

STRENGTHS · PROFILE

Sample

Expert Profile · 20 September 2024



Your top realised strength
LEGACY

Your top unrealised strength
EMPATHIC

Your top learned behaviour
RESILIENCE

Your top weakness
ADHERENCE


Your Unique Quadrant Profile


A strength is something you are good at and that motivates you, unlocking your talent and potential.


Strengths Profile assesses 60 skills and classifies them as realised strengths, unrealised strengths, learned behaviours and weaknesses.

Your key results are included, in ranked order, within your unique Quadrant Profile below. If you have less in any quadrant, it means that your responses were more aligned to the other quadrants. Use the insights from your Profile to appreciate your uniqueness and develop a career you'll love.

REALISED STRENGTHS
Skills you use and enjoy

 Perform well

 Energising

 Higher use

Use wisely

1 Legacy

2 Humour

3 Enabler


4 Persuasion


5 Drive


6 Counterpoint

7 Personal Responsibility

UNREALISED STRENGTHS
Skills you don't use as often

 Perform well

 Energising

 Lower use

Use more

1 Empathic

2 Innovation

3 Unconditionality

4 Self-awareness

5 Compassion

6 Explainer

7 Organiser

LEARNED BEHAVIOURS
Skills you've learned to do but may not enjoy

 Perform well

 De-energising

 Variable use

Use when needed


1 Resilience


2 Planner


3 Adventure

4 Bounceback

WEAKNESSES
Things you find hard and don't enjoy

 Perform poorly

 De-energising

 Variable use

Use less

1 Adherence

2 Persistence

1	Legacy	21	Action	9	Curiosity
2	Humour	22	Change Agent	10	Rapport Builder
3	Enabler	23	Service	11	Time Optimiser
4	Persuasion	24	Creativity	12	Personalisation
5	Drive	25	Improver	13	Resolver
6	Counterpoint	1	Empathic	14	Courage
7	Personal Responsibility	2	Innovation	15	Pride
8	Relationship Deepener	3	Unconditionality	16	Catalyst
9	Growth	4	Self-awareness	17	Humility
10	Mission	5	Compassion	18	Emotional Awareness
11	Esteem Builder	6	Explainer	19	Work Ethic
12	Judgement	7	Organiser	20	Optimism
13	Narrator	1	Resilience	21	Prevention
14	Writer	2	Planner	22	Competitive
15	Adaptable	3	Adventure	23	Detail
16	Authenticity	4	Bounceback	24	Incubator
17	Moral Compass	5	Centred	25	Self-belief
18	Strategic Awareness	6	Equality	26	Gratitude
19	Spotlight	7	Listener	1	Adherence
20	Feedback	8	Connector	2	Persistence

Realised Strengths - Use Wisely

- Develop them even further
- Dial them up and down depending on the situation

1 Legacy

- You care deeply about future generations and seek to leave a legacy through everything you do.
- You enjoy working on things that make a difference.
- You love to make a positive contribution and create things that will outlast you.

Use wisely - Remember to switch off sometimes and allow yourself to do things just because you like doing them. Relax and have some fun!

2 Humour

- You love making people laugh and look for every opportunity to do so.
- You are able to see the funny side of things and like to share this with others.
- You have the ability to crack a joke or tell a story that lightens the mood and gives enjoyment to others.

Use wisely - Practice reading your audience and the situation to understand when it is appropriate to use your Humour. Think of ways you can really add value with your talent in your workplace.

3 Enabler

- You enjoy developing people so that they can go on to do things for themselves.
- While providing support, you give people tasks and challenges that you know will stretch them.
- You encourage people to get out of their comfort zones in ways that will help them to grow and develop.

Use wisely - Regularly check in with the people you enable, to see if they still feel suitably challenged. People may not always themselves want the level of growth that you want for them!

4 Persuasion

- You are extremely effective at convincing others and bringing them around to your point of view.
- You love to make a good case for what you want.
- You choose your language, words and methods carefully, in order to win agreement from others.

Use wisely - Combine your talent for persuasion with purpose. Consider your audience and think through which strengths could support you to deliver a softer approach when needed?

5 Drive

- You are extremely self-motivated, with an inner drive that pushes you on to achieve more.
- As soon as you complete one task, you don't wait to be told what to do, you move on to the next.
- You love to set stretching goals and targets for yourself.

Use wisely - A stretch target for you could be to relax a little! Ensure you are clear about what you want to achieve, otherwise you could be driving around in circles.

6 Counterpoint

- You love to bring an alternative perspective to any situation.
- You see things differently from others, and can present a range of alternatives for any scenario.
- You enjoy bringing things into the discussion that other people have missed.

Use wisely - Ensure that your alternative perspective is adding value, rather than obstructing ideas. Consider how you deliver your message and what forum might be most appropriate to do so.

7 Personal Responsibility

- You are always true to your word, knowing that if you make a promise, then you are sure to keep it.
- You never blame others, but take ownership of everything that you do.
- You are seen as someone who is always prepared to do what you have committed to do.

Use wisely - When did you last delegate or say no? As you always deliver on your commitments, it might be a good idea to practice saying these or even push back sometimes.

8 Relationship Deepener

- Building close relationships with people is very important to you.
- For you, really getting to know someone, and for them to know you, takes time.
- Your relationships with people will develop slowly over time, but will almost always last for the long term.

Use wisely - Remember not to miss opportunities to connect with people on a more informal basis. You might need more of a diverse network of loose contacts in the future.

9 Growth



- Whatever you are doing, you look for ways to develop yourself further.
- You actively seek out activities, skills, knowledge, or new ways of working that will help you grow.
- You love to invite feedback on your performance, acting on both positive and negative comments.

Use wisely - Don't forget to stand back at times and celebrate how much you have already learned and achieved. Be proud of yourself and how you have developed!

10 Mission



- You derive great fulfilment from doing things that give your life meaning and purpose.
- You could be focused on one or many different things that provide purpose.
- How you spend your time, your decisions and your future plans are all aligned to your sense of mission and purpose in life.

Use wisely - Meaning doesn't always have to be long term or earth-shattering. What are the small things in life to which you can attribute meaning and purpose? What makes a good day for you?

11 Esteem Builder



- Your words and actions help people to build their self-confidence and self-esteem.
- You clearly see the potential and possibility in people, helping people to recognise it for themselves.
- You love to help others to believe in themselves, helping them to achieve what they are capable of achieving.

Use wisely - Praising others too often can be perceived as inauthentic. Practice doing it at the right time, in the right way, and also don't forget to offer others development feedback.

12 Judgement



- You make good decisions both quickly and easily.
- You enjoy assessing the situation, evidence and facts, being confident that you will reach the right decision.
- Your decisions stand up to robust challenge, and you typically turn out to be right.

Use wisely - Volunteer to act as a sounding board for others. Be a role model for new starters or act as a mentor, showing others how you approach the decisions you make.

13 Narrator



- Telling stories comes very naturally to you.
- As ordinary events happen, you picture how they might be spun into an anecdote or story to tell others.
- You see the power of stories to convey morals, insights, values, humour, and many other lessons.

Use wisely - There may be times when you simply need to deliver the facts. Know when and what to share with your audience. Be conscious of time, allowing others to speak as well.

14 Writer



- You enjoy writing, finding a deep fulfilment in writing things for others to read.
- You have a natural ability to communicate through writing.
- The act of writing helps you to clarify your thoughts, so you write clearly and easily.

Use wisely - You are likely to get pleasure from all types of writing – even emails! Balance this with execution too, as well as making sure you are word for word perfect in what you write.

15 Adaptable



- You love re-arranging resources and adapting plans to meet the changing demands of new situations.
- You sense when to stay on track and when to change to become more effective.
- Your adaptability means that you are always looking for the best possible fit for when the context changes.

Use wisely - Try and achieve a mix between being static and dynamic in the areas of your life. If work is requiring your immense flexibility, you might try a calmer home life.

16 Authenticity



- Whatever you do, you do it with genuine conviction and without pretence.
- You always keep to your own values and beliefs, no matter what other people may want you to do.
- You are proud to stand up for what you believe in, doing things in a way that is right for you.

Use wisely - Know when you need to stand strong, as well as when you need to flex a little. Remember that not everyone holds the same values as you.

17 Moral Compass



- You are acutely aware of the difference between right and wrong.
- You always act in accordance with what you believe is right.
- Your decisions and your actions are always guided by your ethics and values.

Use wisely - Appreciate that others may have a different moral code than you in some situations and you may need to compromise. Volunteer as a sounding board for others in ethical matters.

18 Strategic Awareness



- You have a keen interest in understanding changes in the wider world that could impact on your plans and objectives.
- As a big picture thinker, you are able to develop and shift your long term plans effectively.
- You enjoy taking steps to deal with whatever situations and circumstances may arise in the future.

Use wisely - Ensure your thinking leads to action as well as understanding! Link it to current projects and goals that have clear end outcomes that you can focus on.

19 Spotlight



- Whether in a meeting or in a social gathering, you naturally speak up and hold the floor.
- You love capturing people's interest and attention, and find this easy to do.
- You find that you can get people to listen to you and focus on what you're saying or doing, whatever the distractions.

Use wisely - Ensure you use your Spotlight for a good reason; to achieve an outcome. That way you can rest it when it isn't required, giving others a chance to shine as well.

20 Feedback



- You enjoy giving people both positive and negative feedback.
- You believe people need to know what they have done well, so that they can build on it and progress.
- You give people accurate developmental feedback so that they know where they can improve.

Use wisely - Know when feedback will be welcome and balance both positive and negative. Give people a chance to tell you how they think they have performed in advance of your feedback.

21 Action



- You feel compelled to act immediately and decisively.
- You are much more comfortable with forward momentum than you are with careful strategy and reflection.
- Getting started is the only way for you. You will learn as you go along and if it doesn't work, then at least you tried.

Use wisely - Be careful not to crash or take others down the wrong path. Try to pause before important decisions or ask others for their input.

22 Change Agent



- You love to be involved with and bring about change, identifying the real benefits of the changes you make.
- You relish opportunities to implement change and become an advocate for new developments.
- Your enthusiasm for change entices others in turn, who otherwise would have been more reluctant about the change.

Use wisely - To ensure the success of new developments, understand the full impact on others and how they might react. Don't embark on change for the sake of change.

23 Service



- You feel compelled to help people as much as you can, going above and beyond what you need to do.
- You are focused on satisfying people's needs and meeting their requirements.
- Nothing is too much trouble for you when it comes to helping someone else.

Use wisely - Make sure someone is helping you too! Try serving fewer people, or being specific about what outcomes you want to achieve, before jumping in with "How can I help?"

24 Creativity



- You love coming up with or combining existing ideas, images, colours, tastes or concepts.
- You thrive on trying things that have not been tried before.
- You love breaking new ground, linking things in novel and imaginative ways.

Use wisely - A creative idea usually needs a team to implement. Who else do you need to help your idea become a reality? Sometimes existing concepts can still be of benefit too!

25 Improver

- You love looking for ways to do things better.
- You prefer not to accept the way things are usually done, as you love to see how you can make things more effective.
- You find that you do this very naturally – and a lot of the time!

Use wisely - Don't feel that you have to improve everything all the time. Focus your attention on the things that really need improving, rather than just tweaking things for the sake of it.

Unrealised Strengths - Use More

- Look for new ways to use them
- Align them to your goals

1 Empathic



- You tend to have a natural connection with other people.
- You are tuned in to others and can feel what they are feeling.
- You like to put yourself 'in another person's shoes', so you can see things from their point of view.

Use more - Volunteer! There are many ways to do this, from being a school governor to working in a charity shop. Use your strengths to guide what would be right for you.

2 Innovation



- You tend to want to invent things that are better than what has been done before.
- You have the ability to look at things from a different perspective to others and to think 'out of the box'.
- You like to look beyond what exists when coming up with new ideas, inventions and approaches.

Use more - Pay attention to the stories and feedback you hear, from customers and colleagues. Is there anything that is not working in an ideal way? What can you do to take action!

3 Unconditionality



- You are able genuinely to accept and respect people for who they are, without ever judging them.
- You believe that everyone is valuable in their own right.
- No matter what people may have done, you tend to accept everyone the same.

Use more - What approaches do others who don't judge take? Consider applying their approaches, at home or work, to those who may be more easily judged by others.

4 Self-awareness



- You tend to enjoy spending time and focusing effort on understanding your behaviour, emotions, and responses to different situations.
- You have an awareness of your strengths and weaknesses.
- Your behaviour rarely surprises you or catches you off-guard.

Use more - Dedicate 10 minutes each day to write a journal. Make it simple, like jotting down three strengths that you used today, and noting the hardest part of the day.

5 Compassion



- You want the best for everyone and offer sympathy and support to others.
- When people are unhappy, you tend to look for the right thing to say.
- You often take action to help people in whatever way you can.

Use more - Look out for those you can reach out to and support. Focus on those who have had a significant absence of support in the past.

6 Explainer



- You like to simplify things so that a wide range of people can easily understand them.
- You can take a complex idea and express it simply and clearly.
- You enjoy coming up with different ways of explaining the same thing.

Use more - Get involved! Training new members of your team, helping others to present complex reports, simplifying answers to questions for the young and older generations?

7 Organiser



- You like being well-organised. Everything has its place, both at work and home.
- Your order and organisation mean that you are able to be as effective as possible in everything you do.
- You know where things are and what to do when - because you have usually organised things in advance.

Use more - Are there any clubs you belong to where you could organise games and events? Share your tips with others to help make their life a little easier!

Your Potential - Ideas to use your unrealised strengths more

Your unrealised strengths are your greatest area for your future success. Use the ideas below to support your potential and growth.

1 Empathic



- Support relationships and interactions between others by listening and discussing sensitive issues and sharing what is really being said.
- Identify ways to improve a service at work or in the community provided to others by researching and considering both the customer and business needs.
- Encourage open environments where people are encouraged to share their feelings so you can get to know them better and adapt your support to suit them.

2 Innovation



- Be a sounding board for new ideas at the start of projects or when reviewing them. Stretch the thinking to make a bigger impact in the longer term.
- All ideas need research, data and a plan. Be prepared before discussing your ideas to show their value and get help with seeing them through.
- Investigate a long-standing challenge that you or others face. Consider new solutions and use your other strengths to try something different.

3 Unconditionality



- Support those who have to make difficult or emotional decisions. Create an environment where conflicts can be explored objectively and sensitively.
- Get involved in diversity initiatives to exert a positive influence. You'll genuinely want to make a difference and can counteract any lip service.
- Speak up if you feel someone is being judged or unacceptably spoken to. Others may follow suit and you'll help to create a more positive culture.

4 Self-awareness



- Ask others for feedback on your style, a recent task or collaboration to understand how others perceive you. Use this to influence your development.
- Get involved with new tasks or unfamiliar work to test your learning in other areas. What do your unrealized strengths say you would be good at?
- Try a strengthspotting diary each week. Which tasks were challenging and which were effortless? Why? Which strengths and weaknesses were you using?

5 Compassion



- Take an active role in designing initiatives that will improve wellbeing across a group, community or society. Focus on the long-term not just today.
- Enable people to come together to offer greater value through collective support. Try buddies, mentors or support champions in the community or at work.
- Get feedback on the impact your caring has had on others' wellbeing and success. You can use this to validate your time and gain permission for further use.

6 Explainer



- Challenge your skills further by presenting information to a variety of new and different audiences. Consider more senior people or larger groups.
- What are the FAQs within your business, customers or products? Help with existing or new guidelines to support the simplicity and consistency of these.
- Ask lots of questions so you understand key messages, objectives and outcomes so you can have clarity in your communication tasks.

7 Organiser



- Be a role model sharing your structured approaches to others. Create step-by-step guidance for more efficient processes for them to follow.
- Find opportunities to take the responsibility for an event or launch. The larger the event, the bigger the stretch! Do delegate accordingly!
- Get involved in project management, being the point of contact for people who need to know what needs to be done, by who and when.

Learned Behaviours - Use When Needed

- Try not to use them too much
- Use your strengths to support you

1 Resilience

- You are able to overcome adversity and have learned to take setbacks in your stride.
- You use different strategies to pick yourself up, even in difficult circumstances.
- You know how to cope with, and recover from, most of the things that life throws at you.

Use when needed - You may not always need to be quite so resilient, or perhaps you need a rest from it. Be honest when faced with a setback about whether you need time to recover.

2 Planner

- You have learned how to plan and prepare, taking a systematic approach to everything you do.
- Before starting tasks, you try to think carefully, establish time frames and allocate resources.
- You have learned to ensure you have a plan, including one for the unexpected.

Use when needed - Remember that balance is ideal if you find it challenging to always plan. Working towards a plan, but being prepared to be flexible and deviate when necessary.

3 Adventure

- You have learned to deal with risk or the untried.
- You cope with experiences that are outside of your comfort zone.
- You know that putting yourself into new and challenging situations will allow you to test yourself.

Use when needed - Take yourself outside of your comfort zone when necessary in order to grow and reach your goals, not for the sake of it.

4 Bounceback

- Whatever the setback, or disappointment you come up against, you have learned to cope and overcome it.
- From experience, you have learned how to use setbacks as a springboard to spur you on.
- You are able to use disappointment to drive you on to achieve more than you would have done otherwise.

Use when needed - Don't put too much pressure on yourself to always come bouncing back. Sometimes it's ok just to get back to where you were.

5 Centred

- You have learned to remain grounded in whatever situation you find yourself.
- You have taken time to understand who and what you are, being able to portray a natural sense of self-assurance.
- Whatever challenges life throws at you, you have learned to be poised and composed, and are rarely shaken.

Use when needed - Balance out those activities which test your self-assurance with those you have more confidence in. Whilst, it's great to gain rapid growth, know your limits before you burnout.

6 Equality

- Being fair and equitable is important to you.
- You have learned to pay attention to issues of fairness and equality, to recognise others as your equal.
- You ensure that your own actions and decisions are as fair and as equitable as possible.

Use when needed - There may be a balance to achieve between being fair, and recognising that treating everyone as individuals may also be important for you. Sometimes, these may differ.

7 Listener

- You have learned to take an interest in what people have to say.
- You know it is important to listen - not just to the words, but to how those words are used.
- You try to listen to everything that someone says.

Use when needed - Paying full attention for long periods of time can be tiring. When it's necessary, take a step back and just enjoy the conversation as it is.

8 Connector

- You have learned how to make connections between the people that you meet.
- You notice when people have shared interests or something in common, and you make links between them.
- You have acquired strategies that help you to bring people together effectively for their mutual benefit.

Use when needed - Limit your connecting abilities by focusing on what you and they want to achieve. How can you ensure others are returning the favour too? Tell them what you need as well.

9 Curiosity



- You know that it is important to be open to new ideas.
- You look to seek out new information when you can.
- You often ask questions, or make your own enquiries, to learn more about the topics you come across.

Use when needed- Don't start from scratch. Think of ways you can get support from colleagues to help build on the information that you or they have already.

10 Rapport Builder



- You have learned how to start conversations with people quickly and easily.
- You are comfortable meeting people for the first time.
- You are able quickly to find something that is of interest to you both, helping to establish a relationship.

Use when needed- If it's tiring, avoid situations where you have to do this daily. Focus on doing this well when you need to, doing so for shorter periods of time.

11 Time Optimiser



- You have learned that it is important not to waste time, finding ways to squeeze as much as you can into every minute.
- You try to ensure you use your time productively.
- Whatever situation you are in, you have learned to make the most of your time.

Use when needed- Review your to do lists carefully and make sure you are realistic about what is achievable each day. Try to relax when timings don't work out - there is always tomorrow!

12 Personalisation



- You have learned to notice the subtle differences in people that make everyone unique.
- You know how to recognise people's different motivations, as well as their likes, dislikes, preferences and strengths.
- You understand that what is right for one person might be wrong for another.

Use when needed- It can be tiring to pay attention to everyone's unique differences. Sometimes take a step back, and use this only when you need to, instead trying just to engage naturally with others.

13 Resolver



- You are good at solving problems.
- When faced with a really complex problem, you know how to approach it and get to the root of the issue.
- You don't like to be beaten by a problem and will try to persist in seeing it through to a solution.

Use when needed- Have you solved too many problems recently, or perhaps you prefer the preventative approach? Get help from your strengths or resolve something you can solve easily.

14 Courage



- While you may well feel afraid at times, you have learned to try to face up to and overcome your fears.
- You do not always enjoy having to demonstrate courage, but you have learned its importance.
- You recognise the benefits of participating in activities that make you feel nervous or scared.

Use when needed- Don't always feel you have to be courageous. Balance out your bravery with working within your comfort zone, to give yourself some breathing space from time to time.

15 Pride



- You have learned to take pride in everything that you do, delivering work that is consistently of a high quality.
- You try to get it right first time.
- You set high standards for yourself, and want to be recognised for delivering quality output.

Use when needed- Balance quality with execution, however challenging this may be. Try not to be dismissive of the contributions of those with less Pride than you.

16 Catalyst



- You have learned how to mobilise and inspire people to get things done.
- You are able to get new projects off the ground and put ideas into action by involving others.
- You have learned techniques and skills that help to get people motivated and get things moving.

Use when needed- It takes effort to start new things. Who are you going to influence and what are the key benefits? Read your audience, so you know how to respond to anyone less positive.

17 Humility



- You are a humble person, never allowing yourself to be big-headed or boastful.
- When a job is done well, you have learned to ensure credit is given to other people.
- You know that you depend on others for your success. You strive to appreciate and value their support.

Use when needed- Don't feel you always have to be humble. It is okay to speak about your own successes, at the same time as praising others for their work.

18 Emotional Awareness



- You have learned how to gauge people's emotions and feelings.
- You try to sense how people feel, by picking up on the subtle clues and messages they give.
- You have learned how to interpret people's emotions accurately, so that what they are feeling is clear to you.

Use when needed- Use it when the situation requires you to evaluate people's emotions and where you know you will add value, rather than just for the sake of it.

19 Work Ethic



- You have learned to work hard, putting a lot of effort and energy into your work.
- Experience has shown you that working hard is important.
- You don't mind working longer hours when necessary, but work is probably not the thing for which you live.

Use when needed- Don't beat yourself up, you are far from lazy! Remember only to work longer hours when necessary. Don't forget that playing to your strengths is much less effort!

20 Optimism



- You have learned to see the best side of negative situations, and to be positive about the future.
- You know it can be beneficial to believe that things will work out well in the future.
- You have experienced that focusing on the bright side helps you to keep positive.

Use when needed- Don't feel that you always have to be optimistic. Feel free to be yourself sometimes and to voice your thoughts, problems and concerns to others.

21 Prevention



- You have learned to think ahead and anticipate problems before they happen.
- You try to notice the little things that might be out of place or going wrong, and then deal with them.
- You know that by acting in this way, you can head off future problems.

Use when needed- It might be hard to think about future issues when there are enough problems today. Focus on the most important problems, or those that align with your goals first.

22 Competitive



- You have learned to measure your abilities and achievements relative to others to gauge your success.
- You know that winning is important, and you try to ensure that you beat the competition in everything you do.
- You feel good when you are first, but if this doesn't happen, you know you need to be better.

Use when needed- Don't pressure yourself in being the best at everything. Focus on where and when it is important to be the best, but also on when you can allow others a chance to win.

23 Detail



- You have learned how to focus on detail, developing strategies that help you spot inaccuracies.
- When you see an error, you are quick to correct it.
- You try to avoid submitting work that contains mistakes.

Use when needed- Do the appropriate checks and leave it at that. Know when you need a break, or when others need to step in, as it can be difficult to check your own work.

24 Incubator



- You know that it can be beneficial to ponder and reflect when necessary.
- You have learned to take moments out of your day so that you can think things through.
- You are able to allow time and space to be absorbed in your own thoughts.

Use when needed- If you get tired by thinking too much about something, ask someone else for their opinion. They might bring a different perspective and help you make decisions quicker.

25 Self-belief

- You have learned how to be more confident in your own abilities.
- You try to believe in yourself, knowing that this will help you to achieve your goals.
- You know that if you set your mind to something and work hard, you are more likely to achieve it.

Use when needed- What would make this a little less effort?
Playing to strengths ensures success, as does the right recognition for your work and accurate feedback so you can grow.

26 Gratitude

- You try to remain aware of how fortunate you are.
- You have learned to notice and appreciate the positive things that happen to you.
- You try not to take anything for granted.


Use when needed- Don't feel you always need to be grateful.
Be authentic and allow yourself some moments to be upset, or to feel free to express your displeasure about something negative.

Weaknesses - Use Less

- Delegate to others who have this as a strength
- Use your strengths to compensate

1

Adherence




- You are not the sort of person who is motivated by carefully following guidelines and rules.
- You may be uncomfortable completing tasks that have clear steps and stages.

Use less - Be realistic on the impact this is having on you. Although you may not invent rules, you might not be breaking them either.

2

Persistence



- You may find it hard to keep going when you are faced with difficult challenges.
- You may prefer to find easier routes or just give up when faced with frustrations.

Use less - What strengths could keep you going? Look for your inner motivation, your reason for doing things, or your belief in a better future. On occasion it can be beneficial to know when to quit too.

Introducing the Strengths Families

The five strengths families are conceptual groupings of the 60 strengths. Each family has a set of strengths share related characteristics, as below. Use them as a framework to understand the pattern of strengths in your Profile.

14	Strengths	BEING	Our way of being in the world
	Authenticity Gratitude Moral Compass Service	Centred Humility Personal Responsibility Unconditionality	Courage Legacy Pride Curiosity Mission Self-awareness
8	Strengths	COMMUNICATING	How we give and receive information
	Counterpoint Listener	Explainer Narrator	Feedback Spotlight Humour Writer
13	Strengths	MOTIVATING	Our drive towards action
	Action Change Agent Improver Work Ethic	Adventure Competitive Persistence	Bounceback Drive Resilience Catalyst Growth Self-belief
11	Strengths	RELATING	How we relate to others
	Compassion Enabler Persuasion	Connector Equality Rapport Builder	Emotional Awareness Esteem Builder Relationship Deepener Empathic Personalisation
14	Strengths	THINKING	Our approach to situations
	Adaptable Incubator Organiser Strategic Awareness	Adherence Innovation Planner Time Optimiser	Creativity Judgement Prevention Detail Optimism Resolver

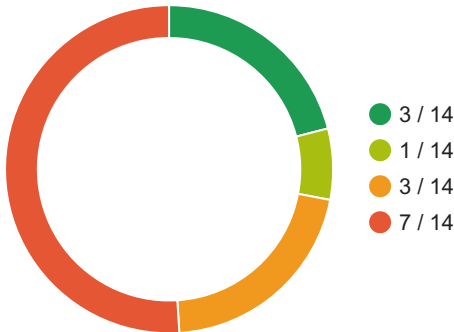
Your Strengths Families

The circles below are a visual representation of your strengths across the four quadrants, within each of the five strengths families. They may help you visualise and understand patterns that exist in your Profile.

Realised Strengths Unrealised Strengths Learned Behaviours Weaknesses

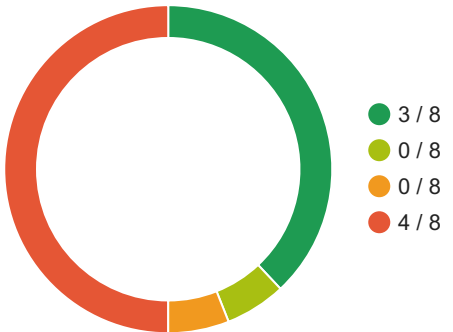
Being

14 Strengths
Our way of being in the world



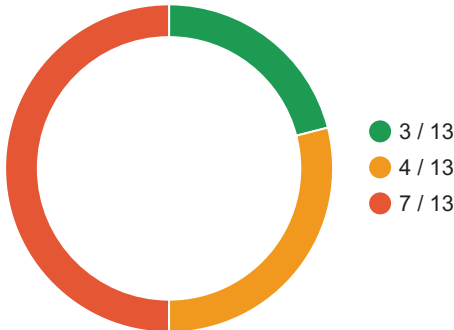
Communicating

8 Strengths
How we give and receive information



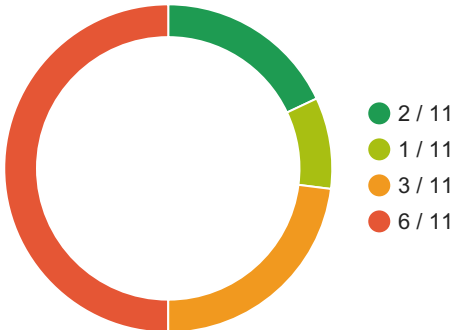
Motivating

13 Strengths
Our drive towards action



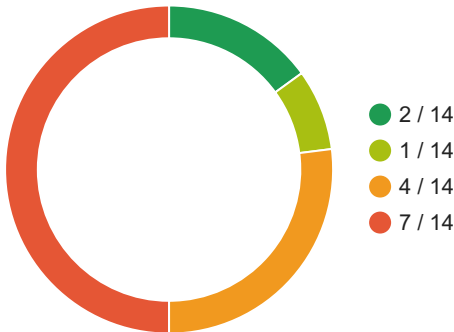
Relating

11 Strengths
How we relate to others



Thinking

14 Strengths
Our approach to situations



Your Strengths Families Distribution

How your unique Full-60 Profile sits within each of the five strengths families.

	REALISED STRENGTHS	UNREALISED STRENGTHS	LEARNED BEHAVIOURS	WEAKNESSES
Being 14 Strengths	Legacy Personal Responsibility Mission Authenticity Moral Compass Service	Unconditionality Self-awareness	Centred Curiosity Courage Pride Humility Gratitude	
Communicating 8 Strengths	Humour Counterpoint Narrator Writer Spotlight Feedback	Explainer	Listener	
Motivating 13 Strengths	Drive Growth Action Change Agent Improver		Resilience Adventure Bounceback Catalyst Work Ethic Competitive Self-belief	Persistence
Relating 11 Strengths	Enabler Persuasion Relationship Deepener Esteem Builder	Empathic Compassion	Equality Connector Rapport Builder Personalisation Emotional Awareness	
Thinking 14 Strengths	Judgement Adaptable Strategic Awareness Creativity	Innovation Organiser	Planner Time Optimiser Resolver Optimism Prevention Detail Incubator	Adherence

Your Strengths Career Guide

Whether you’re just starting out in your career or looking to gain experience in a new area, choosing a role that aligns to your strengths improves how successful you are and how much you enjoy the work you do. We’ve reviewed years of data across success, roles and strengths use and carefully selected 43 sectors. Below (in alphabetical order, not ranked) are the 6 sectors that most utilise your realised strengths and 2 sectors that most utilise your unrealised strengths. Use it as a guide to help you in your future career choices.

Career Suggestions

For your realised strengths – what you perform well at, enjoy and use often



Agriculture

Agriculture covers all aspects of farming including animal nutrition, soil management and crop production. It can involve the planning, organisation and administration of farm estates or scientific roles within large organisations.



Education & Teaching

Education professionals teach a variety of learning and skills to expand a person's knowledge and potential. This could include academia, personal development, vocational, community or life skills, and covers all age ranges.



Leisure & Tourism

Leisure & Tourism encompasses culture and heritage, leisure, hotels, travel and tourism. This includes a wide variety of roles including travel agent, hotel ownership and management, activities director and tour guides.



Media & Entertainment

Media & Entertainment encompasses a wide variety of fields including dance, theatre, film, television and radio, music and publishing. Each field offers its own variety of roles such as acting, researching, writing and performing.



Non-Profit & Voluntary

The Non-Profit & Voluntary sector is dedicated to improving the world and the lives of people. This can involve taking on multiple roles often within smaller organisations or offering specific skills and experience.



People Management

People Management involves overseeing groups of people with a focus on their wellbeing and future career. This can include setting priorities and introducing systems and procedures to optimise performance and resources within teams.

Potential Career Suggestions

For your unrealised strengths – what you perform well at, enjoy and use less often



Human Resources

Human Resource professionals help to shape the culture of a company by involving themselves in training, management and development of employees, as well as working with salaries, benefits and employment law.



Personal Care & Services

Personal Care & Services professionals provide physical or psychological support services across a range of different disciplines including rehabilitation, funeral and day care services.

What Next?

For Individuals

The Strengths Profile Book

An in-depth guide helping you to explore the language, coaching questions and development advice for each of the 60 strengths.

Be Your Best SELF

Free online resources designed to help individuals become their best SELF, by realising and developing their strengths further to get the most from their career.



For Coaches

Coaching Toolkit

An invaluable coaching resource featuring 18 strengths conversations including improving Confidence, Wellbeing, Leadership and Careers.

Accreditation

Explore the theory and best practice behind coaching with strengths that will help you develop the self-assurance to coach and develop individuals.



For Educators

Career Development Toolkit

Worksheets and workshop slides for 13 different career coaching conversations to make applying the strengths-based approach to your students easy.

Strengths Career Guide

Learn how the Strengths Career Guide can point you in the correct direction in the choice of your future career.



For Organisations

Team Profile

Revealing your team's top realised and unrealised strengths, learned behaviours and weaknesses, it will identify hidden talents, opportunities and risks within the team.

Team Toolkit

Tips, best practices and a team facilitator guide with over 30 strengths development exercises for workshops – with topics such as leadership, goal achievement, and complementary partnering.



Strengths Definitions

**Action**

You feel compelled to act immediately and decisively, being happy to learn as you go.

**Adaptable**

You love to meet changing demands and find the best fit for your needs.

**Adherence**

You love to follow processes, operating firmly within rules and guidelines.

**Adventure**

You love to take risks and stretch yourself outside your comfort zone.

**Authenticity**

You are always true to yourself, even in the face of pressure from others.

**Bounceback**

You use setbacks as springboards to go on and achieve even more.

**Catalyst**

You love to motivate and inspire others to make things happen.

**Centred**

You have an inner composure and self-assurance, whatever the situation.

**Change Agent**

You are constantly involved with change by advocating and making it happen.

**Compassion**

You really care about others, doing all you can to help and sympathise.

**Competitive**

You are constantly competing to win, wanting to perform better than others.

**Connector**

You make connections between people, instinctively making links and introductions.

**Counterpoint**

You always bring a different viewpoint to others, whatever the situation or context.

**Courage**

You overcome your fears and do what you want to do in spite of them.

**Creativity**

You strive to produce work that is original by creating and combining things in imaginative ways.

**Curiosity**

You are interested in everything, constantly seeking out new information and learning more.

**Detail**

You naturally focus on the small things that others easily miss, ensuring accuracy.

**Drive**

You are self motivated and push yourself hard to achieve what you want out of life.

**Emotional Awareness**

You are acutely aware of the emotions and feelings of others.

**Empathic**

You feel connected to others through your ability to understand what others are feeling.

**Enabler**

You create the conditions for people to grow and develop for themselves.

**Equality**

You ensure that everyone is treated equally and pay attention to fairness.

**Esteem Builder**

You help others to believe in themselves and see what they are capable of achieving.

**Explainer**

You are able to simplify things so that others can understand.

**Feedback**

You provide fair and accurate feedback to others to help them develop.

**Gratitude**

You are constantly thankful for the positive things in your life.

**Growth**

You are always looking for ways to grow and develop, whatever you are doing.

**Humility**

You are happy to stay in the background, giving others credit for your contributions.

**Humour**

You see the funny side of almost everything that happens - and make a joke of it.

**Improver**

You constantly look for better ways of doing things and how things can be improved.

Strengths Definitions



Incubator

You love to think deeply about things to arrive at the best conclusion.



Innovation

You approach things in ingenious ways, coming up with new and different approaches.



Judgement

You enjoy making decisions and are able to make the right decision quickly and easily.



Legacy

You want to create things that will outlast you, delivering a sustainable positive impact.



Listener

You are able to focus on and listen intently to what people say.



Mission

You pursue things which give you a sense of meaning and purpose in your life.



Moral Compass

You have a strong ethical code, always acting in accordance with what you believe is right.



Narrator

You love to tell stories and see the power of them to convey insights.



Optimism

You always maintain a positive attitude and outlook on life.



Organiser

You are exceptionally well organised in everything you do.



Persistence

You achieve success by keeping going even when things are difficult.



Personal Responsibility

You take ownership of your decisions and hold yourself accountable for your promises.



Personalisation

You recognise everyone as a unique individual, noticing their subtle differences.



Persuasion

You enjoy bringing others round to your way of thinking, to win agreement from them.



Planner

You make plans for everything you do, covering all eventualities.



Prevention

You think ahead, to anticipate and prevent problems before they happen.



Pride

You strive to produce work that is of the highest standard and quality.



Rapport Builder

You establish rapport and relationships with others quickly and easily.



Relationship Deepener

You have a natural ability to form deep, long lasting relationships with people.



Resilience

You take hardships in your stride, recovering quickly and getting on with things again.



Resolver

You love to solve problems, the more difficult the better.



Self-awareness

You know yourself well, understanding your own emotions and behaviour.



Self-belief

You are confident in your own abilities, knowing that you can achieve your goals.



Service

You are constantly looking for ways to serve and help others.



Spotlight

You love to be the focus of everyone's attention by speaking up.



Strategic Awareness

You pay attention to the wider factors and bigger picture to inform your decisions.



Time Optimiser

You maximise your time, to get the most out of whatever time you have available.



Unconditionality

You accept people for who and what they are, without ever needing to judge them.



Work Ethic

You are very hard working putting a lot of effort into everything you do.



Writer

You love to write, conveying your thoughts and ideas through the written word.