

# STRENGTHS · PROFILE

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Your top realised strength

**PRIDE**

Your top unrealised strength

**COMPETITIVE**

Your top learned behaviour

**COUNTERPOINT**

Your top weakness

**RAPPORT BUILDER**

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## Your Unique Quadrant Profile

Congratulations on starting your strengths journey.

By knowing more about your strengths, you can understand what really motivates you. Use these insights to shape your personal and career success by doing more of what you enjoy and less of what you don't.

Strengths Profile assesses 60 strengths. Your most significant results are included within your unique Quadrant Profile below. This reveals, in ranked order, up to 7 realised strengths, up to 7 unrealised strengths, up to 4 learned behaviours and up to 3 weaknesses.

If you have less than these in any quadrant, it just means that your responses were more heavily aligned to the other quadrants.

Use your Quadrant Profile, and the advice that follows, to help you work on the right things now and in the future.

**REALISED STRENGTHS**  
Strengths you use and enjoy

Perform well    Energising    Higher use

Use wisely

1 Pride	5 Creativity
2 Persistence	6 Relationship Deepener
3 Innovation	7 Improver
4 Drive	

**UNREALISED STRENGTHS**  
Strengths you don't use as often

Perform well    Energising    Lower use

Use more

1 Competitive	5 Change Agent
2 Organiser	6 Legacy
3 Humour	7 Time Optimiser
4 Mission	

**LEARNED BEHAVIOURS**  
Things you've learned to do but may not enjoy

Perform well    De-energising    Variable use

Use when needed

1 Counterpoint	3 Detail
2 Incubator	4 Humility

**WEAKNESSES**  
Things you find hard and don't enjoy

Perform poorly    De-energising    Variable use

Use less

1 Rapport Builder	3 Unconditionality
2 Connector	

## Use your realised strengths wisely

- Develop them even further
- Dial them up and down depending on your situation

### 1 Pride



- You take pride in everything that you do.
- You love to deliver work that is consistently of the highest standard and quality, getting it right first time.
- You set high standards for yourself, and enjoy the recognition of others for the quality of your work.

**Use wisely** – It may be frustrating for you if others don't share your passion for quality. Try developing them and making sure you have given clear instructions as to your expectations.

### 2 Persistence



- You pride yourself on being able to keep going in the face of difficult challenges and frustrations.
- You understand that success in the face of adversity requires extra effort and determination.
- You never give up! Ever.

**Use wisely** – When faced with challenges, what do you tell yourself or connect with to keep going? Share your approaches with others to encourage them. And remember, sometimes it may be healthy to concede defeat and learn from failure.

### 3 Innovation



- You are highly driven to want to invent things that are better than what has been done before.
- You look at things from a different perspective to others and think 'out of the box'.
- You look beyond what exists when coming up with new ideas, inventions and approaches.

**Use wisely** – Combine your talent for persuasion with purpose. Combine your strengths to deliver the message effectively, considering your audience. Is a softer approach needed, or do you need to build the business case?

### 4 Drive



- You are extremely self-motivated, with an inner drive that pushes you on to achieve more.
- As soon as you complete one task, you don't wait to be told what to do, you move on to the next.
- You love to set stretching goals and targets for yourself.

**Use wisely** – A stretch target for you could be to relax a little! When your Drive is high, it is critical that you are clear about what you want to achieve. Otherwise, you could be driving around in circles.

### 5 Creativity



- You love coming up with or combining existing ideas, images, colours, tastes or concepts.
- You thrive on trying things that have not been tried before.
- You love breaking new ground, linking things in novel and imaginative ways.

**Use wisely** – A creative idea usually needs a team to implement. Who else do you need to help your idea become a reality? Remember that sometimes existing concepts can still be of benefit too!

### 6 Relationship Deepener



- Building close relationships with people is very important to you.
- For you, really getting to know someone, and for them to know you, takes time.
- Your relationships with people will develop slowly over time, but will almost always last for the long term.

**Use wisely** – Remember not to miss opportunities to connect with people on a more informal basis. You might need more of a diverse network of loose contacts in the future.

### 7 Improver



- You love looking for ways to do things better.
- You prefer not to accept the way things are usually done, as you love to see how you can make things more effective.
- You find that you do this very naturally – and a lot of the time!

**Use wisely** – Don't feel that you have to improve everything all the time, as it may interfere with your ability to do your day job. Focus your attention on the things that really need improving, rather than just tweaking things for the sake of it.

## Use your unrealised strengths more

- Look for new ways to use them
- Align them to your goals

### 1 Competitive



- You are motivated by competing against others. For you, winning is the thing that matters.
- You like to measure your abilities relative to others. You gauge your progress and success by this.
- You feel great when you are first, but you tend to take it hard when you lose. Losing can sometimes hurt.

**Use more** – If you have held back your competitiveness, look for groups and hobbies, or work situations, that will encourage your will to win once again.

### 5 Change Agent



- You are able to see the real benefits of change. You like to be involved with and to bring about change.
- You often become an advocate for new developments.
- Your enthusiasm for change entices others, who may otherwise have been more reluctant about the change.

**Use more** – What change projects could you get involved in that have lost momentum and that need your inspiration - at work or at home?

### 2 Organiser



- You like being well-organised. Everything has its place, both at work and home.
- Your order and organisation mean that you are able to be as effective as possible in everything you do.
- You know where things are and what to do when - because you have usually organised things in advance.

**Use more** – Are there any clubs you belong to that could do with help in organising games and events? You will know people who are less organised than you, so share your tips to make life a little easier.

### 6 Legacy



- You care about future generations and want to leave a legacy through what you do.
- You like to work on things that make a difference and will have a positive impact on others.
- You want to make a positive contribution and create things that will outlast you.

**Use more** – If this feels challenging, look to bring it into your current projects and goals. Take a step back from what you are achieving, and think about the impact in not just 5 years, but in 50 years.

### 3 Humour



- You like making people laugh and look for every opportunity to do so.
- You are able to see the funny side of things and like to share this with others.
- You have the ability to crack a joke or tell a story that lightens the mood and gives enjoyment to others.

**Use more** – Could you make your Humour more purposeful? Start a blog, use it to break an awkward silence, help new people feel at ease, or spread joy to those in need of a laugh.

### 7 Time Optimiser



- Time is precious to you and you rarely waste it, squeezing in as much as you can into every day.
- You like to organise yourself so that you use your time productively.
- You may feel like you already maximise your time, but there may also be opportunities to make even more use of your time.

**Use more** – There is always more we could be doing, so consider carefully what it is you really want to add in to your daily activities. Perhaps something just for you?

### 4 Mission



- You enjoy doing things that give your life meaning and purpose.
- You could be focused on one or many different things that provide purpose.
- How you spend your time, your decisions and your future plans all tend to be aligned to your sense of mission and purpose in life.

**Use more** – Work on making your Mission something that you can work towards regularly. For example, making the world a happy place might take a while, but you could make one person happier every day.

## Use your learned behaviours when needed

- Try not to use them too much
- Use your strengths to support you

### 1 Counterpoint



- You have learned how to bring an alternative perspective to any situation.
- You try to see things differently from others, and work to present a range of alternatives.
- You are able to bring things into the discussion that other people may have missed.

**Use when needed** – Sometimes it is ok not to give an alternative perspective if it is irrelevant or going off-topic, or if you feel like it is always you doing so. Save your opinions for when they really matter.

### 2 Incubator



- You know that it can be beneficial to ponder and reflect when necessary.
- You have learned to take moments out of your day so that you can think things through.
- You are able to allow time and space to be absorbed in your own thoughts.

**Use when needed** – When you start feeling tired by thinking too much about something, ask someone else for their opinion. They might bring a different perspective and help you make decisions quicker.

### 3 Detail



- You have learned how to focus on detail, developing strategies that help you spot inaccuracies.
- When you see an error, you are quick to correct it.
- You try to avoid submitting work that contains mistakes.

**Use when needed** – Don't feel that you always have to be optimistic. Feel free to be yourself sometimes and to voice your thoughts, problems and concerns to others.

### 4 Humility



- You are a humble person, never allowing yourself to be big-headed or boastful.
- When a job is done well, you have learned to ensure credit is given to other people.
- You know that you depend on others for your success. You strive to appreciate and value their support.

**Use when needed** – Don't feel you always have to be humble. It is okay to speak about your own successes, at the same time as praising others for their work.

## Use your weaknesses less

- Delegate to others who have this as a strength
- Use your strengths to compensate

### 1 Rapport Builder

Hello

- You may find it difficult to start conversations with people quickly and easily, particularly those you are meeting for the first time.
- You prefer to be with people you already know, and try to avoid situations that require meeting new people.

**Use less** – What other strengths can you use to break the ice? Be curious, ask questions, and tell jokes. If you do have to be in these situations, don't do it too often and allow recovery time, as you may find it exhausting.

### 2 Connector



- You may not be someone who naturally makes, or thinks about, connections between the people that you meet.
- You may not notice when people have shared interests or something in common.

**Use less** – Try finding ways of finding out information that appeals to you. Try YouTube, blogs, books, magazines, the news, LinkedIn, or something else. Make sure you do it in bite-size chunks.

### 3 Unconditionality



- You may find it hard genuinely to accept and respect people for who they are, without being judgemental about them.
- You are sometimes concerned by the way that people are and the things that they do.

**Use less** – Perhaps this relates to certain situations? What makes it challenging for you? Consider using others as a sounding board when making decisions that affect other people, to get more than one perspective.

NEW FEATURE

## Your Strengths Career Guide

Whether you're just starting out in your career or looking to gain experience in a new area, choosing a role that aligns to your strengths improves how successful you are and how much you enjoy the work you do.

We've reviewed years of data across success, roles and strengths use and carefully selected 43 sectors. Below (in alphabetical order, not ranked) are the 6 sectors that most utilise your realised strengths and 2 sectors that most utilise your unrealised strengths. Use it as a guide to help you in your future career choices.

### Career Suggestions

For your realised strengths – what you perform well at, enjoy and use often



#### Accounting

Accounting professionals are responsible for managing, reporting and auditing a business or client's accounts on a domestic or global scale. Tax Specialists provide advice around the rules and regulations of tax law in their areas.



#### Marketing, Advertising & PR

Marketing, Advertising & professionals help clients connect with their audience through the promotion of brands, products and concepts, utilising a wide variety of platforms such as events, print, media advertising and the web.



#### Human Resources

Human Resource professionals help to shape the culture of a company by involving themselves in training, management and development of employees, as well as working with salaries, benefits and employment law.



#### Sport & Recreation

Sport & Recreation spans a wide variety of roles connected to the sporting industry including professional athletes, coaches, trainers, sports event coordinators and managers, and gym and fitness professionals.



#### IT

IT professionals install, monitor, configure and maintain computer hardware, software, systems and networks. This can involve offering face-to-face support for users or liaising with manufacturers and developers.



#### Social Care

Social Care professionals provide care and practical assistance to their service users, whose needs can include physical or learning disabilities, mental ill health and drug or alcohol dependencies.

### Potential Career Suggestions

For your unrealised strengths – what you perform well at, enjoy and use less often



#### Non-Profit & Voluntary

The Non-Profit & Voluntary sector is dedicated to improving the world and the lives of people. This can involve taking on multiple roles often within smaller organisations or offering specific skills and experience.



#### Training and Development

Training & Development involves designing, delivering and facilitating programmes to support and educate people with the knowledge and practical skills necessary for their work and career growth.

Learn more about your strengths and your career within our Best SELF Model



## What next?

### For Individuals

#### The Strengths Profile Book

An in-depth guide helping you to explore the language, coaching questions and development advice for each of the 60 strengths.

#### Upgrade to Expert

Build a complete picture of all 60 of your strengths, revealing where each feature within the 4 categories and how they interact across the Strengths Families.



### For Coaches

#### Coaching Toolkit

An invaluable coaching resource featuring 18 strengths conversations including improving Confidence, Wellbeing, Leadership and Careers.

#### Accreditation

Explore the theory and best practice behind coaching with strengths that will help you develop the self-assurance to coach and develop individuals.

### For Educators

#### Career Development Toolkit

Worksheets and workshop slides for 13 different career coaching conversations to make applying the strengths-based approach to your students easy.

#### Best SELF

Free online resources designed to help individuals become their best SELF, by realising and developing their strengths further to get the most from their career.



### For Organisations

#### Team Profile

Revealing your team's top realised and unrealised strengths, learned behaviours and weaknesses, it will identify hidden talents, opportunities and risks within the team.

#### Team Toolkit

Tips, best practices and a team facilitator guide with over 30 strengths development exercises for workshops – with topics such as leadership, goal achievement, and complementary partnering.



## Strengths definitions

**Action**

You feel compelled to act immediately and decisively, being keen to learn as you go.

**Adaptable**

You juggle things to meet changing demands and find the best fit for your needs.

**Adherence**

You love to follow processes, operating firmly within rules and guidelines.

**Adventure**

You love to take risks and stretch yourself outside your comfort zone.

**Authenticity**

You are always true to yourself, even in the face of pressure from others.

**Bounceback**

You use setbacks as springboards to go on and achieve even more.

**Catalyst**

You love to motivate and inspire others to make things happen.

**Centred**

You have an inner composure and self-assurance, whatever the situation.

**Change Agent**

You are constantly involved with change, advocating for change and making it happen.

**Compassion**

You really care about others, doing all you can to help and sympathise.

**Competitive**

You are constantly competing to win, wanting to perform better and be the best.

**Connector**

You make connections between people, instinctively making links and introductions.

**Counterpoint**

You always bring a different viewpoint to others, whatever the situation or context.

**Courage**

You overcome your fears and do what you want to do in spite of them.

**Creativity**

You strive to produce work that is original, by creating and combining things in imaginative ways.

**Curiosity**

You are interested in everything, constantly seeking out new information and learning more.

**Detail**

You naturally focus on the small things that others easily miss, ensuring accuracy.

**Drive**

You are very self-motivated, pushing yourself hard to achieve what you want out of life.

**Emotional Awareness**

You are acutely aware of the emotions and feelings of others.

**Empathic**

You feel connected to others through your ability to understand what they are feeling.

**Enabler**

You create the conditions for people to grow and develop for themselves.

**Equality**

You ensure that everyone is treated equally, paying close attention to issues of fairness.

**Esteem Builder**

You help others to believe in themselves and see what they are capable of achieving.

**Explainer**

You are able to simplify things so that others can understand.

**Feedback**

You provide fair and accurate feedback to others, to help them develop.

**Gratitude**

You are constantly thankful for the positive things in your life.

**Growth**

You are always looking for ways to grow and develop, whatever you are doing.

**Humility**

You are happy to stay in the background, giving others credit for your contributions.





**Humour**

You see the funny side of almost everything that happens - and make a joke of it.

**Improver**

You constantly look for better ways of doing things and how things can be improved.

## Strengths definitions

-  **Incubator**  
You love to think deeply about things, to arrive at the best conclusion.
-  **Innovation**  
You approach things in ingenious ways, coming up with new and different approaches.
-  **Judgement**  
You enjoy making decisions and are able to make the right decision quickly and easily.
-  **Legacy**  
You want to create things that will outlast you, delivering a positive and sustainable impact.
-  **Listener**  
You are able to listen intently to and focus on what people say.
-  **Mission**  
You pursue things that give you a sense of meaning and purpose in your life.
-  **Moral Compass**  
You have a strong ethical code, always acting in accordance with what you believe is right.
-  **Narrator**  
You love to tell stories and see the power of these stories to convey insights.
-  **Optimism**  
You always maintain a positive attitude and outlook on life.
-  **Organiser**  
You are exceptionally well-organised in everything you do.
-  **Persistence**  
You achieve success by keeping going, particularly when things are difficult.
-  **Personal Responsibility**  
You take ownership of your decisions and hold yourself accountable for your promises.
-  **Personalisation**  
You recognise everyone as a unique individual, noticing their subtle differences.
-  **Persuasion**  
You enjoy bringing others round to your way of thinking and winning their agreement.
-  **Planner**  
You make plans for everything you do, covering all eventualities.
-  **Prevention**  
You think ahead, to anticipate and prevent problems before they happen.
-  **Pride**  
You strive to produce work that is of the highest standard and quality.
-  **Rapport Builder**  
You establish rapport and relationships with others quickly and easily.
-  **Relationship Deepener**  
You have a natural ability to form deep, long-lasting relationships with people.
-  **Resilience**  
You take hardships in your stride, recovering quickly and getting on with things again.
-  **Resolver**  
You love to solve problems, the more difficult the better.
-  **Self-awareness**  
You know yourself well, understanding your own emotions and behaviour.
-  **Self-belief**  
You are confident in your own abilities, knowing that you can achieve your goals.
-  **Service**  
You are constantly looking for ways to help and serve others.
-  **Spotlight**  
You love to be the focus of everyone's attention.
-  **Strategic Awareness**  
You pay attention to the wider context and bigger picture to inform your decisions.
-  **Time Optimiser**  
You maximise your time, to get the most out of whatever time you have available.
-  **Unconditionality**  
You accept people for who and what they are, without ever judging them.
-  **Work Ethic**  
You are very hard working, putting a lot of effort into everything you do.
-  **Writer**  
You love to write, conveying your thoughts and ideas through the written word.