

GALLUP®

The Gallup Global Strengths Coach Course

JOIN THE GLOBAL STRENGTHS MOVEMENT

Over 30,000 participants have discovered how to coach people to know themselves better, form stronger teams, excel in their careers and achieve peak performance.

This in-depth, hands-on coaching course reshapes the conversation about human development. You will learn a radically different way to coach and develop others that will help them use their strengths to produce hard-hitting results.

92% of coaches within an organization or educational institution are likely to recommend the Gallup Global Strengths Coaching course to a colleague or friend.

People who
use their
strengths are

6x

more likely to
**be engaged
in their job**

6x

as likely to
**strongly agree
that they have
the chance to
do what they do
best every day**

3x

as likely to
**report having
an excellent
quality of life**

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Strengths Coaching Is the Next Evolution of High Performance

The next breakthrough in high performance will come from coaches like you who reimagine success one conversation, one team, one organization at a time.

As a strengths coach, you help people do what they do best every day to improve their quality of life inside and outside of work. Gallup's strengths coaching curriculum gives you the skills and knowledge to support others in reaching their full potential.

People carry this new empowerment into their work teams, directly influencing organizational metrics.

Organizations that receive CliftonStrengths coaching see up to 18% increase in performance, including productivity, sales data and performance ratings.

up to

10%

higher customer metrics

up to

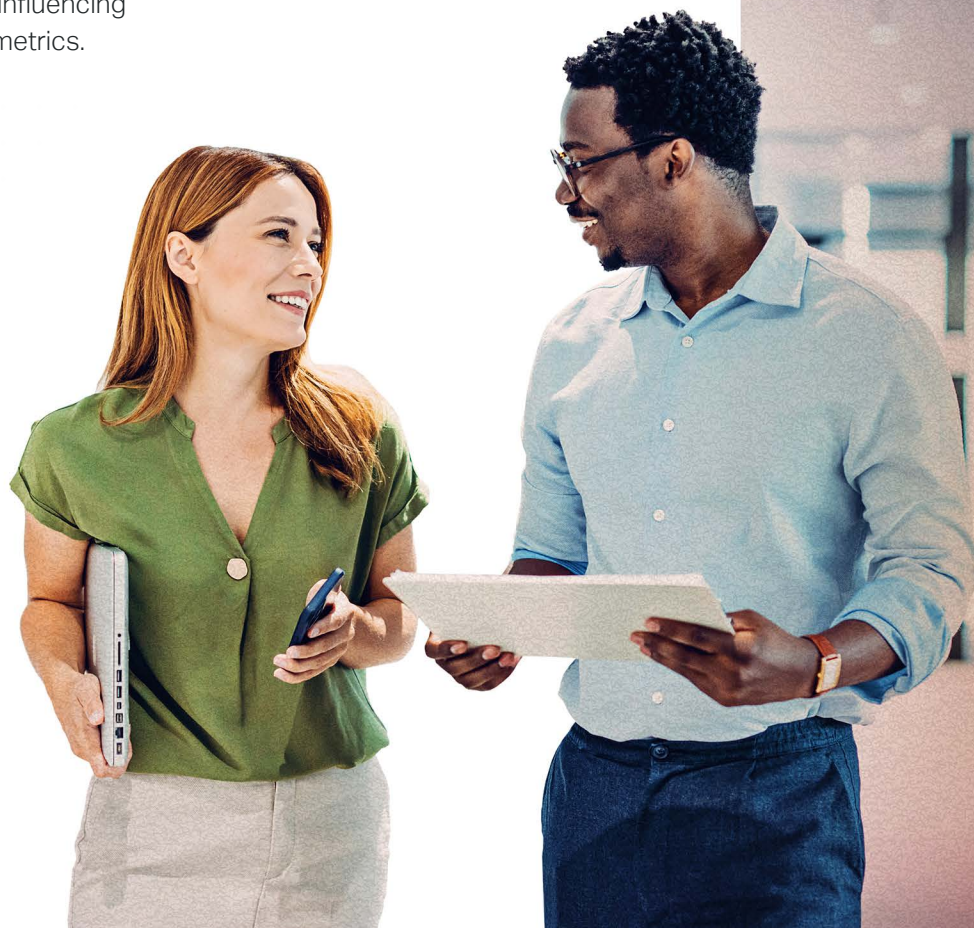
23%

higher engagement

up to

72%

lower attrition



Transform Your Coaching

Strengths coaching leads to powerful "aha!" moments, deeper self-understanding, and a clearer sense of direction in both personal and professional life.

Everyone benefits from a coach who guides them in developing their talents, overcoming challenges and reaching their full potential. A coach helps individuals recognize what they might overlook, understand their contributions, increase self-awareness and identify areas for growth.

The people you coach will begin to recognize their most innate behaviors and habits — not as flaws but as powerful opportunities. This self-awareness helps them focus on their areas of strength and express those strengths clearly, allowing others to better understand their true abilities.

THE GALLUP DIFFERENCE

The Gallup Global Strengths Coach Course is built on strengths-based development — a scientifically proven approach to exceptional performance. Drawing on insights from over 34 million strengths assessments, 33,000 executive and leadership coaching interventions, and numerous learning and development programs, Gallup offers unmatched benchmarks, best practices, and expertise to support coaches in improving performance and supporting individuals in achieving transformative success.

Our approach is:

Versatile. Use it with people in almost any setting — at work, in school, in faith communities and in general — wherever people are trying to get something done.

Individualized. You'll be able to handle the infinite variety that each person brings.

Proven. Gallup experts have been cracking the code of human potential for decades. Our results hold up to tough scrutiny and even tougher reality.



Program Focus

Day 1

CliftonStrengths and the Role of a Coach

The experience begins with an intentional focus on *Knowing Yourself* and how you can uniquely meet the expectations of a coach.

- **Strengths-based coaching:** Participants define "coaching" and coaching competencies through experiential learning. They also explore the unique principles of strengths-based coaching and what sets it apart from other approaches.
- **Your strengths profile:** Participants analyze their CliftonStrengths results and use insights from their strengths profile to shape how they coach others.
- **Evaluation and practice:** Participants observe a coaching conversation and evaluate what works — and what does not — when establishing a coaching relationship. They then practice conversations that focus on building trust, setting expectations for the coaching relationship, and helping their clients understand their CliftonStrengths profile.

Day 2

Appreciating and Aiming Strengths

On the second day, coaches explore strategies and practice coaching techniques that help others appreciate their unique power and edge.

- **Awareness:** Coaching that supports individuals in gaining a deeper understanding of their thoughts, motivations, and behaviors — and how those patterns affect themselves and others.
- **Appreciation:** Coaching that helps individuals identify their strengths and talents, as well as the potential biases and perspectives that could negatively influence how they interact with others.
- **Investment:** Coaching that supports the ongoing development of strengths to manage everyday situations and pursue desired goals and outcomes.

Program Delivery

This in-depth, four-and-a-half-day, hands-on coaching course reshapes the conversation about human development. Participants learn a radically different approach to coaching helps others use their strengths to produce hard-hitting results.

This course is also available in a four-day, instructor-led virtual experience delivered via Zoom.

Day 3

A Closer Look Into CliftonStrengths Themes and Situational Coaching

On the third day, coaches deepen their understanding of CliftonStrengths themes, create coaching strategies and practice situational coaching.

- **Multi-dimensional Understanding:** Coaches explore the similarities, differences, characteristics, needs, values, motivations and practical application of CliftonStrengths themes.
- **Theme Dynamics:** Participants examine how themes interact to form a fuller picture of a person and how these combinations affect relationships and performance.
- **Practice:** Participants learn coaching techniques that address performance goals and thematic interventions. They develop questions to evaluate their methods and create opportunities for coaching. They also practice conducting a coaching conversation.

Day 4

Coaching Managers

Day four focuses on coaching managers, an essential role in any organization. A strengths-based focus helps managers position, develop, and empower their teams to build a positive workplace culture.

- **Manager to Self:** Participants explore the challenges of the manager role and the traits of effective managers. Using different strengths profiles and management scenarios, participants prepare for a coaching session by identifying relevant questions and methods to help the manager recognize and apply their talents while addressing potential blind spots.
- **Manager to Individuals:** Participants learn how to help managers understand and support their team members' distinct strengths profiles: each person's strengths, limitations, style, needs and aspirations. Participants learn techniques and strategies to assist managers in customizing their managerial approach to each person.
- **Manager to Team:** Participants explore how to understand and experiment with team talents and strengths. They review a manager's strengths profile alongside the team's strengths to prepare for team-based coaching conversations.

Take this course
to learn how
to help people
better understand
their talents, work
through challenges,
move forward
when they feel
stuck and make a
positive difference
in their lives
through strengths.

Day 5

Strategies to Help Clients Build Strengths-Based Cultures and Teams

Participants learn strategies to help organizations and teams start building a strengths-based culture.

1 Introducing Strengths to Groups and Teams

Explore tools, techniques and strategies for introducing strengths principles and helping team members understand their individual strengths profiles.

2 Partnerships

Learn how to help team members recognize their strengths in relation to others, appreciate diverse contributions and build effective, interdependent partnerships.

3 Team Strengths

Gain strategies for helping teams identify and value their collective talents. Explore ways to use individual strengths to improve collaboration and elevate performance.

4 Team Strengths in Action

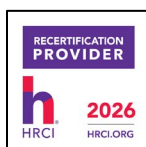
Discover methods to lead ongoing, productive conversations about how strengths benefit team dynamics and outcomes. Learn how to guide teams in applying their individual and shared talents to achieve goals.

5 Making Sense of Experience

The course ends with reflection exercises. Participants share insights from the course, outline next steps to integrate what they have learned into their coaching style and practice, and prepare for their post-session coaching call.

This immersive coaching experience includes:

- insights from six decades of Gallup research on human effectiveness and real-world performance
- an exclusive, coaching-based learning experience
- coaching session with a Gallup strengths coach to expand self-awareness and coaching skill
- a comprehensive understanding of all 34 CliftonStrengths themes
- time dedicated to learning and developing personal strengths and using them to become a more effective coach
- an abundance of tools and supporting materials to support coaching
- six CliftonStrengths StrengthsFinder codes, supporting application of course learning and continued development toward Gallup's certified coach credential
- eligibility to earn professional credit hours from ICF, HRCI and SHRM; for more information, contact CEU@gallup.com



Experiences After the Course

COACHING SESSION WITH A GALLUP STRENGTHS COACH

This learning experience includes a 60-minute one-on-one coaching session with a Gallup strengths coach. This session helps you increase your self-awareness, expand your capabilities, and identify next steps to achieve success through a strengths-based, individualized approach.

12 SELF-PACED LEARNING IN ACTION MODULES

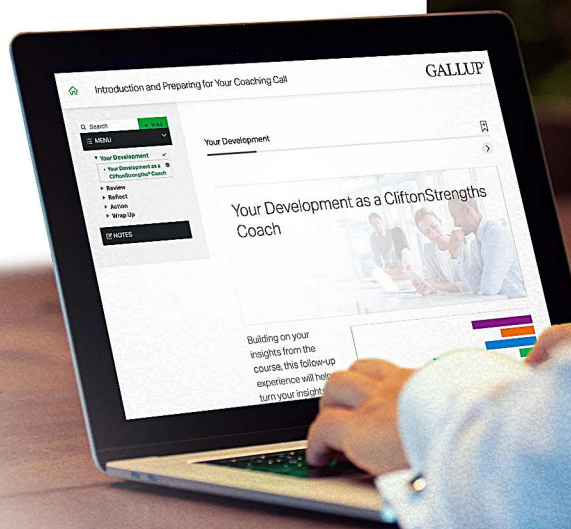
These 45- to 60-minute modules support continued development after the course. Each module offers suggested actions, study guides, sample coaching conversations, visuals and tips for using coaching tools — helping you apply what you've learned and grow as a strengths coach.

These 12 self-paced Learning in Action modules are available in English only.



Module topics include:

- Prepare for Your Coaching Call
- Gallup Strengths Coach Certification
- Strengths-Based Development
- CliftonStrengths Themes
- Coaching Using Theme Dynamics
- Coaching Skills and Techniques
- Strengths-Based Coaching Techniques
- Listen and Learn: CliftonStrengths Coaching
- Coaching Managers
- Coaching Teams
- Building a Strengths-Based Culture
- Support for Your Coaching



Participant Materials and Coaching Tools

This course provides all the resources needed to immediately start leading effective strengths sessions, eliminating the need to search for or create tools and materials.

Included course materials:

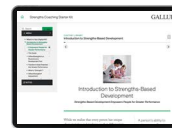
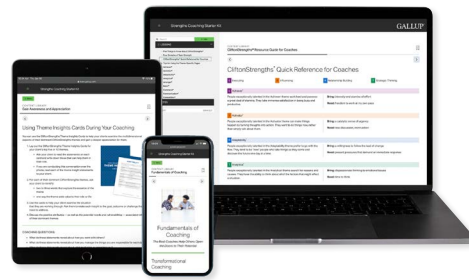
- Learning Journal
- CliftonStrengths Theme Insight Cards for Coaches
- Theme Dynamics Cards
- Openings Cards
- Theme Similarities and Differences Cards
- Paired Up Booklet
- Insights for Coaching Managers

STRENGTHS COACHING STARTER KIT

This digital kit helps coaches understand and apply the strengths-based principles to advance their coaching and help their clients learn, grow, develop and succeed.

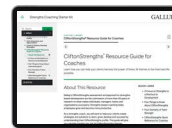
This kit includes:

- two informative guides with fundamental concepts and techniques to coach others on their talents and strengths
- content and resources to help clients understand their strengths, work through challenges and reach their greatest potential
- resources to explore and integrate all 34 CliftonStrengths themes into their coaching



Introduction to Strengths-Based Development Guide

This guide has Gallup's findings from years of research on human development and highlights the power of the strengths-based development approach for personal growth.



CliftonStrengths Resource Guide for Coaches

One of Gallup's most comprehensive CliftonStrengths guides, this resource offers in-depth descriptions and coaching techniques and strategies for each of the 34 CliftonStrengths themes.



Starting Strengths-Based Coaching Conversations Manual

This manual includes more than 70 pages of workbooks, outlines, coaching tools and content to support coaching conversations.

STRENGTHS-BASED COACHING WITH MANAGERS AND TEAMS KIT

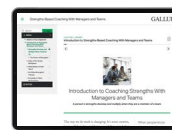
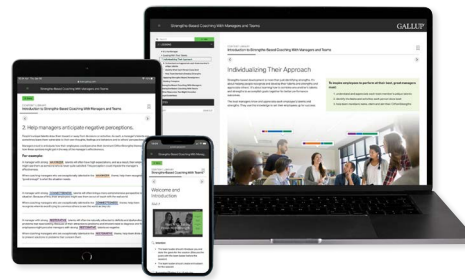
This digital kit helps coaches apply proven strategies and tools to support managers and teams in using their individual and collective talents to achieve key performance goals.

This kit includes:

- an introduction to the most important factors in building a strengths-based team and the manager's vital role in that process
- content and resources to support coaching managers and teams
- tools and resources to help a coach lead strengths-based coaching activities for teams

Additional Learning and Coaching Tools

- Learning journal or course companion guide
- Downloadable coaching tools available only to course participants:
 - Mining for Strengths Worksheet
 - Theme Map Worksheet
 - Gleaning Insights From Your Theme Dynamics
 - The Strengths Wheel Worksheets (Five and 10 Wheel)
 - Background Data for Coaching Form
 - Winners Card Template
- Theme Insights Photo Cards
- Paired Up Booklet (an examination of theme dynamics)
- Insights for Coaching Managers
- Theme Dynamics Cards
- Openings/Discussion Cards
- CliftonStrengths Theme Similarities and Differences Cards



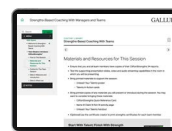
Introduction to Strengths-Based Coaching With Managers and Teams

This guide has Gallup's findings from years of research on the most important factors that contribute to building a strengths-based team and highlights a manager's vital role in that process.



Strengths-Based Coaching With Managers and Teams

Explore advanced strengths-based concepts, outlines and coaching tools designed to help integrate strengths principles into coaching sessions with managers and teams.



Materials to Support Team Strengths Sessions

Get the materials to support leading strengths coaching sessions with teams. This includes a presentation, presentation guide, activities and coaching tools to introduce a team to CliftonStrengths.

All digital materials are available through Gallup's learning platform in [Gallup Access](#).

More Advantages of Taking this Course

USE THE POWER OF STRENGTHS

A strengths-based approach to coaching and performance enhances relationships, supports teamwork and brings together diverse perspectives. The result is clearer communication and a stronger sense of belonging.

PERSONAL AND PROFESSIONAL DEVELOPMENT

Becoming a Gallup-Certified Strengths Coach builds your skills and credibility, helping you become a more effective coach. You will gain the science, expertise, techniques, tools and practical experience needed to make a meaningful difference in people's lives. At work, you'll be better equipped to excel in projects and contribute to your team's success.

IMMEDIATE ROI

You can apply what you learn right away to address challenges, increase workplace engagement, reduce burnout and improve wellbeing. People who use their strengths are six times more likely to be engaged in their job and have a higher quality of life.



"It's the best investment that someone could make. If I could do it again, I would have skipped all of the other certifications I have and just do Gallup's. It's extremely individualized to who we are. Gallup gives great tools. You get to learn from the source. I love how it's corporate-oriented. Other people are doing great things, but Gallup gives you the greatest credibility ever."

NICOLE SEICHTER

United States



What Others Are Saying About the Gallup Global Strengths Coach Course

“ GGSC has built up my coaching confidence tremendously. In the past, I coached people to fix their weaknesses for better performance. But with GGSC and applying Gallup’s strengths-based coaching methods, I’ve helped my coaches to rethink their performance development. I guide them to appreciate their intact talents to create a behavior change that sticks. It is truly effective.”

TEERAWAT UDOMYINGCHAROEN, Head of Talent & Learning

“ GGSC truly took CliftonStrengths coaching to the next level for me, and I don’t know anyone would be able to coach without this training. The weeklong experience taught me everything from the ins and outs of each strength to how strengths work. With this training, I went from being able to recite strengths facts to clients sharing insights based on individual and team results.”

CASEY PULSIFER, HR Solutions Delivery Manager

“ The GGSC course helped me think strategically and globally about the 34 themes. When I unpack individual results with leaders, it helps rebuild their self-confidence and reignites the fire in their belly so that they can accomplish amazing things personally and professionally. Gallup courses are extremely well-organized, articulated and practical.”

DIANA RAIMONDO, President & Founder

“ GGSC gave me knowledge and understanding first and foremost. It helped me internalize the value of focusing on strengths. It also provided me with valuable Gallup connections — the trainers — as well as a strong network of peer practitioners in the course. It also provided me with tangible tools, such as coaching guides and workshop exercises, that have been extremely helpful.”

DR. ROB MATHEWS, Director, Operations Manager

Four Steps to Becoming a Gallup-Certified Strengths Coach



Gallup's certification program ensures that coaches are fully qualified to provide strengths-based coaching to individuals, teams and managers. Gallup-Certified Strengths Coaches stand out by gaining the skills, confidence and elite status needed to coach anyone.

Step 1

COMPLETE REQUIRED COURSEWORK

Attend Gallup Global Strengths Coach Course (4.5 Days)

(In-person or Virtual via Zoom)

This is the most efficient, cost-effective and most preferred path to certification.

Successful Strengths Coaching (2 Days) and Coaching Individuals, Managers and Teams (3 Days)

(Virtual via Zoom)

These two courses are designed for those who prefer to spread out their coursework to allow for mastery of strengths coaching fundamentals.

Step 2

Complete a certification application: Provide details about your education, work experience and career focus.

Step 3

Pass the certification exam: Complete a multiple-choice exam that demonstrates your understanding of and proficiency in the course material.

Step 4

Complete coaching: Coach at least six individuals using the knowledge and materials from the coursework.



Benefits of Becoming a Gallup-Certified Strengths Coach

1 Enhance Your Credibility Within Your Organization and With Clients

By coaching colleagues within your organization, you can advocate for strengths and cultivate a culture that emphasizes individual talents and collective strengths. This can lead to improved morale, higher engagement, better overall performance and expand your influence across your organization and clients.

2 Stand Out as a Gallup-Certified Strengths Coach

Your certification sets you apart from other coaches. You gain the skills, confidence and elite status you need to coach anyone. You are trained in more than 80 years of research into human behavior and development science. Only Gallup-Certified Strengths Coaches can promote their coaching service on Gallup's Certified Coaches Directory.



You can proudly display your credential with a Credly badge, which you can add to email signatures or digital résumés and on social media sites.

3 Keep Learning With Ongoing Education Opportunities

Exclusive learning opportunities, such as the Gallup Learning Series, keep at the forefront of strengths coaching science and application. Over 6,000 certified coaches joined the annual Coaches Learning Series online. It is the largest annual gathering for strengths coaches worldwide.

4 Connect With a Powerful Global Community of Coaches

As a Gallup-Certified Strengths Coach, you can learn from — and share with — your peers. Coaches share their knowledge, tools, insights, learnings and experiences to support the strengths movement. Tune in to Gallup's webcasts for insights and stories from expert coaches. And share your valuable ideas and information through these and other media curated with Gallup-Certified Strengths Coaches in mind.

There are more than 20,000 Gallup-Certified Strengths Coaches representing 106 countries. Our community of coaches includes professionals from:

- human resources
- leaders and managers
- organizational development
- learning and development
- education
- counseling
- independent coaching

5 Resources That Make You a Better Coach

As a Gallup-Certified Strengths Coach, you have access to resources that improve your coaching skills, offer valuable tools and connect you with other coaches. The Strengths Resources website offers tools and free resources for strengths coaches, including tips for new coaches, team workshop ideas, and business growth resources.