

STRENGTHSFINDER®

START WITH TALENT; FINISH WITH STRENGTH

A Brief Overview of Talent Discovery and Strengths Development

Strength. Sounds good, doesn't it?

Who wouldn't want strength?

As you might expect, strength is the desired outcome of strengths development. But exactly what *is* a strength? What are we striving toward?

When you see a strength in action, you see a person's ability to consistently provide near-perfect performance in a specific activity.

When you see him or her perform that activity, you think, "She makes it look so easy!" or "He's a natural!"

How can that be? How can they so consistently perform with such excellence? The answer is simple: It *is* easy for her. He *is* a natural.

Each is performing at such a high level simply by building upon how he or she most naturally thinks, feels, and behaves: their greatest **talents**.

As unique individuals, we each have our own special ways of successfully approaching the people and events in our lives. And our greatest talents are always there for us. We instinctively use them in almost any situation.

An inner drive to compete,

sensitivity to the needs of others,

an inclination to notice patterns, and

the tendency to be outgoing at social gatherings are good examples of talents.

For some of us, our talents make us great Relators or Arrangers. Others have tremendous talents in Adaptability or Belief. Look closely at your friends, family, and coworkers. You will see exceptional Learners, Activators, and Includers, and amazing talents in Ideation, Responsibility, and Developer.

Within our natural selves, we each hold extraordinary potential.

Of course, the first step toward fulfilling that potential is to discover our greatest talents. That's where StrengthsFinder comes in.

You've probably already sensed that this assessment is not just another personality test. That difference is certainly no accident. In fact, the idea behind the assessment is quite contrary to the focus-on-negatives approach that has long prevailed in our society.

In the early 1950s, Donald O. Clifton, who would go on to be named the "Father of Strengths Psychology," noticed a major problem: The field of psychology was based almost entirely on the study of *what is wrong* with people. He wondered if it would be more important to study *what is right* with people.

YOUR TOP 5

- **Intellection**
- **Strategic**
- **Input**
- **Achiever**
- **Ideation**

See page 8 for full theme descriptions

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So, over the next five decades, Don and his colleagues at The Gallup Organization took a very close look at the talents of highly successful people, focusing on the positive instead of the negative. Millions of in-depth interviews were conducted to determine the most natural thoughts, feelings, and behaviors of "the best of the best."

They quickly discovered that our talents do more than make us unique individuals. When we follow our talents - the ways in which we naturally think, feel, and behave - they also serve as our best opportunities for true excellence.

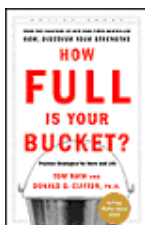
To help you discover your greatest talents and build toward strengths, Don and his colleagues created StrengthsFinder.

During your assessment, you gave top-of-mind responses to a wide variety of paired statements. Those instantaneous responses are valuable information. Why? Because they are clues to your talents in 34 areas directly connected to success in any role, whether at work, at home, or in the community.

StrengthsFinder has measured your talents in those 34 areas, or "themes." Now, to point you in the right direction, it presents you with a report of the five areas in which your greatest talents are found. And to help you further discover your talents, it provides full descriptions of those areas, along with "sounds likes," which are examples of what people with talents similar to yours might say. You will find your personal top five report and brief descriptions of the 34 talent areas measured by the assessment in the pages following this introduction.

Of course, your "top five" are just a starting point as you move from the potential of talent to the excellence of strength in action. Along the way, you can find many opportunities for discovery and development in your relationships with family members, friends, and colleagues.

If want to share that experience with the most important people in your life, or if you simply want to learn more, consider the latest book from the coauthor of *Now, Discover Your Strengths*. The book, **How Full Is Your Bucket?** reveals how even the briefest interactions affect your relationships, productivity, health, and longevity, and it a **one-time-use StrengthsFinder ID code**.



NEW: How Full is Your Bucket?

Positive Strategies for Work and Life
(Gallup Press, 2004)

List price: \$19.95

Other books that include a StrengthsFinder ID code:

Discover Your Sales Strengths: *How the World's Greatest Salespeople Develop Winning Careers*
(Warner Books, 2003)

List price: \$26.95

Living Your Strengths: *Discover Your God-Given Talents, and Inspire Your Community*
(Gallup Press, 2003)

List price: \$24.95

Now, Discover Your Strengths: *The Revolutionary Program That Shows You How to Develop Your Unique Talents and Strengths - and Those of the People You Manage*
(Free Press, 2001)

List price: \$26.00

StrengthsQuest: *Discover and Develop Your Strengths in Academics, Career, and Beyond*
(Gallup Press, 2002)

List price: \$35.00

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The Gallup Organization also offers advanced development programs that provide individuals and organizations the chance to explore their entire sequences of the 34 areas of talent. In addition to helping you develop strengths within your top 10 to 15 areas, these programs can help you learn to manage your areas of lesser talent - normally the last 2 to 5 in your sequence of 34. These opportunities are available in a wide range of options:

The **Great Manager Program** teaches managers and executives strategies based on the Four Keys to Great Management and builds on the concepts presented in the best-selling book, *First, Break All the Rules* (Simon & Schuster, 1999).

Executive performance coaching helps senior leaders and managers increase their effectiveness - and their organization's effectiveness.

Building the Strengths-Based Organization helps executives and managers create strategies to develop and sustain a high-performance culture. This course expands on the concepts presented in the best-selling book, *Now, Discover Your Strengths*.

Integrated, organization-wide programs provide employees with the tools, education, and coaching needed to develop a strengths-based culture.

Certification programs teach individuals to serve as strengths consultants in their organizations.

Studies have shown that organizations that participate in these programs can dramatically increase employee engagement, productivity, and profitability. Several Fortune 500 companies now pride themselves in being "Strengths-Based Organizations" built upon the natural talents of each employee. The aforementioned development programs have been used over 48 countries and across a wide variety of industries.

Each learning opportunity is designed to help you find new ways to increase your individual performance and your organization's financial outcome measures.

For more information on these opportunities, visit the Gallup University area at www.gallup.com.

Top Five Report for Kary Oberbrunner (KARYOBERBRUNNER)

Intellection

You like to think. You like mental activity. You like exercising the "muscles" of your brain, stretching them in multiple directions. This need for mental activity may be focused; for example, you may be trying to solve a problem or develop an idea or understand another person's feelings. The exact focus will depend on your other strengths. On the other hand, this mental activity may very well lack focus. The theme of Intellection does not dictate what you are thinking about; it simply describes that you like to think. You are the kind of person who enjoys your time alone because it is your time for musing and reflection. You are introspective. In a sense you are your own best companion, as you pose yourself questions and try out answers on yourself to see how they sound. This introspection may lead you to a slight sense of discontent as you compare what you are actually doing with all the thoughts and ideas that your mind conceives. Or this introspection may tend toward more pragmatic matters such as the events of the day or a conversation that you plan to have later. Wherever it leads you, this mental hum is one of the constants of your life.

Intellection Sounds like this:

Lauren H., *project manager*: "I suppose that most people who meet me in passing presume that I am a flaming extrovert. I do not deny the fact that I love people, but they would be amazed to know how much time alone, how much solitude I need in order to function in public. I really love my own company. I love solitude because it gives me a chance to allow my diffused focus to simmer with something else. That's where my best ideas come from. My ideas need to simmer and 'perk.' I used this phrase even when I was younger: 'I have put my ideas in, and now I have to wait for them to perk.' "

Michael P., *marketing executive*: "It's strange, but I find that I need to have noise around me or I can't concentrate. I need to have parts of my brain occupied; otherwise, it goes so fast in so many directions that I don't get anything done. If I can occupy my brain with the TV or my kids running around, then I find I concentrate even better."

Jorge H., *factory manager and former political prisoner*: "We used to get put into solitary confinement as a punishment, but I never hated it as the others did. You might think that you would get lonely, but I never did. I used the time to reflect on my life and sort out the kind of man I was and what was really important to me: my family, my values. In a weird way solitary actually calmed me down and made me stronger."

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Strategic

The Strategic theme enables you to sort through the clutter and find the best route. It is not a skill that can be taught. It is a distinct way of thinking, a special perspective on the world at large. This perspective allows you to see patterns where others simply see complexity. Mindful of these patterns, you play out alternative scenarios, always asking, "What if this happened? Okay, well what if this happened?" This recurring question helps you see around the next corner. There you can evaluate accurately the potential obstacles. Guided by where you see each path leading, you start to make selections. You discard the paths that lead nowhere. You discard the paths that lead straight into resistance. You discard the paths that lead into a fog of confusion. You cull and make selections until you arrive at the chosen path-your strategy. Armed with your strategy, you strike forward. This is your Strategic theme at work: "What if?" Select. Strike.

Strategic Sounds like this:

Liam C., *manufacturing plant manager*: "It seems as if I can always see the consequences before anyone else can. I have to say to people, 'Lift up your eyes, look down the road a ways. Let's talk about where we are going to be next year so that when we get to this time next year, we don't have the same problems.' It seems obvious to me, but some people are just too focused on this month's numbers, and everything is driven by that."

Vivian T., *television producer*: "I used to love logic problems when I was a kid. You know, the ones where 'if A implies B, and B equals C, does A equal C?' Still today I am always playing out repercussions, seeing where things lead. I think it makes me a great interviewer. I know that nothing is an accident; every sign, every word, every tone of voice has significance. So I watch for these clues and play them out in my head, see where they lead, and then plan my questions to take advantage of what I have seen in my head."

Simon T., *human resources executive*: "We really needed to take the union on at some stage, and I saw an opportunity, a very good issue to take them on. I could see that they were going in a direction that would lead them into all kinds of trouble if they continued down it. Lo and behold, they did continue down it, and when they arrived, there I was, ready and waiting. I suppose it just comes naturally to me to predict what someone else is going to do. And then when that person reacts, I can respond immediately because I have sat down and said, 'Okay, if they do this, we'll do this. If they do that, then we'll do this other thing.' It's like when you tack in a sailboat. You head in one direction, but you jink one way, then another, planning and reacting, planning and reacting."

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Input

You are inquisitive. You collect things. You might collect information-words, facts, books, and quotations-or you might collect tangible objects such as butterflies, baseball cards, porcelain dolls, or sepia photographs. Whatever you collect, you collect it because it interests you. And yours is the kind of mind that finds so many things interesting. The world is exciting precisely because of its infinite variety and complexity. If you read a great deal, it is not necessarily to refine your theories but, rather, to add more information to your archives. If you like to travel, it is because each new location offers novel artifacts and facts. These can be acquired and then stored away. Why are they worth storing? At the time of storing it is often hard to say exactly when or why you might need them, but who knows when they might become useful? With all those possible uses in mind, you really don't feel comfortable throwing anything away. So you keep acquiring and compiling and filing stuff away. It's interesting. It keeps your mind fresh. And perhaps one day some of it will prove valuable.

Input Sounds like this:

Ellen K., *writer*: "Even as a child I found myself wanting to know everything. I would make a game of my questions. 'What is my question today?' I would think up these outrageous questions, and then I would go looking for the books that would answer them. I often got way over my head, deep into books that I didn't have a clue about, but I read them because they had my answer someplace. My questions became my tool for leading me from one piece of information to another."

John F., *human resources executive*: "I'm one of those people who think that the Internet is the greatest thing since sliced bread. I used to feel so frustrated, but now if I want to know what the stock market is doing in a certain area or the rules of a certain game or what the GNP of Spain is or other different things, I just go to the computer, start looking, and eventually find it."

Kevin F., *salesperson*: "I'm amazed at some of the garbage that collects in my mind, and I love playing Jeopardy and Trivial Pursuit and anything like that. I don't mind throwing things away as long as they're material things, but I hate wasting knowledge or accumulated knowledge or not being able to read something fully if I enjoy it."

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Achiever

Your Achiever theme helps explain your drive. Achiever describes a constant need for achievement. You feel as if every day starts at zero. By the end of the day you must achieve something tangible in order to feel good about yourself. And by "every day" you mean every single day-workdays, weekends, vacations. No matter how much you may feel you deserve a day of rest, if the day passes without some form of achievement, no matter how small, you will feel dissatisfied. You have an internal fire burning inside you. It pushes you to do more, to achieve more. After each accomplishment is reached, the fire dwindles for a moment, but very soon it rekindles itself, forcing you toward the next accomplishment. Your relentless need for achievement might not be logical. It might not even be focused. But it will always be with you. As an Achiever you must learn to live with this whisper of discontent. It does have its benefits. It brings you the energy you need to work long hours without burning out. It is the jolt you can always count on to get you started on new tasks, new challenges. It is the power supply that causes you to set the pace and define the levels of productivity for your work group. It is the theme that keeps you moving.

Achiever Sounds like this:

Melanie K., *ER nurse*: "I have to rack up points every day to feel successful. Today I've been here only half an hour, but I've probably racked up 30 points already. I ordered equipment for the ER, I had equipment repaired, I had a meeting with my charge nurse, I brainstormed with my secretary about improving our computerized logbook. So on my list of 90 things I have 30 done already. I'm feeling pretty good about myself right now."

Ted S., *salesperson*: "Last year I was salesperson of the year out of my company's three hundred salespeople. It felt good for a day, but sure enough, later that week it was as if it never happened. I was back at zero again. Sometimes I wish I wasn't because it can lead me away from a balanced life toward obsession. I used to think I could change myself, but now I know I am just wired this way. This theme is truly a double-edged sword. It helps me achieve my goals, but on the other hand I wish I could just turn it off and on at will. But, hey, I can't. But I can manage it and avoid work obsession by focusing on achieving in all parts of my life, not just work."

Sara L., *writer*: "This theme is a weird one. First, it's good because you live in pursuit of the perpetual challenge. But in the second place, you never feel as though you've reached your goal. It can keep you running uphill at seventy miles an hour for your whole life. You never rest because there's always more to do. But, on balance, I think I would rather have it than not. I call it my 'divine restlessness,' and if it makes me feel as if I owe the present everything I have, then so be it. I can live with that."

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Ideation

You are fascinated by ideas. What is an idea? An idea is a concept, the best explanation of the most events. You are delighted when you discover beneath the complex surface an elegantly simple concept to explain why things are the way they are. An idea is a connection. Yours is the kind of mind that is always looking for connections, and so you are intrigued when seemingly disparate phenomena can be linked by an obscure connection. An idea is a new perspective on familiar challenges. You revel in taking the world we all know and turning it around so we can view it from a strange but strangely enlightening angle. You love all these ideas because they are profound, because they are novel, because they are clarifying, because they are contrary, because they are bizarre. For all these reasons you derive a jolt of energy whenever a new idea occurs to you. Others may label you creative or original or conceptual or even smart. Perhaps you are all of these. Who can be sure? What you are sure of is that ideas are thrilling. And on most days this is enough.

Ideation Sounds like this:

Mark B., *writer*: "My mind works by finding connections between things. The other day I was hunting down the Mona Lisa in the Louvre museum. I turned a corner and was blinded by the flashing of a thousand cameras snapping the tiny picture. For some reason I stored that visual image away. Then I noticed a NO FLASH PHOTOGRAPHY sign, and I stored that away, too. I thought it was odd because I remembered reading that flash photography can harm paintings. Then about six months later I read that the Mona Lisa has been stolen at least twice in this century. And suddenly I put it all together. The only explanation for all these facts is that the real Mona Lisa is not on display in the Louvre. The real Mona Lisa has been stolen, and the museum, afraid to admit their carelessness, has installed a fake. I don't know if it's true, of course, but what a great story."

Andrea H., *interior designer*: "I have the kind of mind where everything has to fit together or I start to feel very odd. For me, every piece of furniture represents an idea. It serves a discrete function both independently and in concert with every other piece. The 'idea' of each piece is so powerful in mind, it must be obeyed. If I am sitting in a room where the chairs are somehow not fulfilling their discrete function-they're the wrong kind of chairs or they're facing the wrong way or they're pushed up too close to the coffee table-I find myself getting physically uncomfortable and mentally distracted. Later, I won't be able to get it out of my mind. I'll find myself awake at 3:00 a.m."

Brief Descriptions of the 34 Themes of Talent Measured by StrengthsFinder

Achiever

People strong in the Achiever theme have a great deal of stamina and work hard. They take great satisfaction from being busy and productive.

Activator

People strong in the Activator theme can make things happen by turning thoughts into action. They are often impatient.

Adaptability

People strong in the Adaptability theme prefer to "go with the flow." They tend to be "now" people who take things as they come and discover the future one day at a time.

Analytical

People strong in the Analytical theme search for reasons and causes. They have the ability to think about all the factors that might affect a situation.

Arranger

People strong in the Arranger theme can organize, but they also have a flexibility that complements this ability. They like to figure out how all of the pieces and resources can be arranged for maximum productivity.

Belief

People strong in the Belief theme have certain core values that are unchanging. Out of these values emerges a defined purpose for their life.

Command

People strong in the Command theme have presence. They can take control of a situation and make decisions.

Communication

People strong in the Communication theme generally find it easy to put their thoughts into words. They are good conversationalists and presenters.

Competition

People strong in the Competition theme measure their progress against the performance of others. They strive to win first place and revel in contests.

Connectedness

People strong in the Connectedness theme have faith in the links between all things. They believe there are few coincidences and that almost every event has a reason.

Consistency

People strong in the Consistency theme are keenly aware of the need to treat people the same. They try to treat everyone in the world with consistency by setting up clear rules and adhering to them.

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Context

People strong in the Context theme enjoy thinking about the past. They understand the present by researching its history.

Deliberative

People strong in the Deliberative theme are best described by the serious care they take in making decisions or choices. They anticipate the obstacles.

Developer

People strong in the Developer theme recognize and cultivate the potential in others. They spot the signs of each small improvement and derive satisfaction from these improvements.

Discipline

People strong in the Discipline theme enjoy routine and structure. Their world is best described by the order they create.

Empathy

People strong in the Empathy theme can sense the feelings of other people by imagining themselves in others' lives or others' situations.

Focus

People strong in the Focus theme can take a direction, follow through, and make the corrections necessary to stay on track. They prioritize, then act.

Futuristic

People strong in the Futuristic theme are inspired by the future and what could be. They inspire others with their visions of the future.

Harmony

People strong in the Harmony theme look for consensus. They don't enjoy conflict; rather, they seek areas of agreement.

Ideation

People strong in the Ideation theme are fascinated by ideas. They are able to find connections between seemingly disparate phenomena.

Includer

People strong in the Includer theme are accepting of others. They show awareness of those who feel left out, and make an effort to include them.

Individualization

People strong in the Individualization theme are intrigued with the unique qualities of each person. They have a gift for figuring out how people who are different can work together productively.

Input

People strong in the Input theme have a craving to know more. Often they like to collect and archive all kinds of information.

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Intellection

People strong in the Intellection theme are characterized by their intellectual activity. They are introspective and appreciate intellectual discussions.

Learner

People strong in the Learner theme have a great desire to learn and want to continuously improve. In particular, the process of learning, rather than the outcome, excites them.

Maximizer

People strong in the Maximizer theme focus on strengths as a way to stimulate personal and group excellence. They seek to transform something strong into something superb.

Positivity

People strong in the Positivity theme have an enthusiasm that is contagious. They are upbeat and can get others excited about what they are going to do.

Relator

People who are strong in the Relator theme enjoy close relationships with others. They find deep satisfaction in working hard with friends to achieve a goal.

Responsibility

People strong in the Responsibility theme take psychological ownership of what they say they will do. They are committed to stable values such as honesty and loyalty.

Restorative

People strong in the Restorative theme are adept at dealing with problems. They are good at figuring out what is wrong and resolving it.

Self-Assurance

People strong in the Self-Assurance theme feel confident in their ability to manage their own lives. They possess an inner compass that gives them confidence that their decisions are right.

Significance

People strong in the Significance theme want to be very important in the eyes of others. They are independent and want to be recognized.

Strategic

People strong in the Strategic theme create alternative ways to proceed. Faced with any given scenario, they can quickly spot the relevant patterns and issues.

Woo

People strong in the Woo theme love the challenge of meeting new people and winning them over. They derive satisfaction from breaking the ice and making a connection with another person.