



StrengthsFinder 2.0 Report

Strengths Insight and Action-Planning Guide

SURVEY COMPLETION DATE: 10-07-2012

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Your Top 5 Themes

Positivity
Woo
Belief
Empathy
Connectedness

What's in This Guide?

[Section I: Awareness](#)

- A brief Shared Theme Description for each of your top five themes
- Your Personalized Strengths Insights, which describe what makes you stand out from others with the same theme in their top five
- Questions for you to answer to increase your awareness of your talents

[Section II: Application](#)

- 10 Ideas for Action for each of your top five themes
- Questions for you to answer to help you apply your talents

[Section III: Achievement](#)

- Examples of what each of your top five themes "sounds like" -- real quotes from people who also have the theme in their top five
- Steps for you to take to help you leverage your talents for achievement

Section I: Awareness

Positivity

Shared Theme Description

People who are especially talented 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.

Your Personalized Strengths Insights

What makes you stand out?

Driven by your talents, you might feel upbeat about life when you realize you can read several hundred pages of written material in a single sitting. By nature, you might be more upbeat about life when you are surrounded by teammates, classmates, coworkers, family members, friends, or even strangers. Instinctively, you may be a bit happier with your own life when you can convince certain individuals they are valuable. Perhaps you express appreciation for their upbeat attitudes or their special talents. When you realize someone feels glum, you might make an effort to boost that person's spirits. Because of your strengths, you may decide that all is well in your life when you allow each day to unfold on its own terms. You might feel restricted or boxed in by people who force you to adhere to their plans, processes, rules, or procedures. Occasionally you argue that people must be flexible as they plan for the future. Why? Life is filled with constant surprises and change. Perhaps you avoid creating undue stress for yourself or others by acknowledging this simple fact. It's very likely that you may decide that life is grand when you have more ideas to offer a group than anyone else. When you are excited about the details of an original thought, you might insist people give you their undivided attention. Sometimes your assertiveness surprises you as well as others.

Questions

1. As you read your personalized strengths insights, what words, phrases, or lines stand out to you?
2. Out of all the talents in this insight, what would you like for others to see most in you?

Woo

Shared Theme Description

People who are especially talented 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.

Your Personalized Strengths Insights

What makes you stand out?

Because of your strengths, you recognize your upbeat attitude inspires people. You generate good feelings in others by emphasizing their successes, contributions, and favorable traits. Eager to bond with people, you are quick to give sincere compliments and send congratulatory messages. By nature, you are sometimes the person whom team members know best. Perhaps you reveal more information about yourself than some people would feel comfortable sharing. Instinctively, you may handle yourself well in specific types of social situations. Occasionally you set aside your work or studies to enjoy of the company of friends, newcomers, or strangers. You might rearrange your schedule or priorities to accommodate the needs of a particular person or group. Driven by your talents, you sometimes infuse energy into members of your team. Perhaps you enjoy life more than some people do. Why? You might choose to concentrate on what is good rather than on what is bad. It's very likely that you may be guileless — that is, candid and frank — about what you think or feel. You might reveal many details regarding your past, your present circumstances, or your future prospects. Some individuals appreciate your plainspoken and open style. Maybe you spend little, if any, time pretending you can do or be something you know you cannot. You might win some new friends by being open about yourself.

Questions

1. As you read your personalized strengths insights, what words, phrases, or lines stand out to you?
2. Out of all the talents in this insight, what would you like for others to see most in you?

Belief

Shared Theme Description

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

Your Personalized Strengths Insights

What makes you stand out?

By nature, you might feel best about yourself when you are honest and forthright. Perhaps telling untruths or omitting important facts violates your personal code of ethics. It's very likely that you try to be helpful to others in ways that may improve their lives. Perhaps you hope to leave the world in better shape than you found it. Chances are good that you have no doubts about being linked in some way with everything in the universe. This includes all creation and all humankind. Instinctively, you may be particularly cheerful and upbeat when people accept your strong feelings about matters that affect the quality of your life. Because of your strengths, you frequently engage in laborious tasks. You yearn to dedicate yourself to worthy causes or noble purposes. Fortifying the bonds between yourself, the people you know, or even those you will never meet gives your life special meaning.

Questions

1. As you read your personalized strengths insights, what words, phrases, or lines stand out to you?
2. Out of all the talents in this insight, what would you like for others to see most in you?

Empathy

Shared Theme Description

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

Your Personalized Strengths Insights

What makes you stand out?

Instinctively, you understand things about people that others often overlook. You are fascinated by the peculiar behaviors that distinguish individuals from one another. Typically you are mindful of every human being's uniqueness. You automatically identify the major and minor differences among people. It's very likely that you are keenly aware of people's feelings, needs, and thoughts. You can interpret what someone is saying as well as what the person is not saying. You naturally translate the meaning of nonverbal cues, such as smiles, frowns, raised eyebrows, crossed arms, or handshakes. Chances are good that you are keenly aware of the needs and desires of people. These insights allow you to freely share your knowledge, skills, experiences, and expertise with many individuals. You instinctively understand how to make others feel good. You probably are known as a giver, not a taker. Family members, friends, classmates, teammates, and acquaintances usually look forward to spending time with you. Driven by your talents, you can sometimes instill a sense of self-worth in individuals. Perhaps you are one of the people in their lives who values them, sees what they can become, and believes in them. By nature, you might be able to tune in to the mood of your group or interpret the emotions that certain members of the team are experiencing.

Questions

1. As you read your personalized strengths insights, what words, phrases, or lines stand out to you?
2. Out of all the talents in this insight, what would you like for others to see most in you?

Connectedness

Shared Theme Description

People who are especially talented 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.

Your Personalized Strengths Insights

What makes you stand out?

Because of your strengths, you consider people more important than things. The value you place on humankind guides your decision-making. It also influences what you say and do as well as what you choose not to say and do. By nature, you assert — that is, declare and affirm — that every person comes into your life for a definite purpose. This explains why you launch into discussions or engage in small talk with people you are meeting for the first time. You really want to figure out why your paths in life have crossed. Driven by your talents, you sense every event is somehow the consequence of a series of actions, reactions, or lack of actions. You can accept that which cannot be fully explained using logic. You say there are no accidents. You are confident that things are linked together for a purpose that may or may not be revealed to you. Instinctively, you rely on your awareness of others' feelings, thoughts, and needs to guide you into and through partnerships. You consider various ways to initiate, nurture, and sustain the linkages between individuals and groups. You bring people together. You help them discover reasons to cooperate and support one another. It's very likely that you argue that hard work influences the course of your life more than anything else. You make your own good fortune by preparing yourself to take advantage of opportunities as they arise. Each time you are successful, you can outline exactly what you did to reach a goal. You link together facts, incidents, conversations, or available resources to understand your accomplishments. You resist the notion that life is nothing more than a game of chance.

Questions

1. As you read your personalized strengths insights, what words, phrases, or lines stand out to you?
2. Out of all the talents in this insight, what would you like for others to see most in you?

Questions

1. How does this information help you better understand your unique talents?
2. How can you use this understanding to add value to your role?
3. How can you apply this knowledge to add value to your team, workgroup, department, or division?
4. How will this understanding help you add value to your organization?
5. What will you do differently tomorrow as a result of this report?

Section II: Application

Positivity

Ideas for Action:

- You probably will excel in any role in which you are paid to highlight the positive. A teaching role, a sales role, an entrepreneurial role, or a leadership role will make the most of your ability to make things dramatic.
- You tend to be more enthusiastic and energetic than most people. When others become discouraged or are reluctant to take risks, your attitude will provide the impetus to keep them moving. Over time, others will start to look to you for this “lift.”
- Plan highlight activities for your friends and colleagues. For example, find ways to turn small achievements into events, plan regular celebrations that others can look forward to, or capitalize on the year’s holidays and festivals.
- Explain that your enthusiasm is not simple naivety. You know that bad things can happen; you simply prefer to focus on the good things.
- You may get your greatest joy by encouraging people. Freely show your appreciation of others, and make sure that the praise is not vague. Consistently seek to translate your feelings into specific, tangible, and personal expressions of gratitude and recognition.
- As you share your Positivity talents, be sure to protect and nurture them. As necessary, insulate yourself from chronic whiners and complainers, and intentionally spend time in highly positive environments that will invigorate and feed your optimism.
- Don’t pretend that difficulties don’t concern you. Other people need to know that while you find the good in virtually every situation, you are not naïve. Recognize challenges, and communicate the reasons for your optimism. Your positive approach will be most powerful when others realize it is grounded in reality.
- Because people will rely on you to help them rise above their daily frustrations, arm yourself with good stories, jokes, and sayings. Never underestimate the effect that you can have on people.
- Avoid negative people. They will bring you down. Instead, seek people who find the same kind of drama and humor in the world that you do. You will energize each other.
- Deliberately help others see the things that are going well for them. You can keep their eyes on the positive.

Questions

1. Which of these action items speak to you? Highlight the actions that you are most likely to take.
2. How will you commit to taking action? Write your own personalized action item that you will take in the next 30 days.

Woo

Ideas for Action:

- Choose a job in which you can interact with many people over the course of a day.
- Deliberately build the network of people who know you. Tend to it by checking in with each person at least once a month.
- Join local organizations, volunteer for committees, and find out how to get on the social lists of the influential people where you live.
- Learn the names of as many people as you can. Create a file of the people you know, and add names as you become acquainted. Include a snippet of personal information — such as their birthday, favorite color, hobby, or favorite sports team.
- In social situations, take responsibility for helping put reserved people at ease.
- Find the right words to explain that networking is part of your style. If you don't claim this theme, others might mistake it for insincerity and wonder why you are being so friendly.
- Partner with someone with dominant Relator or Empathy talents. This person can solidify the relationships that you begin.
- Your Woo talents give you the ability to quicken the pulse of your surroundings. Recognize the power of your presence and how you open doors for an exchange of ideas. By simply starting conversations that engage others and bring talented people together, you will take performance up a notch — or several.
- The first moments of any social occasion are crucial to how comfortable people will be and how they will remember the event. Whenever possible, be one of the first people others meet. Your capacity for meeting and greeting new people will help to quickly put them at ease.
- Practice ways to charm and engage others. For example, research people before you meet them so you can talk about your common interests.

Questions

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Belief

Ideas for Action:

- Clarify your values by thinking about one of your best days ever. How did your values play into the satisfaction that you received on that day? How can you organize your life to repeat that day as often as possible?
- Actively seek roles that fit your values. In particular, think about joining organizations that define their purpose by the contribution they make to society.
- The meaning and purpose of your work will often provide direction for others. Remind people why their work is important and how it makes a difference in their lives and in the lives of others.
- Your Belief talents allow you to talk to the hearts of people. Develop a “purpose statement” and communicate it to your family, friends, and coworkers. Your powerful emotional appeal can give them a motivating sense of contribution.
- Create a gallery of letters and/or pictures of the people whose lives you have substantially influenced. When you are feeling down or overwhelmed, remind yourself of your value by looking at this gallery. It will energize you and revive your commitment to helping others.
- Set aside time to ensure that you are balancing your work demands and your personal life. Your devotion to your career should not come at the expense of your strong commitment to your family.
- Don’t be afraid to give voice to your values. This will help others know who you are and how to relate to you.
- Actively cultivate friends who share your basic values. Consider your best friend. Does this person share your value system?
- Partner with someone who has strong Futuristic talents. This person can energize you by painting a vivid picture of the direction in which your values will lead.
- Accept that the values of other people might differ from your own. Express your beliefs without being judgmental.

Questions

1. Which of these action items speak to you? Highlight the actions that you are most likely to take.
2. How will you commit to taking action? Write your own personalized action item that you will take in the next 30 days.

Empathy

Ideas for Action:

- Help your friends and colleagues be more aware when one of your peers is having a difficult time. Remember, most people do not have your ability to pick up on sensitive situations.
- Act quickly and firmly when others behave in a way that is unhealthy for themselves or others. Understanding someone's emotional state does not mean that you must excuse this behavior. Be aware that when your empathy turns to sympathy, others might see you as a "bleeding heart."
- Partner with someone with strong Command or Activator talents. This person will help you take needed action, even though people's feelings might suffer as a result.
- Consider serving others as a confidante or mentor. Because trust is paramount to you, people are likely to feel comfortable approaching you with any need. Your discretion and desire to be genuinely helpful will be greatly valued.
- At times, your empathy for others may overwhelm you. Create some rituals that you can use at the end of your day to signal that work is over. This will help buffer your emotions and prevent burnout.
- Identify a friend who has strong Empathy talents, and check your observations with him or her.
- Sensitive to the feelings of others, you readily gauge the emotional tone of a room. Use your talents to forge a bridge of understanding and mutual support. Your empathy will be especially important during trying times because it will demonstrate your concern, thereby building loyalty.
- Witnessing the happiness of others brings you pleasure. Consequently, you are likely to be attuned to opportunities to underscore others' successes and positively reinforce their achievements. At each opportunity, deliver a kind word of appreciation or recognition. In doing so, you are likely to make a profound and engaging impression.
- Because you are observant of how others are feeling, you are likely to intuit what is about to happen before it becomes common knowledge. Although your intuitions may at times seem nothing more than 'hunches', take conscious note of them. They may turn out to be valuable assets.
- Sometimes empathy does not require words at all. A kind gesture may be all someone needs to be reassured. Use your Empathy talents to nonverbally comfort others with a glance, a smile, or a pat on the arm.

Questions

1. Which of these action items speak to you? Highlight the actions that you are most likely to take.
2. How will you commit to taking action? Write your own personalized action item that you will take in the next 30 days.

Connectedness

Ideas for Action:

- Consider roles in which you listen and counsel. You can become adept at helping other people see connection and purpose in everyday occurrences.
- Explore specific ways to expand your sense of connection, such as starting a book club, attending a retreat, or joining an organization that puts Connectedness into practice.
- Within your organization, help your colleagues understand how their efforts fit in the larger picture. You can be a leader in building teams and helping people feel important.
- You are aware of the boundaries and borders created within organizations and communities, but you treat these as seamless and fluid. Use your Connectedness talents to break down silos that prevent shared knowledge.
- Help people see the connections among their talents, their actions, their mission, and their successes. When people believe in what they are doing and feel like they are part of something bigger, commitment to achievement is enhanced.
- Partner with someone with strong Communication talents. This person can help you with the words you need to describe vivid examples of connection in the real world.
- Don't spend too much time attempting to persuade others to see the world as a linked web. Be aware that your sense of connection is intuitive. If others don't share your intuition, rational argument will not persuade them.
- Your philosophy of life compels you to move beyond your own self-interests and the interests of your immediate constituency and sphere of influence. As such, you see the broader implications for your community and the world. Explore ways to communicate these insights to others.
- Seek out global or cross-cultural responsibilities that capitalize on your understanding of the commonalities inherent in humanity. Build universal capability, and change the mindset of those who think in terms of "us" and "them."
- Connectedness talents can help you look past the outer shell of a person to embrace his or her humanity. Be particularly aware of this when you work with someone whose background is very different from yours. You can naturally look past the labels and focus on his or her essential needs.

Questions

1. Which of these action items speak to you? Highlight the actions that you are most likely to take.
2. How will you commit to taking action? Write your own personalized action item that you will take in the next 30 days.

Section III: Achievement

Look for signs of achievement as you read these real quotes from people who share your top five themes.

Positivity sounds like this:

Gerry L., flight attendant: “There are so many people on an airplane that I have made it a point over the years to single out one or two on a flight and make it something special for them. Certainly, I will be courteous to everybody and extend to them the kind of professionalism that I would like given to me, but over and above that, I try to make one person or family or small group of people feel particularly special, with jokes and conversation and little games that I play.”

Andy B., Internet marketing executive: “I am one of those people who loves creating buzz. I read magazines all the time, and if I find something fun — some new store, new lip gloss, whatever — I will charge around telling everyone about it. ‘Oh, you just have to try this store. It is so-o-o cool. Look at these pictures. Check them out.’ I am so passionate when I talk about something that people just have to do what I say. It’s not that I am a great salesperson. I’m not. In fact, I hate asking for the close; I hate bothering people. It’s just that my passion about what I say makes people think, ‘Gosh, it must be true.’”

Sunny G., communications manager: “I think the world is plagued with enough negative people. We need more positive people — people who like to zero in on what is right with the world. Negative people just make me feel heavy. In my last job, there was a guy who came into my office every morning just to unload on me. I would purposely dodge him. I’d see him coming, and I’d run to the bathroom or go some other place. He made me feel as if the world was a miserable place, and I hated that.”

Woo sounds like this:

Deborah C., publishing executive: “I have made best friends out of people that I have met passing in the doorway. I mean, it’s awful, but wooing is part of who I am. All my taxi drivers propose to me.”

Marilyn K., college president: “I don’t believe I’m looking for friends, but people call me a friend. I call people and say, ‘I love you,’ and I mean it because I love people easily. But friends? I don’t have many friends. I don’t think I am looking for friends. I am looking for connections. And I am really good at that because I know how to achieve common ground with people.”

Anna G., nurse: “I think I am a little shy sometimes. Usually I won’t make the first step out. But I do know how to put people at ease. A lot of my job is just humor. If the patient is not very receptive, my role becomes that of a stand-up comedian. I’ll say to an eighty-year-old patient, ‘Hi, you handsome guy. Sit up. Let me get your shirt off. That’s good. Take your shirt off. Whoa, what a chest on this man!’ With kids, you have to start very slowly and say something like, ‘How old are you?’ If they say, ‘Ten,’ then I say, ‘Really? When I was your age, I was eleven’ — silly stuff like that to break the ice.”

Belief sounds like this:

Michael K., salesperson: “The vast majority of my nonworking time goes to my family and to the things we do in the community. I was on the countywide Boy Scouts board of directors. And when I was a Boy Scout, I was pack leader. When I was an Explorer, I was junior assistant leader for the Boy Scouts. I just like being with kids. I believe that’s where the future is. And I think you can do a whole lot worse with your time than investing it in the future.”

Lara M., college president: “My values are why I work so hard every day at my job. I put hours and hours into this job, and I don’t even care what I get paid. I just found out that I am the lowest paid college president in my state, and I don’t even care. I mean, I don’t do this for the money.”

Tracy D., airline executive: “If you are not doing something important, why bother? Getting up every day and working on ways to make flying safer seems important to me, purposeful. If I didn’t find this purpose in my job, I don’t know if I could work through all the challenges and frustrations that get in my way. I think I would get demoralized.”

Empathy sounds like this:

Alyce J., administrator: “Recently, I was in a meeting of trustees where one of the individuals was presenting a new idea that was critical to her and to the life of this group. When she was finished, no one heard her opinion, no one really heard her. It was a powerfully demoralizing moment for her. I could see it in her face, and she wasn’t herself for a day or two afterward. I finally raised the issue with her and used words that helped describe how she was feeling. I said, ‘Something’s wrong,’ and she started to talk. I said, ‘I really understand. I know how important this was for you, and you don’t seem like yourself,’ and so on. And she finally gave words to what was going on inside her. She said, ‘You’re the only one who heard me and who has said one word to me about it.’”

Brian H., administrator: “When my team is making decisions, what I like to do is say, ‘Okay, what will this person say about this? What will that person say about it?’ In other words, put yourself in their position. Let’s think about the arguments from their perspective so that we can all be more persuasive.”

Janet P., schoolteacher: “I never played basketball because they didn’t have it for women when I was a kid, but I believe I can tell at a basketball game when the momentum is changing, and I want to go to the coach and say, ‘Get them revved up. You are losing them.’ Empathy also works in large groups; you can feel the crowd.”

Connectedness sounds like this:

Mandy M., homemaker: “Humility is the essence of Connectedness. You have to know who you are and who you aren’t. I have a piece of the wisdom. I don’t have much of it, but what I do have is real. This isn’t grandiosity. This is real humility. You have confidence in your gifts, real confidence, but you know you don’t have all the answers. You start to feel connected to others because you know they have wisdom that you don’t. You can’t feel connected if you think you have everything.”

Rose T., psychologist: “Sometimes I look at my bowl of cereal in the morning and think about those hundreds of people who were involved in bringing me my bowl of cereal: the farmers in the field, the biochemists who made the pesticides, the warehouse workers at the food preparation plants, even the marketers who somehow persuaded me to buy this box of cereal and not a different one sitting next to it on the shelf. I know it sounds strange, but I give thanks to these people, and just doing that makes me feel more involved with life, more connected to things, less alone.”

Chuck M., teacher: “I tend to be very black and white about things, but when it comes to understanding the mysteries of life, for some reason, I am much more open. I have a big interest in learning about all different religions. I am reading a book right now that talks about Judaism versus Christianity versus the religion of the Canaanites. Buddhism, Greek mythology — it’s really interesting how all of these tie together in some way.”

Questions

1. Talk to friends or coworkers to hear how they have used their talents to achieve.

2. How will you use your talents to achieve?