Give Every Employee the Opportunity to Discover Their Strengths

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

- **Name It**
  Understand and identify your CliftonStrengths themes.

- **Claim It**
  Gain awareness of and appreciation for your CliftonStrengths.

- **Aim It**
  Invest in and apply your CliftonStrengths.

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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.

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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.

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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

The best predictor of performance is how many people on a team know their strengths, regardless of which CliftonStrengths each person has.

HOW GALLUP CAN HELP

CliftonStrengths On-Site 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 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 (Coming in 2019) 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 for more information about how to build a strengths-based culture at your organization.