



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

EVERYBODY IS A GENIUS

But if you judge a fish by its ability to
climb a tree, it will live its whole life believing
that it is stupid.

Albert Einstein

WHO WHAT WHERE

The CliftonStrengths test was developed by psychologist Donald O. Clifton in 1998, who throughout the years researched what happens when you focus on what people do well in their lives.

The test measures 34 strengths and the result shows your personal prioritization of them. The top 5 are your signature strengths. They mean pretty much everything to your life. They affect your attitudes, your decisions and your choices.

To become the best version of ourselves, we must increase our insight into and our understanding of our talents. This does not mean ignoring the weaknesses, but it does mean focusing on developing the strengths rather than the weaknesses, as it is in the strengths that the greatest potential for growth and development lies.

6X

Engaged

People who use their strengths every day are 6 times more likely to be engaged in their work

3X

Quality of Life

Daily focus on strengths gives 3 times greater probability for high quality of life

12,5%

Productivity

Teams that focus on their strengths are 12.5% more productive

8,9%

Profitability

Teams that receive strength-focused feedback have 8.9% greater profitability

DOES STRENGTH-BASED DEVELOPMENT PAY OFF?

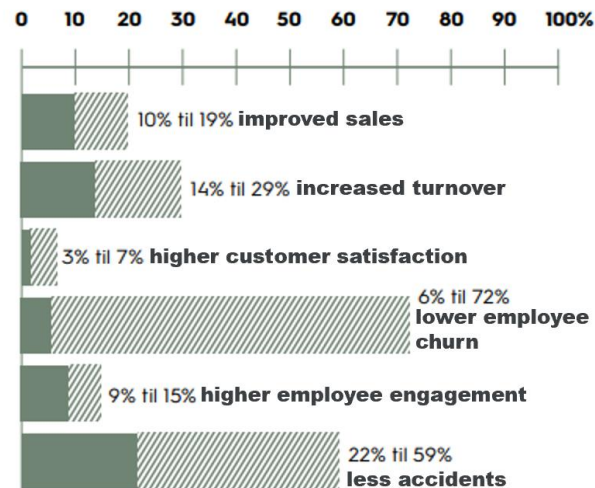
Is it worthwhile to use strength-based development in your organization?

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

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

Albert Einstein

[illegible]

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

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.

PUT THE STRENGTHS INTO PLAY THROUGHOUT THE ORGANIZATION

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. Powerfull Partnerships
Modul 3. The Strengths-Based Team

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 Resillience, Personal Development.

MANAGEMENT DEVELOPMENT

Our leadership development program 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 program 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

Personal management development program :

High Performance Leadership

The program can be supplemented with additional coaching.

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, Denmark

"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

STRENGTHS

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.

STRENGTHS is certified in E2Grow's digital platform.

The only Gallup-approved digital platform and app that support the implementation of a strength-based culture.

"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



MEET THE TEAM



CEO. Christian 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.

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Ebbe Lavendt is a licensed health and occupational psychologist and a master in positive psychology with extensive experience in executive coaching, teaching and consulting. Ebbe is known for his curiosity, his commitment and his ability to make complex knowledge simple and applicable for individuals, teams and organizations.

STYRKER:

Learner | Analytical | Achiever | Focus | Responsibility.

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