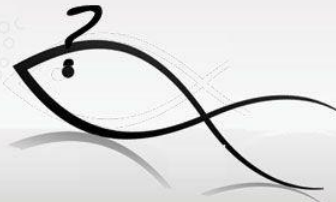




Everyone is a genius.

**But if you judge a fish
on its ability to climb a tree,
it will live its whole life believing it is stupid.**

~ Albert Einstein





WHAT IS A STRENGTH?

According to Gallup, a strength is the ability to consistently provide near-perfect performance in a specific activity. The key to building your dominant talents, then complement by them by acquiring knowledge and skills pertinent to the activity.

“A strength is an activity that make you feel strong – it’s an activity that strengthens you.” ~Marcus Buckingham



How to recognize it:

- Ease
- Rapid learning
- Time stands still
- Energy
- Curious
- Authenticity
- Intrinsic motivation





Why Strengths Matter

Gallup Data

6X
engaged

People who use their strengths everyday

...are 6X more likely to be engaged on the job

14.9%
lower turnover

Employees who learn to use their strengths

...have 14.9% lower turnover

12.5%
greater productivity

Teams that focus on strengths everyday

...have 12.5% greater productivity

8.9%
greater profitability

Teams that receive strengths feedback

...have 8.9% greater profitability

People who use their strengths regularly

- Look forward to going to work
- Perform better at work
- Are more resilient
- Experience less stress
- Have higher levels of self-esteem
- Have more positive than negative interactions with
- co-workers
- Treat their clients better
- Have higher levels of energy and vitality
- Achieve more on a daily basis
- Have more positive, creative and innovative moments



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