

Build an Internal Network of Strengths Coaches

Internal strengths coaches serve as internal advisers, continually providing managers with practical insights and tools.

- Internal strengths coaches provide ongoing support for individuals and teams regarding how best to embed strengths throughout the organization.
- Strengths coaches should be highly credible and influential partners.
- Strengths coaches must educate and empower individuals supporting the strengths implementation.

Roles of Strengths Coaches

- Support teams as they begin implementing strengths broadly.
- Help individuals and teams understand and begin to invest in developing strengths.
- Empower managers to deepen the use of strengths on their teams as the organization embeds strengths into its internal human capital processes.

The best strengths coaches focus on **behaviors**. They provide **in-the-moment coaching support** to show how strengths can be used **every day**.

IDENTIFY STRENGTHS COACHES AND STRENGTHS CHAMPIONS

Strengths Coach

Someone who spends a portion or significant amount of their time providing **development and performance conversations** using CliftonStrengths® to individuals, managers, leaders and teams

Example: an HRBP who coaches the leaders and managers in their specific territory

Strengths Champion

Someone who **advocates, influences** and **empowers** leaders, managers and individuals throughout the organization to **adopt a strengths-based approach**.

Example: a high-potential manager who becomes a key supporter for their peers regarding CliftonStrengths

TAKE ACTION

1

Identify the right approach and structure for your organization's strengths coaches and champions.



2

Create a selection process — getting nominations, receiving applications and making final decisions — for determining who becomes strengths coaches and champions.



3

Outline the development road map for equipping strengths coaches and champions with learning and development on CliftonStrengths.



4

Establish an ongoing system for sharing best practices among the internal network of strengths coaches and champions, plan for ongoing alignment, and build capabilities with Gallup's latest analytics and advice on CliftonStrengths, including peer coaching, observed feedback sessions, webinars, trainings and summits.

Build an Internal Network of Coaches and Champions

STRENGTHS COACHES

Role of Coaches

Support managers in using strengths in their roles and developing strengths within their team.

Time for Coaching

Varies, rarely 100% full-time coaches, depending on role in the organization

Number of Coaches

Varies, a good estimate is one coach for every **20 to 40** managers

STRENGTHS CHAMPIONS

Role of Champions

Advocate for strengths, communicate options for accessing strengths and connect leaders to strengths resources.

Number of Champions

Varies, need more at the beginning

- Ratio depends on size and structure of the organization.
- A good estimate is one champion for every **100 to 1,000** employees (one or two per location).

HOW GALLUP CAN HELP

CliftonStrengths On-Site Consulting

Provides assistance with creating an internal network of champions and coaches

CliftonStrengths for Champions Course (Coming in 2019)

Equips advocates with base knowledge about strengths and the impact that focusing on strengths can have on the organization

Accelerated Strengths Coaching Course

Offers in-depth learning and development for strengths coaches (can also be split into Successful Strengths Coaching Course and Coaching Individuals, Managers and Teams Course)

CliftonStrengths Feedback Session

Provides one-on-one coaching for coaches and managers, helping them use strengths to individualize their management approach and tap into the collective talents of the team; can be used as ongoing development for strengths coaches and champions

Gallup Strengths Coaching Capability-Building Opportunities

Helps strengths coaches and champions stay up to date on the latest and greatest CliftonStrengths analytics, advice and learning, including Theme Thursday and Called to Coach podcasts, as well as the Gallup Coaching Blog

Advanced CliftonStrengths Coaching Course

Dives deeply into CliftonStrengths knowledge, application and insights around theme dynamics and performance to elevate strengths coaching capabilities

CliftonStrengths Discovery Train-the-Trainer Course

Equips coaches and champions to lead CliftonStrengths Discovery sessions and team strengths sessions for individuals, managers and teams

Visit [Gallup.com](https://www.gallup.com) for more information about how to build a strengths-based culture at your organization.