GALLUP®

● Start With the CEO or Executive Sponsor
● Have Everyone Discover Their Strengths
● Build a Network of Strengths Coaches
● Integrate Strengths With Performance
● Transform Internal Programs

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

Name It	Claim It	Aim It
Understand and identify your CliftonStrengths themes.	*Gain awareness of and appreciation for your CliftonStrengths.*	*Invest in and apply your CliftonStrengths.*

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.

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2

Select the technology platform for administering and distributing CliftonStrengths codes.

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3

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

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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.

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5

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

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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

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CliftonStrengths On-Site Consulting

Supports the implementation team in rolling out strengths

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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

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CliftonStrengths Assessment and Reporting

Provide the science behind CliftonStrengths, as well as insights about an individual's talent profile

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CliftonStrengths E-Learning Modules

Introduces strengths through three digital learning experiences: **Your Introduction**, **Your Leadership** and **Your Team**

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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

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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.**