

playbook

**Unlock the Power
of Strengths**



Elevate Your
Organisation

Introduction

Real talk - nowadays businesses need more than just great products and services. Success hinges on one key factor: **people**.

CliftonStrengths offers a powerful, science-backed approach to help you understand and leverage the strengths of your team, creating a culture that drives engagement, performance, and organic business growth. This playbook will guide you through why and how CliftonStrengths transforms the way your organisation operates.

unleash your superpowers



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Why CliftonStrengths

Join 33,729,014 People Using Their Strengths to Thrive

Strengths-based development is more than just an assessment—it's a strategy for unlocking your team's full potential.

Gallup's research shows that individuals who use their strengths daily are:

- **6x more likely to be engaged at work**
- **6x more likely to agree they do what they do best every day**
- **3x more likely to report having an excellent quality of life**

A strengths-based approach doesn't just make work better—it makes life better

Discover your strengths

In just 30 minutes, you'll discover your team's natural talents. These talents are categorised into 34 CliftonStrengths themes, which identify how your people think, feel, and behave. Knowing your strengths is the first step to helping individuals and teams reach their full potential.

Understand Your Results

After completing the assessment, each individual receives a Signature Themes Report, which explains their unique strengths in a way that feels spot-on—"How did they know that about me?!" It's eye-opening and empowering. For a deeper dive, the CliftonStrengths 34 Report reveals each person's full talent profile, providing action steps to help them turn those talents into strengths.

Apply team strengths

Strengths aren't just for knowing—they're for doing. With CliftonStrengths, your people will use their talents to:

- Improve team dynamics by appreciating each other's strengths
- Enhance productivity by aligning strengths with tasks
- Boost collaboration with better communication and trust

Key stats

Teams that use their strengths are:

- 29% more likely to stay with their company
- 23% more engaged
- 18% more productive
- 73% less likely to experience attrition
- 19% increase in sales
- 29% increase in profit
- 72% lower turnover in high-turnover organisations
- 59% fewer safety incidents



Building a Strengths-Based Culture

A strengths-based culture isn't about taking a test—it's a whole new way to lead, manage, and work. Leaders who embrace strengths-based development create environments where employees feel valued and perform at their best.

Key components

Strengths-based culture:

- **Purpose vs. Paycheck:** Employees want meaningful work that taps into their strengths.
- **Coach vs. Boss:** Managers act as coaches, guiding employees to use their strengths.
- **Development vs. Satisfaction:** Forget perks—employees want growth.
- **Strengths vs. Weaknesses:** Focus on maximising strengths, not fixing weaknesses.



Strengths-Based Leadership

CliftonStrengths helps leaders understand that their unique strengths are what make them great. There are no “right” strengths for leaders—just the right strengths for you.

For example:

- A leader with Achiever sets ambitious goals and motivates others to do the same.
- A leader with Positivity keeps the team grounded and optimistic, even in tough times.



CliftonStrengths provides leaders with a practical, strengths-based approach to guide their teams to success

Embedding CliftonStrengths

Creating a strengths-based culture doesn't happen overnight, but it's worth it.

Here's a roadmap to get started:

- **Start With Leadership:** Executive buy-in is essential. Make strengths a strategic priority.
- **Discover Everyone's Strengths:** Give every employee the chance to complete the CliftonStrengths assessment.
- **Build Internal Strengths Champions:** Create a network of strengths coaches and advocates who can embed the philosophy into your organisation.
- **Integrate Strengths Into Performance:** Use strengths in coaching, development conversations, and goal setting.
- **Transform Programs:** Shift internal programs, performance management, and communication to focus on strengths.

your next steps

Whether you're just discovering CliftonStrengths or are ready to take your strengths strategy to the next level, we're here to help. Ready to unlock the true potential of your people?

1. Engage us
2. Take the CliftonStrengths assessment
3. Build a strengths-based culture
4. Watch your business grow!

With CliftonStrengths, you can transform your team into a powerhouse of engaged, motivated, and high-performing individuals, all working toward a common goal – business success.

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Leveraging strengths drives business outcomes & performance

