



sovereign

STRENGTHS · PROFILE

CASE STUDY

Sovereign provides more than 57,000 homes for around 130,000 residents across the south, southwest of England and the Isle of Wight, and employs around 2,000 people.

It has achieved Investors in People Gold accreditation and is a Living Wage Foundation Employer. It is also a Disability Confident Employer.

The Challenge

One of the largest housing associations in the UK, Sovereign has long been an advocate of strengths-based development.

Working with strengths has helped individuals to learn more about themselves and to work better as individuals and teams. As the organization has grown Sovereign wanted to extend its resource and capability to deliver feedback and really start to embed strengths as a business tool.

The Approach

Strengths Profile, with its 60 individual strengths, its analysis of realized and unrealized strengths as well as its feedback on what it means for the individuals and teams concerned, provides a positive platform for self-awareness, development and performance conversations.

Sovereign has worked with Strengths Profile for five years now and has developed its own faculty with 14 Strengths Profile accredited practitioners. Each of these has completed Capp's Accreditation Programme, which helps them to get the best from people, maximize their strengths and unlock potential.

They deliver feedback on a one-to-one basis with individuals completing Strengths Profile, as well as with teams delivering development sessions that incorporate a range of individual and team strengths awareness exercises. They also give support in recognizing and understanding the opportunity and impact of their collective team strengths and how these can support the delivery of business goals.

The Outcome

Following a merger in 2016, strengths has been a valuable tool in helping new teams come together and understand more about each other and capitalize on the strengths and effectiveness of these new teams. Since its implementation, over 300 people have completed and received feedback on their Strengths Profile, as well as 40 team sessions taking place.

"Sovereign is a relational business, working with employees, residents, partners and stakeholders. Strengths Profile has helped us understand each other and collaborate more effectively. We have a common language to be aware and work with people's strengths, getting the best out of people and being most effective."

Clare Kirk, Organizational Development Consultant