

Strengths

What Are Strengths?

A strength is “consistent near perfect performance in an activity,” as described by Marcus Buckingham and Donald O Clifton, in their book “Now, Discover Your Strengths.”

Based on this definition, principles of strength are

- You can do it consistently
- You do not have to have strengths in ever aspect of your role to succeed
- You will excel by maximizing your strengths, not by fixing your weaknesses

This is important to note, because these principles actually go against **Conventional thinking**, which believe:

- Each person can learn to be competent in any thing
- Each person’s greatest room for growth is in his or her areas of greatest weakness

Instead, this **Non-conventional thinking** takes a different stance:

- Each persons talents are enduring and unique
- Each person’s greatest room for growth is in his or hers areas of strength

What Are Strengths Made Of?

It is made up of three key components:

- **Knowledge** - Information learned and remembered through content and/ or experience. What is known, or perceived or understood. It is really important here to understand that you can learn in different ways:
 - Content/ or facts – By studying and understanding. For example learning the vocabulary in a new language.
 - Experience – which is not taught in classrooms. This is going out into the world and “doing.” For example, taking the vocabulary of he new language you have learned and going out into the world and practicing it.
- **Talents** - Naturally recurring patterns of thought, feeling, or behaviour that can be productively applied.
- **Skills** - The ability to “do” something well. Expertise derived from talent and knowledge

...Plus, the time practicing your talents, developing your skills and building your knowledge base

Additional Information

Additional information on values can be found in the work following:

- Book – “Now, Discover Your Strengths” by Marcus Buckingham and Donald O. Clifton

Step 2: Find The Themes

Grab 4-5 different highlighters.

Start to identify words that are similar and highlight them in groups or themes.

- These are the sweet spot – the things that you have passion and talent for an can make you money.
- These are the things that you can start to create your business and your life around.

Step 3: What Are The Themes?

What are the 3-5 major themes or strengths you identified in Step 2?

01	
02	
03	
04	
05	

Step 3: Prioritize

Prioritize your strengths in order form biggest to lowest strength.

01	
02	
03	
04	
05	

What does this mean to you?

ACTIVITY: Ask Your Friends

Step 1: Just Ask!

Email at least 20 people and ask them what they think are your top three strengths (or qualities). Make sure you include a range of friends, family, and work colleagues – people who know you in different situations. It may be a little scary, but you may actually be surprised at what comes back!!

Step 2: Find The Themes

Look for at least five common themes and write them in the table below:

01	
02	
03	
04	
05	

What does this mean to you?

ACTIVITY: The Strengths Finder

Step 1: Take The Test

Complete The Strengths Finder Profile Tool by Marcus Buckingham, available here:

- Book – “Now, Discover Your Strengths” by Marcus Buckingham and Donald O. Clifton

Step 2: Find The Themes

Write down your top 5 strengths in the table below:

01	
02	
03	
04	
05	

What does this mean to you?

ACTIVITY: Consolidation

Based on the outcomes from the activities above, what do you consider to be your top 5 Strengths

01	
02	
03	
04	
05	