

# Transform Your Internal Programs

**Conduct a thorough audit of your existing programs and practices — the entire employee life cycle. Identify programs that wear down your workforce by contradicting the philosophies of a strengths-based culture.**

- Organizations should begin by auditing all internal programs that affect the employee experience.
- The focus should be transforming programs that exist based on a deficit, weakness-oriented mind-set.
- Strengths should be incorporated into each developmental touchpoint.
- A repository for strengths resources supports coaches, champions and the overall organizational rollout.

## Examples of Internal Initiatives That Benefit From Focusing on Strengths

- strategy
- culture
- employment brand
- employee experience
- manager development
- internal communications
- diversity and inclusion
- the future of work

## Employee Experience

The Journey With Your Organization

### ATTRACT

Recruit Top Talent

### HIRE

Pick the Stars

### ONBOARD

Affirm the Decision

### ENGAGE

Build Strengths and Purpose

### PERFORM

Drive Expectations

### DEVELOP

Coach Career Growth

### DEPART

Positive Exit Experience

*Infuse Strengths to Build Relationships and Maximize Talent*

# Incorporate Strengths Internally and Externally

## TAKE ACTION

1

*Audit all internal programs and identify improvement opportunities to transform from a weakness-focused approach to a strengths-based approach.*



2

*Align internal and external messaging on the “why” and “how” behind strengths, giving employees the learning and tools they need to deliver on the organization’s brand promise.*



3

*Build a contingent of internal and external brand advocates who can help transform and act on the defined opportunities.*



4

*Ensure employee and manager experience alignment regarding strengths initiatives and activities.*



5

*Incorporate strengths into your employment brand, showcasing your uniqueness and differentiation and helping to attract job candidates who are the ideal “fit.”*

### INTEGRATE STRENGTHS INTO INTERNAL COMMUNICATION AND CULTURE-BUILDING PROGRAMS

- company newsletters
- internal videos
- intranet branding or SharePoint site
- company blogs
- internal posters
- screen savers
- email signatures
- office nameplates
- storytelling
- business impact analyses
- sharing strengths analytics
- webinars
- podcasts
- name tags and lanyards
- summits and conferences
- rewards and recognition activities
- team meeting activities
- gamification
- mentoring
- succession planning
- conflict resolution
- internal cohorts

### INTEGRATE STRENGTHS INTO EXTERNAL COMMUNICATION AND COMMUNITY-BUILDING INITIATIVES

- company website
- speaking engagements
- conferences
- employee value proposition
- employment brand initiatives
- social media
- company overview for prospects and customers
- annual report
- published case studies
- community outreach
- membership in organizations and associations
- executive profiles
- Gallup focus groups

## HOW GALLUP CAN HELP

### CliftonStrengths® On-Site Consulting

Leads an internal audit of programs and assesses opportunities to enhance employee and manager experiences within the organization

### CliftonStrengths Learning and Development Consulting

Provides support after the audit is complete, helping to infuse strengths into internal programs within the organization by offering feedback and ideas to improve employee and manager internal program curricula

### CliftonStrengths Learning and Development Design

Transforms internal program curricula by embedding strengths within manager and employee experiences

### Gallup Access

Assesses the impact of strengths-based development on the engagement and performance of your organization

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