

The ROI of Strengths

Why a strengths based approach
to developing leaders is
good business

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Agenda

Presentation

Word Cloud & Tag Line Exercise

Break

Walking the Words Exercise

2 options - Current / Future Position or Job Search

Power of Commitment Exercise

Lunch

Traditional Approach

Each person can learn to be competent in almost anything

Each person's greatest room for growth is in his/her areas of greatest weakness

Fix
Weakness

\$ spent on training vs. selecting

Rules-based

\$ spent on plugging gaps

Belief → **Intent** → **Result**

The Language of Traditional Development

Competent Satisfactory
Suitable Ordinary Capable
Okay Tolerable
Meets Expectations Fine
Usual Conforms Acceptable
Adequate Regular

The Energy of Traditional Development

Inadequate
Shame Not Good Enough
Avoidance **Fear** Defensiveness
Anxiety Denial **Anger**
Confusion Embarrassment
Demeaning



The Power of Strengths

Your talent - those thoughts, feelings and behaviors that come naturally to you - are the source of your true potential. The better you can apply these talents, the greater your potential to consistently act with more confidence, direction and hope.

- Gallup, Inc.

Strengths-Based Approach

Each person's talents are **enduring and unique**

Each person's greatest room for growth is in his/her areas of **greatest strength**

Build Natural Skills
&
Manage Weakness

6x more engaged

3x higher quality of life

7.8% more productive

Belief → **Intent** → **Result**

The Language of Strengths-Based Development

Expert

Engaged

Special

Best

Great

Fabulous

Extraordinary

Exceeds Expectations

Astonishing

Unique

Outstanding

Exceptional

The Energy of Strengths-Based Development

Happy
Playful Confident
Strong Joyful Collaborative
Calm Aware Excited
Creative Energized Proud

The Business Case for Strengths

Significant impact on 6 major metrics

▶ Customer Engagement	3.4 - 6.9%	↑
▶ Employee Engagement	9.0 - 15.0%	↑
▶ Profit	14.4 - 29.4%	↑
▶ Safety Incidents	22.0 - 59.0%	↓
▶ Sales	10.3 - 19.3%	↑
▶ Turnover - Low Rate	5.8 - 16.1%	↓
▶ Turnover - High Rate	26.0 - 71.8%	↓

Source: The Relationship Between Strengths-Based Employee Development and Organizational Outcomes, 2015 Strengths Meta-Analysis

Gallup Q12		Customer Satisfaction	Profitability	Productivity	Retention
	Overall satisfaction		X	X	
What do I get?	I know what is expected of me at work.	X	X	X	X
	I have the materials and equipment I need to do my work right.			X	X
What do I give?	At work, I have the opportunity to do what I do best every day.	X	X		X
	In the last seven days, I have received recognition or praise for doing good work.	X	X	X	
	My supervisor, or someone at work, cares about me as a person.	X	X	X	X
	There is someone at work who encourages my development.		X	X	
Do I belong?	At work, my opinions seem to count.		X	X	
	The mission or purpose of my company makes me feel my job is important.			X	
	My associates or fellow employees are committed to doing quality work.		X	X	
	I have a best friend at work.	X		X	
How can I grow?	In the last six months, someone at work has talked to me about my progress.	X		X	
	This last year, I have had opportunities at work to learn and grow.		X		

Business Case for Strengths

Cost effective and sustainable

- ▶ Cost effective - \$20 - \$30 for Top 5 Strengths
 - ▶ \$89 for ranking of all 34
- ▶ no special language to learn - descriptions are written in every day language.
- ▶ adoption & retention levels
- ▶ easy to apply - individually, teams, organization
- ▶ access to broad range of tools & resources - all for the cost of the assessment.

Charting your Strengths

Executing	Influencing	Relationship Building	Strategic Thinking
Achiever Arranger Belief Consistency Deliberative Discipline Focus Responsibility Restorative	Activator Command Communication Competition Maximizer Self-Assurance Significance WOO	Adaptability Developer Connectedness Empathy Harmony Includer Individualization Positivity Relator	Analytical Context Futuristic Ideation Input Intellection Learner Strategic

Word Cloud & Tag Line

- ▶ Supplies needed:
 - ▶ Instruction Sheet
 - ▶ Markers/Highlighters/Crayons/Colored Pencils
 - ▶ Paper
- ▶ Steps:
 - ▶ Gather your words
 - ▶ Create a Word Cloud
 - ▶ Discover your tag line

Break



Walking the Words

- ▶ Supplies needed:
 - ▶ Instruction Sheet
 - ▶ Word Cloud & Tag Line
 - ▶ Paper
- ▶ Pick exercise
 - ▶ Current or Future Position
 - ▶ Career Transition

Walking the Words

Current / Future Position

- ▶ Identify the Responsibilities
- ▶ Identify the Strengths at Work
- ▶ Rewrite Your responsibilities

Career Transition

- ▶ Describe the Ideal
- ▶ Develop a Strength-based Resume
- ▶ Tell Your Story

Power of Commitment

- ▶ Instructions:
 - ▶ Get into small groups of 2-4 people
 - ▶ Taking turns, complete the following statements
 - ▶ My tag line is...
 - ▶ My key learning from this session is...
 - ▶ And I am committed to doing...

Stay in touch



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