GALLUP®

Strengths Impact Campus Model Reflection

Strengths Impact Campus is Gallup's national designation for institutions that demonstrate exceptional commitment to strengths-based learning, coaching and culture. The journey to becoming a Strengths Impact Campus is not a straight line, it's an iterative process that looks a little different at every institution. This resource is designed to meet you where you are.

Use the reflection questions that follow to honestly assess your current stage, surface the opportunities and challenges unique to your campus context and identify focused next steps that keep forward momentum without overwhelming your team. Remember: Every institution begins at Stage 1, and progress is built one intentional action at a time.

If looking at the full arc of this model feels daunting, that's completely normal — and it's actually a sign you're taking it seriously. This work is not meant to be done all at once, and no campus gets to Stage 6 overnight. The goal is simply to know where you are, take the next right step and trust that consistent progress compounds over time.

How to use this guide:

- Work through each question thoroughly and look for any gaps that surface that you may need to address.
- Answer the reflection questions honestly, ideally with your core strengths team or key stakeholders present; you cannot build a Strengths Impact Campus alone.
- Once complete, review the guide with your core team and create some concrete goals to address gaps and how you'd like to continue building as a team.
- Don't aim to solve everything at once. Sustainable progress comes from focus, not urgency.

Copyright © 2000, 2026 Gallup, Inc. All rights reserved.

Strengths Impact Campus Reflection

What is the “why” behind expanding your CliftonStrengths® initiative on campus?

How many Gallup Certified Coaches do you have on campus?

How many Gallup trained Student Leaders do you have on campus?

What does your leadership team believe about strengths, and does that belief show up in how the institution operates?

How many students does your institution serve? How many of them have taken their CliftonStrengths assessment?

How many faculty and staff does your institution have? How many of them have completed their CliftonStrengths assessment?

Copyright © 2000, 2026 Gallup, Inc. All rights reserved.

Which pockets of your campus are already embracing strengths meaningfully? Where are strengths showing up on your campus today, and who is driving it?

How are you connecting those pockets so momentum doesn't stay siloed?

Are strengths touchpoints showing up consistently and frequently for all populations you serve? If not, what's keeping it optional and uncoordinated? Is it resources, buy-in or something else?

Where are there gaps in CliftonStrengths touchpoints on campus?

Where in the student journey does strengths language show up consistently, and where are the gaps?

Do all students see six CliftonStrengths touchpoints per academic year? What do these touchpoints look like?

Copyright © 2000, 2026 Gallup, Inc. All rights reserved.

What systems or touchpoints still need to be brought into the fold?

Do all the populations you serve have access to CliftonStrengths or opportunities for CliftonStrengths? What does that look like for each population?

Is CliftonStrengths part of our marketing and communications strategy at the institution?

How are you currently measuring success for the touchpoints that do exist?

How are you measuring the impact of strengths on student outcomes? Please provide detail on what you're measuring (confidence, retention, sense of belonging, etc.).

What would "measurable, repeatable outcomes" look like for your institution specifically?

Copyright © 2000, 2026 Gallup, Inc. All rights reserved.

What opportunities exist for faculty and staff development with CliftonStrengths?

Are you using CliftonStrengths with any other populations? Parents? Alumni? Employers? Mentors?

How are you sharing the story of your CliftonStrengths initiative and the impact your measurement data is demonstrating, both internally and externally?

How could you innovate new touchpoints and ideas?

How can you maintain a Strengths Impact Campus in a sustainable way even through change?

Copyright © 2000, 2026 Gallup, Inc. All rights reserved.