



MY STRENGTHS ADVANTAGE™

Uncover Your Strengths, Multiply Your Success

Do you play to your natural **STRENGTHS**, building on what you're **GOOD** at and **LOVE** to do? Or do you struggle to overcome **WEAKNESSES**? Working from strength is the **SMART CHOICE**—it's proven to create **EXTRAORDINARY RESULTS**.



STRENGTH IS DEFINED AS CONSISTENT NEAR PERFECT PERFORMANCE IN AN ACTIVITY. JUST IMAGINE WHAT YOU COULD ACHIEVE IF EVERYONE ON YOUR TEAM WAS PERFORMING **ALMOST PERFECTLY** EVERY SINGLE DAY: PRODUCTIVITY, ENGAGEMENT, INSPIRATION, *RESULTS*. WHEN YOU BUILD ON STRENGTH, SUCCESS COMES EASILY.



THIS ISN'T ABOUT IGNORING YOUR WEAKNESSES. (SOMETIMES CORRECTIVE WORK IS NEEDED TO BRING YOURSELF TO A MINIMUM STANDARD REQUIRED FOR YOUR ROLE.) IT'S ABOUT MAXIMIZING THE RETURN ON YOUR INVESTMENT. STRENGTHS-FOCUSED RETURNS ARE ALWAYS GREATER, AND ARE THE ONLY SOURCE OF TRUE COMPETITIVE ADVANTAGE.

With My Strengths Advantage™ training and coaching, you can:

- Identify your Top 5—your very best talents
- Discern when to focus on strengths and when to mitigate weaknesses
- Learn how to apply your strengths at work to produce phenomenal results
- Build effective personal development plans
- Cultivate and support a culture of extraordinary leadership
- Develop a workforce of happier, healthier team members
- Improve your own and your team’s performance by up to three times

The Multiplier Effect

We’re all innately better at some things than others—these are our natural talents, hardwired in our brains. But these talents alone aren’t strengths.

To cultivate a strength, we need to invest through study (acquire knowledge) and practice (develop skill). Once we do, we multiply the power of our talent and create powerhouse capability.



MY STRENGTHS ADVANTAGE WORKSHOP



The Clifton StrengthsFinder*

Participants are sent a note from the leader that explains the workshop and its purpose. As preparation, they're asked to complete the Clifton StrengthsFinder survey—an online questionnaire that takes about 35 minutes to complete. When participants are finished the questionnaire, they can instantly see a list of their Top 5 Strengths.



Phone Interpretations (optional)

Reach Capabilities sets up one-on-one phone calls with each participant or with selected team members only, depending on the wishes of the leader. In these 60-minute calls, we provide a more detailed interpretation of the person's Top 5 Strengths. Participants have the chance to ask questions.



Team Assessment

The team leader is given a Strengths Inventory that outlines the diversity of strengths in the work group. We provide guidance on how best to use these strengths, both in one-on-one development and in maximizing team productivity.



My Strengths Advantage Workshop

This half-day interactive workshop covers concepts and exercises to help participants understand and use their strengths effectively.

You'll discover:

- The compelling advantage of managing strengths
- Why focusing on strength is the only way to achieve extraordinary leadership
- The benefit of using the diverse strengths of the group
- Insights and raw material for personal development planning
- Ways to improve your one-on-one coaching and mentoring
- How to link StrengthsFinder results to existing tools and methodologies already in use at your organization

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SUSTAIN THE LEARNING ►

Workshop Resources

Each participant is given a set of useful take-away tools, such as Insight Action Guides and a reference booklet. These materials help participants bring the learning back to their daily work. As a result, the workshop becomes a starting point, not the end, of strengths-based action and understanding.

Supplementary StrengthsFinder Products and Services

Expand your knowledge and ROI in StrengthsFinder. Choose from a suite of additional books, tools, and programs to improve career navigation, leadership ability, and personal and team productivity. For more information or to book a future refresher session, contact inquire@reachcapabilities.com.

THE MULTIPLIER EFFECT ►

