

WHY STRENGTHS ?

**"WHAT WOULD
HAPPEN IF WE
FOCUSED ON WHAT
IS **RIGHT** WITH
PEOPLE RATHER
THAN FIXATING ON
WHAT IS **WRONG**
WITH THEM?"**

Donald Clifton

TO BE STRENGTHS FOCUSED MAKES YOU MORE OF WHO YOU ARE

"Don't change – Grow!"

STRENGTHS

DEVELOP TALENTS INTO STRENGTHS

Talents and strengths are not the same. When fully invested in a talent, it becomes a strength.

We all have talents. Thoughts, feelings and actions that are connected, and that we like to have and use. But we are often not fully aware of how we can mobilize them optimally, and how they affect our lives – in terms of our focus, our attitudes and the solutions and choices we make. Talents are the foundation of our strengths and strength-based development.

A strength is a talent that has been developed so that one is fully aware of what it is and how one can use it in different contexts. It is also about being aware of and knowing how it can both help us solve tasks better and how it can create obstacles that we know how to overcome.

"Talent is a naturally recurring pattern of thought, feeling or behavior, that can be productively applied." *Gallup*

"A Strength is the ability to consistently produce a nearly perfect positive outcome in a specific task."
Gallup

DOES STRENGTH-BASED DEVELOPMENT PAY OFF?

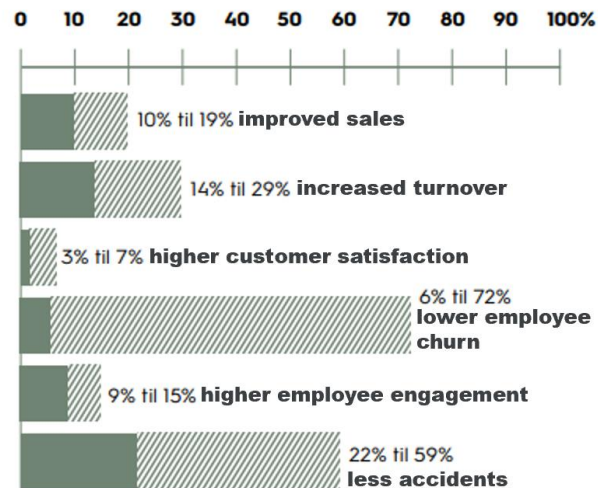
Is it worthwhile to use strength-based development in your organization?

There may be different views on whether one thinks that strength-based development is right for the company. Therefore, Gallup has investigated whether strengths focus works.

The survey included 49495 departments, with a total of 1.2 million employees, in 22 companies spread across 7 different business areas in 45 different countries.

A study by Gallup from 2016 points to the effectiveness of strength focus: overall, the return of investment (ROI) is up to 29%.

Results compared to control group:



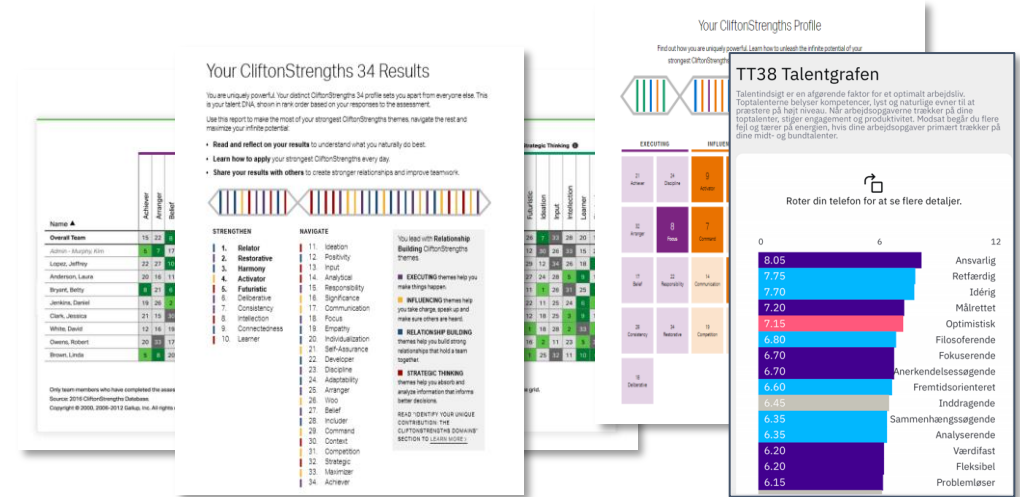
STRENGTHS FOCUS GIVES A HIGH ROI

STRENGTHS

EVERYBODY IS A GENIUS

Albert Einstein

A STRENGTHS REPORT SHOWS WHAT MAKES YOU UNIQUE



Your personal CliftonStrengths or TT38 report point out what makes you unique and gives you power.

The reports show you how to use your most dominant strengths to maximize your potential.

Each of the 34 strength themes contains specific and unique characteristics that help you thrive in your everyday life. By putting an increased focus on each of the 34 strengths, you have the opportunity to control and utilize them to a much higher degree.

A team grid provides you with an overall image of the team's strengths and how the team typically uses the strengths to solve tasks and meet new challenges.

Buy your assessment and report [here](#).

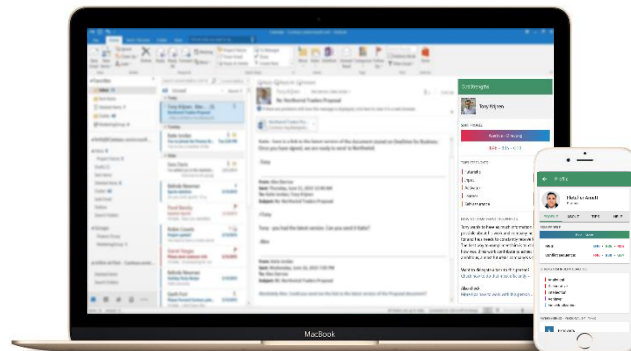
STRENGTHS

WE HAVE MADE PROGRAMS THAT FITS YOU AND YOUR TEAM

The STRENGTHS facilitation and coaching help you keep momentum with your strength development.

It gives you:

- Access to your individual CliftonStrengths results and the results of the others in your team, if they have shared their report with you
- Access to Gallup's resource library with videos, articles plus the ability to store your own materials



IT'S THE RESULTS THAT COUNT

240%

"When organizations successfully engage their customers and their employees, they experience a 240% boost in performance-related business outcomes".*

STRENGTHS

* Gallup 2013

PUT THE STRENGTHS INTO PLAY THROUGHOUT THE ORGANIZATION

INDIVIDUAL COACHING

Our individual coaching program gives participants concrete insight into their own strengths, knowledge and tools to make better use of them.

The coaching program gives the participant:

- A test and a report that shows exactly what talents they have
- A series of coaching sessions
- Individual tasks
- Access to our digital Strengths platform (e2grow) with tasks, tools and knowledge
- Training in utilizing the individual strengths better in relation to for personal tasks

Coaching program:

Talents to Strengths

Coaching themes:
Career Development, Wellbeing, Stress and Resilience, Personal Development.

TEAM DEVELOPMENT

Team development gives all participants in the team insight and training in using the individual and collective strengths. This will improve collaboration and improve team performance.

The program gives the team:

- A test and report that shows exactly what talents the individual participants have
- A series of team coaching sessions
- Individual assignments
- Access to our digital Strengths platform (e2grow) with tasks, tools and knowledge.
- Training in utilizing the individual strengths better in relation to for personal tasks and collaboration
- Training in using the team's strengths better

Team development programs:

Modul 1. From Talents to Strengths
Modul 2. Powerful Partnerships
Modul 3. The Strengths-Based Team

MANAGEMENT DEVELOPMENT

Our leadership development gives leaders insight in, and understanding of their own strengths, filters and shadows, as well as training in using this knowledge to improve their personal leadership style.

The process gives the leader:

- A test and report that accurately shows one's talents
- A series of coaching sessions focusing on leveraging the strengths of the personal leadership style. Individual management development assignments
- Access to our digital Strengths platform (e2grow) with tasks, tools and knowledge

We develop company as well adapted management development programs.

ORGANIZATIONAL DEVELOPMENT

We help analyze the organization's development needs and design a process that focuses on developing and improving the organization's commitment and performance.

The development process gives the organization:

- An analysis of the organization's engagement level. The analysis can also be performed at team level
- Insight into which areas are well-functioning and which have a development need
- Design and implementation of an action plan

The organizational development process is supported by several tools. The Q12 engagement survey is used to uncover the state of the organization and to measure progress. CliftonStrength's personal profile is used to develop the organization's employees.

THIS IS WHY YOU ENGAGE WITH

"We try to make jobs fit around people rather than making people fit around jobs. We focus on what people's natural strengths are and spend our management time trying to find ways for them to use those strengths every day."

Chief Operating Officer, Facebook

"CliftonStrengths shifts the focus from a deficiency mindset to an increased focus on developing existing strengths and to bringing strengths into the organization more interdisciplinary than before. That way, our organization has grown. CliftonStrengths is a continuous tool that simply provides more and more output the more you use it. We have only just begun."

HR Manager, Volvo Cars, Danmark

"I have attended many 'self-discovery' courses over my HR career, but this one was very special. It was totally aligned with the view of focusing people development on their strengths, not their weaknesses."

HR Manager, Novo Nordisk

"I have seen and tried many personal profiles, but this one with a focus on strengths is by far the best I have experienced. Both as a person profile, but also the associated coaching session has been value-creating."

Head of PM, SiemensGamesa

STRENGTHS

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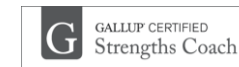
STRENGTHS is certified in coaching individuals, teams, leaders, and leadership teams based on Gallup's CliftonStrengths.

STRENGTHS has a licensed collaboration agreement with Gallup which, among other things, means that we have access to a number of their tools in other languages. In addition, we are kept up to date with the latest research and tools on the market.

And at STRENGTHS, we have consultants who are certified to use TT38 for development and recruitment.

"Most people think they know what they are good at. They are usually wrong ... and yet, a person can perform only by strengths."

Peter Drucker



GALLUP®

MEET THE TEAM



Leading Partner. Christian Machat Holst (MA Communication) is Denmark's first Gallup Certified Strengths Coach. He has more than 20 years of experience as a leader, coach, consultant and instructor. In terms of work, Christian has experience in delivering tailor-made solutions for both the private and public sectors. Christian's focus areas are strength-based leadership, and team- and organizational development.

STRENGTHS
Input | Intellection | Connectedness | Significance | Learner

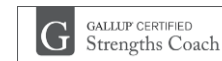
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Associate Partner. Merel Wolff (MSc Organizational and Social Psychology) is a consultant and coach with 15+ years of experience in the field of HRD. She is a solid process facilitator and has extensive international experience with Learning & Leadership Development. Her approach is influenced by positive psychology and systems theory. Areas of expertise are leadership development, team journeys and career transitions.

STRENGTHS
Strategic | Connectedness | Maximizer | Woo | Positivity

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Partner. Karin Range is Norway's first Gallup Certified Strengths Coach and has more than 30 years of experience as a leader in publishing and marketing in Norway, Sweden and Denmark. Karin's specialist areas are: strength-based individual and team development, leadership and cultural change.

STRENGTHS
Input | Connectedness | Learner | Intellection | Adaptability.

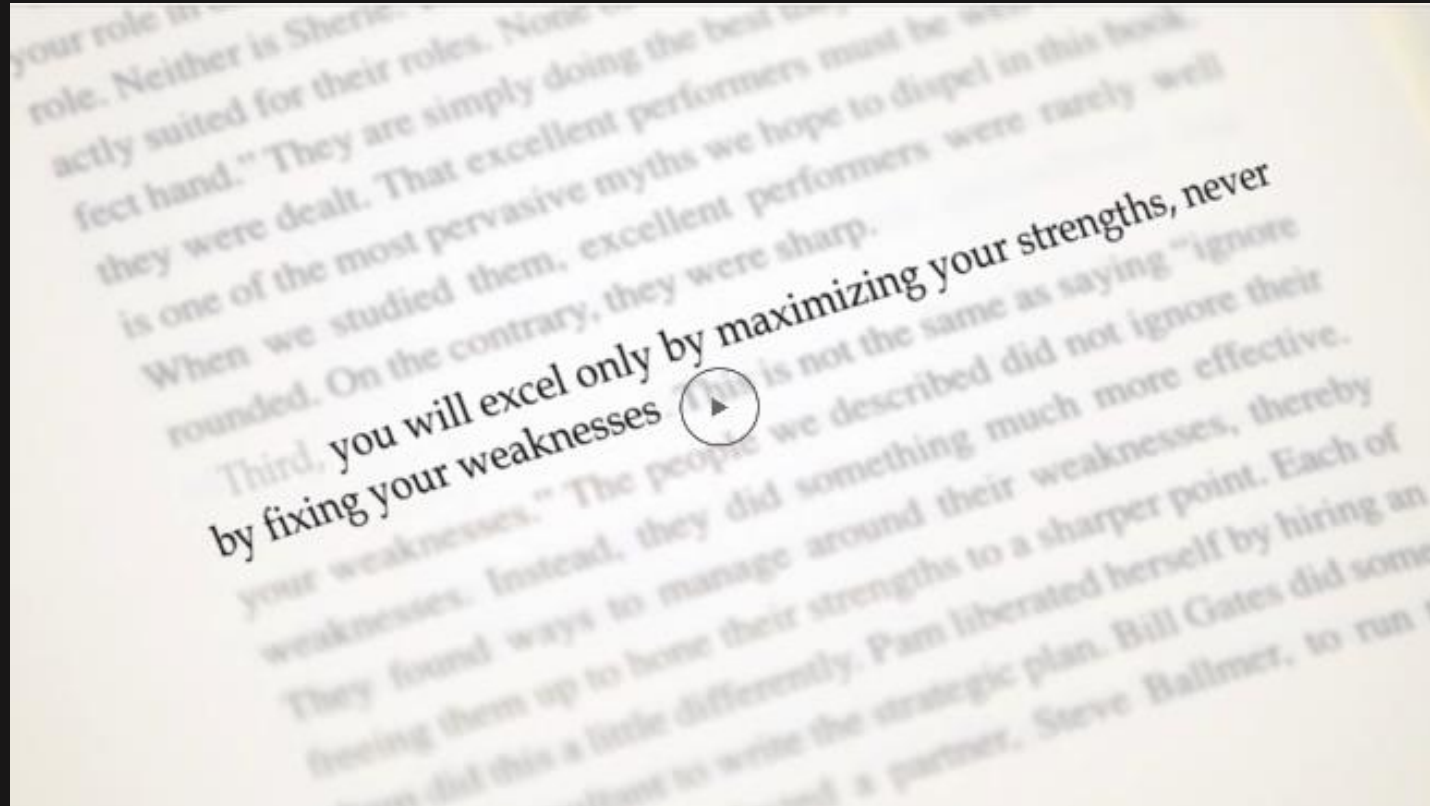
Mail: karin@strengths.no



Associeret partner Sissel Andersen har stor erfaring fra ledelse i Gjensidige Forsikring, indenfor tilpasnings- og forandringsprocesser, salgsledelse, kommunikation, konflikthåndtering og personaleledelse for både store og små koncerner. Sissels har fokus på at hjælpe ledere med at forløse potentialet i medarbejdere og teamet.

STRENGTHS
Individualization | Arranger | Relator | Responsibility | Futuristic.

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<https://www.youtube.com/watch?v=YFQ4trWoxbM>

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FROM TALENTS TO STRENGTHS

www.strengths.dk