

Strengths Profile

If talent management is a top priority, how much are you leveraging performance potential across your organisation?

Everyone has strengths. Not everyone is clear what their strengths are and how to capitalise on them. Critically for organisations, neither are their managers. Realising strengths is a clear and natural route to enhancing employee contribution and engagement.

STRENGTHS - PROFILE

STRENGTHS PROFILE TOOL

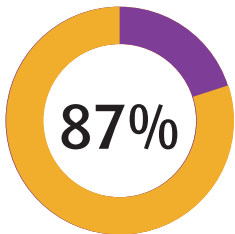
The Strengths Profile assessment and development tool (formerly known as R2 Strengths Profiler or Realise2) unlocks performance potential in individuals, teams and organisations by realising their strengths.

A world-leading strengths measure, Strengths Profile (SP) is changing the way we assess, develop and leverage talent in people. SP is built from a decade of theoretical and empirical research in positive psychology and has been taken by 70,000+ people around the world. Designed by Alex Linley and his team at Capp, SP is used by leading organisations including Avery Dennison, Aviva, Oracle and Ernst & Young.

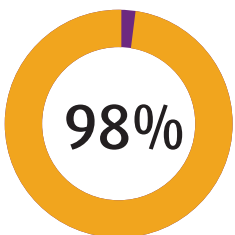
Unique and distinct from traditional one-dimensional strengths tests, SP assesses 60 strengths across three dimensions of energy, performance and use. This pinpoints people's results in four quadrants:

- **Realised Strengths** are the things they find energising, perform well, and use often.
- **Learned Behaviours** are the things they have learned to do well, yet do not energise them.
- **Weaknesses** are the things they find hard to do well and find draining.
- **Unrealised Strengths** are the things they find energising and perform well, yet don't use so often.

This provides a positive platform for development, enabling people to design strategies to maximise growth potential, minimise weaknesses and optimise performance and wellbeing.



87% of employees think the best managers manage differently according to individual needs.



98% of candidates believe an employer recognising their strengths is important.

REALISED STRENGTHS		
Strengths you use and enjoy		
Perform well	Energising	Higher use
Use wisely		

UNREALISED STRENGTHS		
Strengths you don't use as often		
Perform well	Energising	Lower use
Use more		

LEARNED BEHAVIOURS		
Things you've learned to do but may not enjoy		
Perform well	De-energising	Variable use
Use when needed		

WEAKNESSES		
Things you find hard and don't enjoy		
Perform poorly	De-energising	Variable use
Use less		

EVIDENCE

Research shows that when people use their strengths they perform better, achieve results faster and feel more resilient, satisfied, energised and engaged. The impact on business performance and the bottom line is significant.

For individuals

- Enhanced engagement
- Increased resilience
- Greater happiness and flourishing
- Faster goal attainment and greater personal fulfillment
- More energy and mindfulness
- Lower stress levels

For organisations

- Higher levels of employee engagement leading to increased profit, business performance and customer satisfaction
- Reduced stress resulting in lower turnover and absenteeism, and greater loyalty
- Increased resilience which enables people to go beyond their job specifications, facilitating positive organisational change

APPLICATIONS

Strengths Profile is a powerful, versatile and ideal tool to use across the employee life-cycle and organisation. For example, integrating SP into performance management and talent development initiatives yields exceptionally high returns.

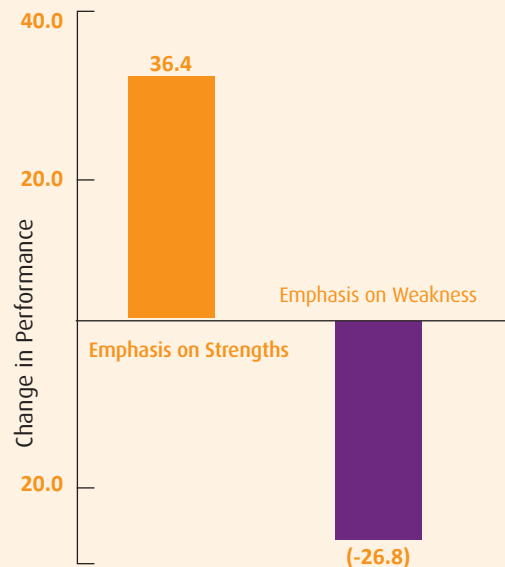
Applications of this versatile and dynamic strengths tool include:

- Leadership and talent development
- Team building
- Organisational development
- Performance management
- Talent selection
- Recruitment
- Executive and workplace coaching
- Career planning
- Student and teacher development
- Resilience and wellbeing

A Corporate Leadership Council survey of over 19,000 staff demonstrates the positive impact of performance conversations focusing on strengths rather than weaknesses.

Emphasis on performance strengths resulted in dramatically higher performance than focus on weakness. Yet this deficit approach is still dominant in organisations.

Strengths use is also a core predictor of workplace engagement, which in turn predicts increased productivity, higher profits, greater commitment and retention. Consider the impact of realising strengths in your organisation.



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