


Week 10 Focus – Strengths

Focus Question: What are your innate talents and strengths? How do you use these every day?



“It’s much easier to lead from our strengths than try to mitigate our weaknesses” - Britton

DESCRIPTION

Each of us brings our own unique and innate strengths. What are the strengths you bring to the table every day?

RESEARCH/STORY

For many decades now, Gallup has studied the impact of strengths on work. They have found some very compelling statistics behind why we should focus more on helping people connect with, and leverage, their strengths every day at work. Did you know:

- Gallup has found that when employees get to use their strengths every day they are:
 - 6x more engaged
 - 3x more likely to report having excellent quality of life
 - 8.9% more profitable
- Teams which focus on strengths have 12.5% greater productivity.

Gallup Strengths Center. <http://www.gallup.com/businessjournal/146972/strengths-boost-engagement.aspx>

Author Marcus Buckingham undertook research and he writes that “1.5 Million employees on 50, 000 teams were surveyed, and they found that the most important lever to team performance was ‘Do you have an opportunity to use your strengths at work every day?’”

Those that “strongly agreed” found:

- 38% highly productive
- 44% high customer satisfaction scores
- 50% higher employee retention

(Marcus Buckingham, The Business Case for Strengths, 2016)

While we cannot always use our strengths at work every day, over time we may gravitate to jobs which do cultivate our strengths. As we set up businesses or work remote, being able to leverage strengths regularly can be an important motivational factor. When we are able to leverage strengths, we are more apt to move into flow and find greater job satisfaction.

Strengths over-used can become a blindspot. We may over-lean into our strengths in times of pressure, urgency and resource constraints. Notice what happens when your strengths become overmagnified.

ACTIVITY

If you have not yet worked with strengths, spend some time identifying what your strengths are. There are several different strengths assessments you may want to explore including **Gallup’s StrengthsFinder 2.0**, the **Entrepreneurial StrengthsFinder**, as well as **Positive Psychology’s VIA Character Survey**.

If you have not undertaken one of these assessments to ascertain your top 5 strengths, take a few minutes to do that this week, reflecting on the questions:

- Where are you able to use your strengths regularly?
- How does this support your work and priorities right now?
- Where are you overutilizing your strengths? What blindspot is that creating?

What other strengths are needed in your work? How do you outsource these pieces of work, or bring others onto the team, over time?

CONNECTION TO THE WORKBOOK AND PLANNER

There are several touchpoints throughout the planners to get you thinking about your strengths, including:

Section	Coaching Business Builder	PlanDoTrack
Strengths	Pages 39-43	Pages 45- 48
Ecosystem		Pages 109-112

What are your strengths, and how you can leverage them?