



CLIFTON STRENGTHS 101:

MASTERING SELF-UNDERSTANDING

FOR PERSONAL GROWTH

UNDERSTANDING YOUR CORE STRENGTHS



*CliftonStrengths is an online
assessment designed to help you
discover your How and Why.*

- 01 CliftonStrengths helps you aim your purpose at greater performance.*
- 02 It focuses on your greatest talents rather than highlighting your weakness.*
- 03 You can use your reports to tackle things like your career, working on teams and your personal relationships.*
- 04 The intention of the assessment is to create a positive language that affirms and inspires rather than putting people into boxes.*
- 05 Each person's unique combination of their top five talents can result in over 33 million potential combinations*

WHAT WOULD HAPPEN IF WE STUDIED WHAT WAS RIGHT WITH PEOPLE VERSUS WHAT'S WRONG WITH PEOPLE?

Don Clifton, an American psychologist and educator the created of the Clifton Strengths assessment, began the journey of focusing on people's strengths rather than weaknesses.



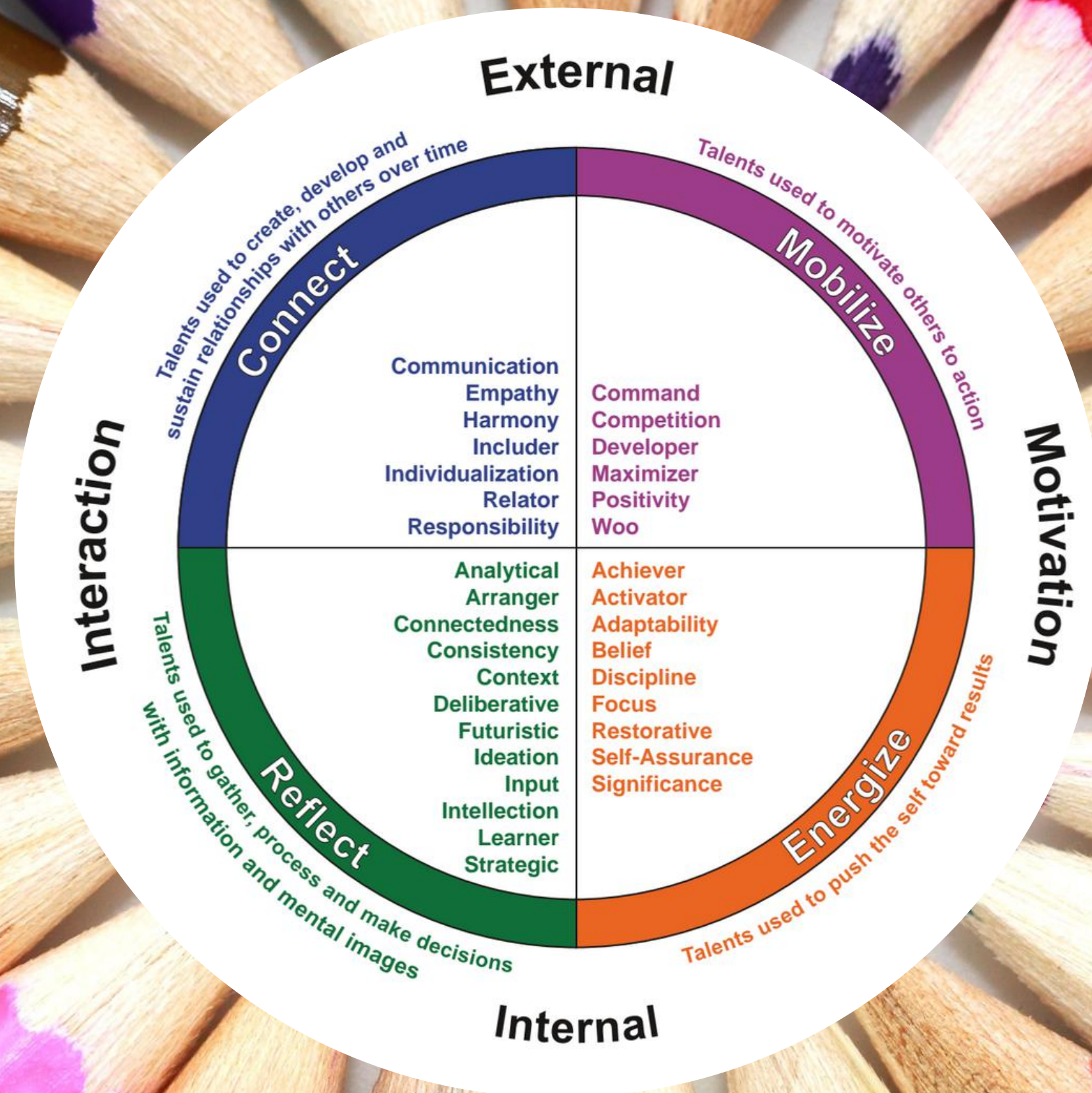
- Over 50 years, Clifton and his colleagues studied excellence, interviewing over 2 million high performers.
- The goal was to identify the specific characteristics needed for success, but they found that successful organizations not only accommodate differences but capitalize on them.
- From this research, they identified 34 Talent Themes and created the Clifton Strengths assessment.



THE 34 TALENT THEMES ARE CATEGORIZED INTO FOUR GROUPS



CONNECT	MOBILIZE	REFLECT	ENERGIZE
<i>Talents used to create, develop and sustain relationships over time.</i>	<i>Talents used to motivate others to action.</i>	<i>Talents use to gather, process, and make decisions with information and mental images.</i>	<i>Talents used to push yourself towards results.</i>



REYES COCA COCA BOTTLING | TOP TALENTS AT A GLANCE



Life Line

Database: 30.3%

Group: 23%

- Salt of the Earth - our natural caregivers and caretakers
- The focus of their care may be around:
 - Serving and supporting people
 - Gathering and processing information
 - Managing and completing tasks
- Experience joy when their actions benefit others
- Servant leaders - they motivate by example
- Steady and reliable; can often feel overlooked and/or taken for granted
- Essential, core component on every team



Stabilizer

Database: 20.1%

Group: 32%

- Unique, holistic perspective; can launch and interpret data from any quadrant
- Serve as interpreters to connect others; they seek to fill quadrant gaps
- Flexible and can wear many hats - often seen as a jack of all trades
- When they find their niche, they excel beyond their own expectations
- Need clarity of role and understanding of their value to be at their best
- Every team, group, and organization (including families!) needs one
- *They can also be the biggest de-stabilizers*



Bridgineer

Database: 7.9%

Group: 10%

- Masters at designing and creating bridges between information and people
- All about interaction - with the world around them and inside their heads
- Knowledgeable and approachable; often sought out for their sage advice
- Typically exude an aura of calmness and serenity
- For some, overcoming inertia is a challenge - they look to others for traction
- Add depth and cohesiveness to any team



Passionato

Database: 11.1%

Group: 10%

- Purpose-driven - intrinsically motivated by their passion
- Warm, approachable, and externally-focused
- Love leading others to action
- Personal and organizational mission statements are important to them
- Critical that they use their talents daily and love what they are doing
- Team-oriented - add gusto to any group!



Force of Nature

Database: 8.6%

Group: 10%

- Strong, dynamic, intense, and internally-motivated people
- Can move mountains - and often do!
- Born influencers; powerfully persuasive when needed
- Seldom driven off course by others
- Independent nature; move forward in spite of challenges in their path or in their past
- Often found in leadership roles on teams; they may have a hard time following



Illuminario

Database: 1.6%

Group: 3%

- Shine a light on the talents and potential of others
- Instinctively inspire people, making them feel important and special
- See the opportunity in every challenge, every set-back, every moment
- Get absolute joy from seeing people grow before their eyes
- Not detail-oriented, unless about others
- Ultimate team players - fulfillment comes from participation

THE FOLLOWING TALENTS INTENSIFY EACH OTHER



- **Achiever** and **Activator**
- **Achiever** and **Responsibility**
- **Activator** and **Arranger**
- **Activator** and **Communication**
- **Activator** and **Ideation**
- **Adaptability** and **Arranger**
- **Adaptability** and **Connectedness**
- **Adaptability** and **Ideation**
- **Analytical** and **Deliberative**
- **Analytical** and **Input**
- **Belief** and **Connectedness**
- **Belief** and **Relator**
- **Command** and **Self-Assurance**
- **Communication** and **Ideation**
- **Communication** and **Woo**

- **Connectedness** and **Input**
- **Consistency** and **Discipline**
- **Context** and **Discipline**
- **Deliberative** and **Intellection**
- **Deliberative** and **Self-Assurance**
- **Empathy** and **Harmony**
- **Empathy** and **Input**
- **Futuristic** and **Strategic**
- **Ideation** and **Input**
- **Includer** and **Woo**
- **Input** and **Learner**
- **Positivity** and **Woo**
- **Relator** and **Responsibility**
- **Self-Assurance** and **Significance**
- **Self-Assurance** and **Strategic**



- **Focus** and/or **Maximizer** can intensify the effect of any other talent!

33,000,000



Top five talents can result in over 33 million potential combinations.

Sharpen Your Skills >

Improve Your Problem Solving >

Aim Your Strengths at Success >

TEAMWORK IS THE
MISSING PIECE THAT
COMPLETES THE PUZZLE
OF SUCCESS



MOST POPULAR

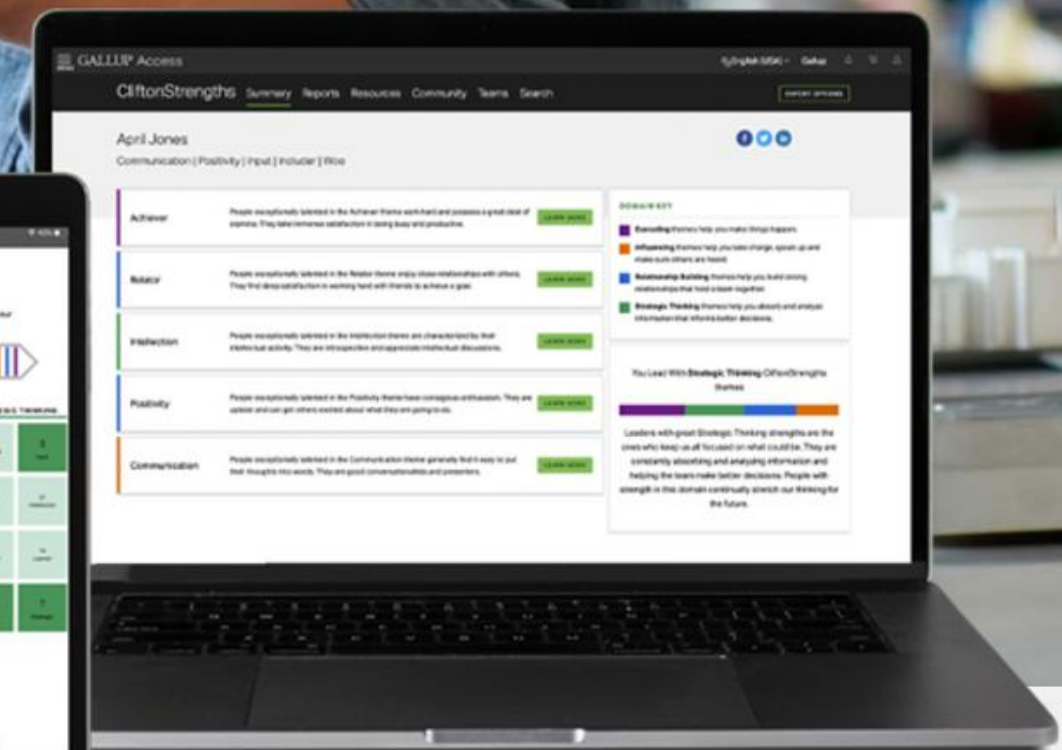
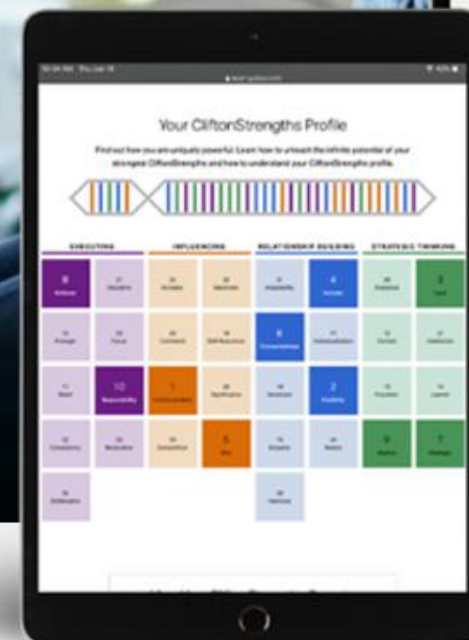
CliftonStrengths 34

Discover what makes you unique. Your customized CliftonStrengths reports and guides will help you understand what you do best and how to use your talents to live your strongest life.

Visit: www.gallup.com

LEARN MORE

Already have your Top 5? Unlock your full 34 for only \$49.99



THANK YOU!

Thank you for attending today's TedTalk!

