

STRENGTHS - PROFILE

Working to Our Strengths?

Strengths Profile is an online assessment for individuals to realise existing strengths, develop unrealised strengths and discover areas for growth. The Strengths Profile model (CAPP) ensures people have a simple language that allows them to turn the Profile results into meaningful actions and behaviours. This knowledge can be applied to the person as an individual, as a manager, to a team and to the organisation.

What is a Strength?

A strength is something that a person is good at but more importantly, a strength also energises the person when they are using it. It generates what is called a state of **flow**, when time stops, and a person is working in an optimal state, does their best work and feels completely immersed and at one with themselves.

Why Is Knowing One's Strengths Important?

Most people feel that they know their strengths but research suggests that our self assessment may not be as accurate as we believe. We also find it hard to identify our core strengths, our learned strengths and those strengths that are under used. The Strengths profile gives a more accurate identification of all 3, in addition to those areas of weakness and thus helps people focus on tasks they will perform better at and will enjoy more.

What will you discover in Strengths Profile?

Through our Model revealing your realised strengths, unrealised strengths, learned behaviours and weaknesses, you will learn more about what you can do, can't do, and enjoy doing. You'll be able to use the language of strengths and develop yourself in all four categories to release your potential.

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

The Areas Where Strengths Profile Can Deliver Benefit and Value

Better Performance at Work

When managers emphasised performance strengths, performance was 36.4% higher compared to a 26.8% decline when emphasising weaknesses.

Better Engagement at Work

People using their strengths perform better, are more engaged and stay longer. They are 6 times more engaged at work (Gallup 2012) and strengths use is a core predictor of workplace engagement (Harter, Schmidt and Hayes 2002). There is an uplift in manager confidence in being more effective in their role and with their staff.

People Improvement

Research correlates the fact of knowing one's strengths helps people improve faster in areas where they are already strong, compared to programs that attempt to work on areas where they are weak (Sheldon, Kasser, Smith and Share 2002). By using the profile, managers become "strengths spotters" improve their ability to unleash an individual's potential in their existing role and in future roles.

Individuals Flourish

Research provides overwhelming evidence that people with higher strengths use experience many benefits; increased happiness, higher levels of energy and vitality, less stress, better goal achievement and faster development, to name just a few.

Applications

Strengths Profile can be used in numerous situations, among them are:

- Talent and career development – to help talent understand where their strengths and talents can be best utilised as they progress in their career
- Individual coaching – to enable the coachee and coach to accurately assess strengths, areas of weakness and under used strengths
- Performance management – to ensure you get the best possible performance from an individual
- Team Development – better define roles and responsibilities in a team and play to people's strengths
- Manager and Leader development – to align strengths with leader and manager behaviours and their overall development
- Induction and On-boarding – to ensure you get the best out of the person you hired



The investment for an individual Strengths Profile assessment, report and debrief is \$450+GST. This covers the online assessment, the Expert Strengths Profile report, a detailed analysis of the person's Strengths Profile and a virtual debrief session with an accredited consultant.