jump-starts the exploration of strengths for all audiences by helping people learn their talents and begin incorporating strategies and techniques to develop them

CliftonStrengths for Teams Course or Team Strengths Session
Helps teams understand the individual talents of their team members and unleashes the collective power of the team through strengths; can be facilitated by Gallup or by internal strengths coaches or champions

Visit Gallup.com/CliftonStrengths for more information about how to build a strengths-based culture at your organization.