

# GALLUP® STRENGTHS-BASED DEVELOPMENT

## CLIFTON STRENGTHSFINDER

**WHAT WILL HAPPEN WHEN WE THINK ABOUT WHAT IS RIGHT WITH PEOPLE RATHER THAN FIXATING ON WHAT IS WRONG WITH THEM?**

**TO INSPIRE PEOPLE WORLDWIDE TO HARNESS THE POWER OF STRENGTHS, GALLUP CREATED THE CLIFTON STRENGTHSFINDER.**

EXECUTING	INFLUENCING	RELATIONSHIP BUILDING	STRATEGIC THINKING
Achiever	Activator	Adaptability	Analytical
Arranger	Command	Connectedness	Context
Belief	Communication	Developer	Futuristic
Consistency	Competition	Empathy	Ideation
Deliberative	Maximizer	Harmony	Input
Discipline	Self-assurance	Includer	Intellection
Focus	Significance	Individualization	Learner
Responsibility	Woo	Positivity	Strategic
Restorative		Relator	

The 30-minute online Clifton StrengthsFinder assessment measures a person's natural talents within 34 themes. By revealing the ways in which each individual most naturally thinks, feels, and behaves, the assessment can help people identify and build on the areas in which they have the most potential to grow and succeed.

With education and training, anyone can possess basic knowledge or go through the fundamental steps to complete a task. But the very best have a significant edge: they build and apply strengths by doing what they naturally do best every day.

**TALENT** **X** **INVESTMENT** **=** **STRENGTH**

(a natural way of thinking, feeling or behaving)      (time spent practicing, developing skills, and building a knowledge base)      (the ability to consistently provide near perfect performance)

When used as the foundation of a larger strengths-based development platform, the Clifton StrengthsFinder guides individuals towards the self-awareness they need to achieve greater **performance and outcomes.**

### STRENGTHS-BASED DEVELOPMENT IMPROVES A VARIETY OF PERFORMANCE MEASURES



PRODUCTIVITY \_\_\_\_\_ **12.5%** increase



PROFIT \_\_\_\_\_ **8.9%** increase



TURNOVER \_\_\_\_\_ **14.9%** improvement