

Your CliftonStrengths® 34 Results

You are uniquely powerful. Your distinct CliftonStrengths 34 profile sets you apart from everyone else. This is your talent DNA, shown in rank order based on your responses to the assessment.

Use this report to make the most of your strongest CliftonStrengths themes, navigate the rest and maximize your infinite potential:

- **Read and reflect on your results** to understand what you naturally do best.
- **Learn how to apply** your strongest CliftonStrengths every day.
- **Share your results with others** to create stronger relationships and improve teamwork.



STRENGTHEN

- 1. **Maximizer**
- 2. **Activator**
- 3. **Woo**
- 4. **Adaptability**
- 5. **Connectedness**
- 6. Communication
- 7. Self-Assurance
- 8. Strategic
- 9. Positivity
- 10. Empathy

NAVIGATE

- 11. Includer
- 12. Ideation
- 13. Input
- 14. Futuristic
- 15. Arranger
- 16. Developer
- 17. Relator
- 18. Command
- 19. Individualization
- 20. Belief
- 21. Achiever
- 22. Learner
- 23. Responsibility
- 24. Significance
- 25. Intellection
- 26. Deliberative
- 27. Discipline
- 28. Harmony
- 29. Restorative
- 30. Consistency
- 31. Focus
- 32. Analytical
- 33. Context
- 34. Competition

You lead with **Influencing** CliftonStrengths themes.

EXECUTING themes help you make things happen.

INFLUENCING themes help you take charge, speak up and make sure others are heard.

RELATIONSHIP BUILDING themes help you build strong relationships that hold a team together.

STRATEGIC THINKING themes help you absorb and analyze information that informs better decisions.

READ "IDENTIFY YOUR UNIQUE CONTRIBUTION: THE CLIFTONSTRENGTHS DOMAINS" SECTION TO [LEARN MORE](#)

Unleash Your Infinite Potential: Your Strongest CliftonStrengths®



- 1. **Maximizer**
- 2. **Activator**
- 3. **Woo**
- 4. **Adaptability**
- 5. **Connectedness**
- 6. Communication
- 7. Self-Assurance
- 8. Strategic
- 9. Positivity
- 10. Empathy

The CliftonStrengths at the top of your profile are the most powerful.

These themes represent how you are uniquely talented. They are the starting point for living your strongest life possible.

Develop these CliftonStrengths to maximize your potential

Your greatest chance to succeed — at work or anywhere else — lies in strengthening what you naturally do best and doing more of it.

Start with your top five.

They are your most powerful natural talents.

1. **Read everything about your top CliftonStrengths.** To make the most of your talents, you first need to understand them and how to describe them to others.
2. **Reflect on who you are.** Think about your experiences, your motivations and how you see yourself. Then, consider how your CliftonStrengths shape you: what you do, how you do it and why.
3. **Use these CliftonStrengths every day.** Start with the suggestions in this report for applying your most powerful CliftonStrengths.
4. **Watch out for blind spots.** Sometimes how you exhibit your strongest CliftonStrengths can cause unintended negative misperceptions. Read the "What Is a Weakness?" section to learn more about preventing your strongest CliftonStrengths from getting in your way.

Then focus on your CliftonStrengths 6-10.

Apply the same strategies to make the most of your next five CliftonStrengths. You will excel and become the absolute best version of yourself when you take a strengths-based approach to your life. Do more of what you do best, and you'll feel more engaged, empowered and energized.

**INFLUENCING**

1. Maximizer®

HOW YOU CAN THRIVE

You focus on strengths as a way to stimulate personal and group excellence. You seek to transform something strong into something superb.

WHY YOUR MAXIMIZER IS UNIQUE

These Strengths Insights are personalized based on your CliftonStrengths results.

Chances are good that you may prefer to spend time with people who respect and approve of your talents. Perhaps you can sense when individuals belittle your abilities or discount your results.

It's very likely that you may surround yourself with individuals who appreciate your personality traits. Perhaps their comments inspire you to get as much as possible out of the skills, knowledge, or talents you possess. Investing in your own growth might be one way you strive to improve as a person or as a professional.

Instinctively, you take full advantage of your talents. This is how you move toward your goals.

Because of your strengths, you may surround yourself with people who notice what you do right and applaud what you do well. Maybe you avoid critics who dwell on your shortcomings.

Driven by your talents, you exhibit an awareness about what you do and do not do well. You trust your instincts in this regard. Over time, you have progressed faster and moved further by relying on your talents. You simply refuse to risk losing confidence in yourself by tackling assignments for which you lack the talent, even when you may possess some relevant knowledge, skills, or experience.

WHY YOU SUCCEED USING MAXIMIZER

You focus on quality, and you prefer working with and for the best. By seeing what each person naturally does best and empowering them to do it, you make individuals, teams and groups better.

TAKE ACTION TO MAXIMIZE YOUR POTENTIAL

Strive for excellence, and encourage others to do the same.

- Stay focused on your own strengths. Choose one talent you want to maximize each month, and invest in building on it. Refine your skills. Acquire new knowledge. Practice. Keep working toward mastery.
- Make your weaknesses irrelevant. Find a partner, devise a support system or use one of your stronger themes to compensate for your weaker ones.
- Help your friends and coworkers recognize others' talents and strengths.
- Develop a plan to use your strengths outside of work. Consider how your strengths relate to your personal mission and how they can benefit your family or community.
- Study success. Spend time with people who have discovered their strengths. The more you understand how using strengths leads to success, the more likely you will be to create success in your own life.

WATCH OUT FOR BLIND SPOTS

- Your desire to exhaust all possible outcomes can frustrate those who want to come to a suitable conclusion and move forward. Sometimes, you will need to accept that "good enough" is adequate and appropriate.
- You might be disappointed when a project or initiative falls short of your definition of excellence. Try not to get discouraged when you have to work on or sign off on something that is acceptable, but not ideal, in your eyes.

**INFLUENCING**

2. Activator®

HOW YOU CAN THRIVE

You can make things happen by turning thoughts into action. You want to do things now, rather than simply talk about them.

WHY YOUR ACTIVATOR IS UNIQUE

These Strengths Insights are personalized based on your CliftonStrengths results.

By nature, you might generate enthusiasm in people by convincing them of their abilities. Periodically your optimistic outlook helps others believe in their potential. To some extent, you encourage individuals to take action sooner rather than later. Perhaps you also challenge individuals to see major or even minor assignments as opportunities to excel.

Driven by your talents, you are comfortable telling others stories about your personal habits, qualities, experiences, or background. Your forthcoming nature probably enables others to share their thoughts and feelings with you.

Chances are good that you might spot some emerging trends or problems others fail to notice. You sometimes generate innovative ideas before selecting the best option. Perhaps your proposals, coupled with your optimism, ignite people's enthusiasm for certain endeavors.

Because of your strengths, you occasionally galvanize — that is, spark or excite — people's enthusiasm by pointing out things they have done well. Once in a while, you encourage individuals to revel in their accomplishments.

It's very likely that you may energize some people with your ideas about what can be changed or done better. Perhaps you describe how individuals or groups can benefit from your suggestions. Your optimistic approach might inspire others to design improvement plans. You occasionally rally individuals to support and execute those plans.

WHY YOU SUCCEED USING ACTIVATOR

You are a catalyst. You naturally know how to turn ideas into action, and you make things happen. Your energy can be contagious and engaging.

TAKE ACTION TO MAXIMIZE YOUR POTENTIAL

Be the catalyst. When others are stuck, make a decision and get going.

- Record your insights or revelations when you have them so you can act on them later.
- Take responsibility for your intensity. Your drive to make things happen can be the push that people and groups need to move from discussion to action.
- Put yourself in situations where you can make things happen. Your energy and tempo will engage you and the people you work with.
- Take on the role of asking for action items in meetings. Be the one who forces the group to commit to next steps before the meeting is over.
- Find work that allows you to make your own decisions and act on them. In particular, look for startup or turnaround opportunities.

WATCH OUT FOR BLIND SPOTS

- Sometimes you might charge ahead and act without a solid plan. Before making a major decision, think about challenging yourself to consider alternatives and weigh options first.
- The force of your urging people to take action might make them feel overwhelmed and pressured to act before they are comfortable. Remember that others may not feel that same urgency, and some people will need more time to think before they act.

**INFLUENCING**

3. Woo®

HOW YOU CAN THRIVE

You love the challenge of meeting new people and winning them over. You derive satisfaction from breaking the ice and making a connection with someone.

WHY YOUR WOO IS UNIQUE

These Strengths Insights are personalized based on your CliftonStrengths results.

Instinctively, 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.

Because of your strengths, you really enjoy starting discussions with newcomers. You probably engage outsiders in small talk. You are determined to make each person feel comfortable in your presence. After chatting with you, most individuals sense they have made a new friend.

It's very likely that you spontaneously alleviate — that is, lighten or reduce — much of the stress and tension in your life by diving into conversations with outsiders or newcomers. These individuals are likely to appreciate your friendliness, your smile, your compliments, and your genuine interest in what they say. Chatting with strangers probably increases your energy instead of draining it.

Driven by your talents, you genuinely like to help people overcome obstacles that prevent them from linking up with one another. This explains why you engage so many newcomers or outsiders in small talk as well as serious discussions.

Chances are good that you usually embrace opportunities to clarify unintelligible messages, vague statements, or difficult-to-understand ideas. You regularly enlighten newcomers or outsiders about issues, processes, regulations, or traditions about which they need to know more.

WHY YOU SUCCEED USING WOO

You have an exceptional ability to win others over. Because you energize social situations and naturally put strangers at ease, you help build networks by connecting people with each other.

TAKE ACTION TO MAXIMIZE YOUR POTENTIAL

Spend time every day interacting with people.

- Build and maintain your network of acquaintances by checking in with each person at least once a month.
- Stay in touch with your peers in professional organizations to broaden your network and increase the number of resources you can contact for help.
- Use your natural charm to help put reserved people at ease in social situations.
- Learn the names of as many people as you can. Create an index of people you know, and as you get to know them better, add personal information such as their birthday, favorite color, hobby or favorite sports team.
- Join local organizations, volunteer and get on the social lists of the influential people in your community.

WATCH OUT FOR BLIND SPOTS

- Others may view you as shallow and insincere because you connect with people quickly then move on. In social situations, when you are talking with someone and have the urge to go meet someone else, try to remember that some people may just be getting comfortable.
- You may have a tendency to reveal yourself and trust others too quickly. This may cause more reserved people to step back from a relationship. Be aware that people's personal comfort zones differ, and you will need to adjust your approach if you want to win people over.

**RELATIONSHIP BUILDING**

4. Adaptability®

HOW YOU CAN THRIVE

You prefer to go with the flow. You tend to be a “now” person who takes things as they come and who discovers the future one day at a time.

WHY YOUR ADAPTABILITY IS UNIQUE

These Strengths Insights are personalized based on your CliftonStrengths results.

By nature, you may let the pressures of each day determine what you need to revise, correct, repair, remodel, upgrade, revamp, or rework.

Because of your strengths, you might labor tirelessly on whatever needs to be accomplished today. Perhaps you are willing to change some of your plans when certain people change theirs. To some degree, you remain calm when others reverse their decisions, modify their schedules, or cancel their appointments.

Instinctively, you exhibit a certain degree of awareness about the beauty surrounding you. Sometimes you even pause to consider all the loveliness you can see, touch, hear, smell, or taste.

Chances are good that you realize that each day offers its own surprises. You trust you can handle whatever occurs. Even when you do not know exactly what to do, you probably know someone who does. You have an uncanny ability to easily and cooperatively proceed in the direction in which other people and processes are moving.

It's very likely that you might dread being bound to the timelines or agendas of others. Possibly you prefer to determine your own schedule or set your own pace. Perhaps you enjoy responding to particular challenges or crises as they arise.

WHY YOU SUCCEED USING ADAPTABILITY

You are flexible and can quickly adjust to changing or unexpected circumstances that upset or intimidate others. Your calm response to chaos reassures others and helps you respond to what people need.

TAKE ACTION TO MAXIMIZE YOUR POTENTIAL

React immediately, and be a positive force for change.

- Look for opportunities to respond to people and situations that need your attention. Your natural ability to adapt relieves pressure during stressful situations and calms coworkers and friends.
- Fine-tune how you respond to the unexpected. For example, if your job requires you to travel on short notice, learn how to pack and leave in 30 minutes. If your workload is unpredictable, practice the first three moves you will make when the pressure hits.
- Don't apologize for your spontaneity. Your willingness to seize the moment means that you won't miss out on valuable experiences and opportunities.
- Use your reassuring demeanor to soothe unhappy or fearful friends, coworkers and customers.
- Help your friends and coworkers find productive ways to deal with stress. Show them how a new approach might help them move forward.

WATCH OUT FOR BLIND SPOTS

- You're so willing to live in the moment that you might constantly shift your priorities. Be aware that frequent changes can feel endless and often unnecessary to those who thrive on structure and stability.
- You may have a tendency to miss deadlines or run late for appointments. Make sure you keep track of the most important due dates and meetings.

**RELATIONSHIP BUILDING**

5. Connectedness®

HOW YOU CAN THRIVE

You have faith in the links among all things. You believe there are few coincidences and that almost every event has meaning.

WHY YOUR CONNECTEDNESS IS UNIQUE

These Strengths Insights are personalized based on your CliftonStrengths results.

Chances are good that you may convince certain people that a particular project or cause improves humankind's quality of life. Occasionally you persuade them of the importance of protecting the planet's resources for future generations. Perhaps you help people realize they can accomplish more good as a group than they can as individuals.

It's very likely that you sense that you are inextricably linked to your friends and colleagues. You understand that your success depends on each one of them just as their individual success depends on you.

By nature, you have no doubts about being linked in some way with everything in the universe. This includes all creation and all humankind.

Driven by your talents, you often are the one who helps people understand how they are linked across time, distance, race, ethnicity, religion, economic levels, languages, or cultures. You make it possible for individuals to work together. You aim to break down barriers that separate them.

Because of your strengths, you underscore what people have in common even though their backgrounds, experiences, languages, cultures, or interests vary greatly. You facilitate dialogue between individuals. You create peace within groups and between people by linking them to one another.

WHY YOU SUCCEED USING CONNECTEDNESS

You build bridges between people and groups. You help others find meaning by looking at the bigger picture of the world around them, and you give them a sense of comfort and stability in the face of uncertainty.

TAKE ACTION TO MAXIMIZE YOUR POTENTIAL

Help others see connections and purpose in everyday life.

- Use your sense of connection to build the foundation for strong relationships. When you meet new people, ask them questions to find common ground and shared interests that you can use as a starting point.
- Consider roles in which you listen to and counsel others. You could become an expert at helping people see connections and purpose in everyday occurrences.
- Help those around you cope with unpredictable and unexplainable events. Your perspective will bring them comfort.
- Show your friends and coworkers how they are connected to those around them. Point out specific examples of how their actions directly and indirectly affect others.
- Help your teammates and colleagues better understand how their efforts fit into the bigger picture. When people see that what they are doing is important and part of something larger than themselves, they will be more committed to the goal, and your team will be stronger.

WATCH OUT FOR BLIND SPOTS

- You may react more calmly and passively to others' bad news, frustrations or concerns than they would like. Be aware that people sometimes need to vent and will want you to validate their feelings more than they want a philosophical response.
- Some may perceive you as naïve or idealistic because turmoil and upheaval likely trouble you. Remember that not everyone shares your connected view of humanity or believes that every negative event ultimately affects everyone.

**INFLUENCING**

6. Communication®

HOW YOU CAN THRIVE

You generally find it easy to put your thoughts into words. You are a good conversationalist and presenter.

WHY YOU SUCCEED USING COMMUNICATION

You are good at capturing people's attention by what you say and how you say it. Your ability to find words for your own and others' thoughts and feelings highlights important messages and helps you make meaningful connections.

TAKE ACTION TO MAXIMIZE YOUR POTENTIAL

Use your gift for stimulating conversation to connect with and inspire others.

- Monitor your audience. Carefully watch how they react to what you say and what engages them. Identify the words and phrases that caught their attention. Refine your upcoming presentations, conversations and speeches to focus on these highlights.
- Keep getting smarter about the words you use. They are a critical currency for you. Spend them wisely, and monitor their impact.
- Take your Communication talents to the level of strength by developing your knowledge and expertise in specific areas. You can be highly effective and influential when your message has substance.

WATCH OUT FOR BLIND SPOTS

- Because you are naturally verbal and instinctively share your thoughts, you may not realize when you are monopolizing a discussion. Try to be mindful of when other people have something to say, and consider pausing so they can say it.
- Remember that your words are not always enough to motivate others. Take time to listen and pay attention to what others are saying — and not saying.

**INFLUENCING**

7. Self-Assurance®

HOW YOU CAN THRIVE

You feel confident in your ability to take risks and manage your own life. You have an inner compass that gives you certainty in your decisions.

WHY YOU SUCCEED USING SELF-ASSURANCE

You trust your instincts, so you forge ahead confidently, even on risky paths. Because of your certainty, persuasiveness and ability to make decisions easily, you lead the way for others.

TAKE ACTION TO MAXIMIZE YOUR POTENTIAL

Trust your gut, and live life on your own terms.

- Trust your instincts, but always gather enough input from other sources to ensure you make well-informed decisions.
- Look for startup opportunities. You are comfortable working without a rulebook, and you are at your best when you have to make many decisions.
- Bring your confidence to areas of uncertainty where others are stuck. Your decisiveness and calm certainty in the midst of chaos can create comfort and security.

WATCH OUT FOR BLIND SPOTS

- Your confidence in your ability to make the right decisions might make you feel like you don't need to consult anyone else. But no one is right all the time, so consider asking others for their input; they might even validate your hunches.
- Because you usually sound like you know what you're talking about — whether you do or not — others might be nervous about questioning you. Be careful not to alienate or intimidate others with your confidence.

**STRATEGIC THINKING**

8. Strategic®

HOW YOU CAN THRIVE

You create alternative ways to proceed. Faced with any given scenario, you can quickly spot the relevant patterns and issues.

WHY YOU SUCCEED USING STRATEGIC

You quickly weigh alternative paths and determine the best one. Your natural ability to anticipate, play out different scenarios and plan ahead makes you an agile decision-maker.

TAKE ACTION TO MAXIMIZE YOUR POTENTIAL

Always have at least three options in mind so you can adapt if circumstances change.

- Strengthen the groups you belong to by using your talent to discover the best path to success. Because you can do this quickly, it may look as if you are “winging it,” so explain yourself along the way to help others understand what you see.
- Schedule time each day to think about your goals and strategies. Time alone might be the best way for you to evaluate all your options and to find the right course of action for each goal.
- Trust your insights. Because you consider options so naturally and easily, you might not realize how you came up with a strategy. But because of your exceptional talents, it will likely be successful.

WATCH OUT FOR BLIND SPOTS

- When working with others, sometimes they may misinterpret your strong Strategic talents as criticism. Be mindful of what is already working well and what others have accomplished.
- Because you evaluate patterns and pathways so quickly, others might find it difficult to follow or understand your thought process. Be aware that sometimes, you might have to backtrack to explain how you got to where you are.

**RELATIONSHIP BUILDING**

9. Positivity®

HOW YOU CAN THRIVE

You have contagious enthusiasm. You are upbeat and can get others excited about what they are going to do.

WHY YOU SUCCEED USING POSITIVITY

You have an infectious energy and enthusiasm. As someone who offers genuine encouragement and an optimistic outlook on life, you have the power to make people feel better when you are around.

TAKE ACTION TO MAXIMIZE YOUR POTENTIAL

Help others see the humor and positive side of life.

- Encourage others to keep their eyes on the positive by helping them see what's going well for them.
- Arm yourself with good stories, jokes and sayings to lighten the mood. Never underestimate the effect that you can have on others. Many people likely rely on your optimism to help them rise above their daily frustrations.
- Celebrate. Whether it's a holiday, an event or someone's success, be the one to plan the party. Turn small achievements into big events, or host regular celebrations that others can look forward to.

WATCH OUT FOR BLIND SPOTS

- Sometimes your optimism and generosity with praise might come off as superficial, naïve or insincere. Make sure your positivity and admiration are always genuine; you can do more damage with false praise than with criticism.
- Be careful not to point out the positive side of a bad situation before others have the chance to fully vent. Acknowledge that sometimes people are not ready to hear the bright side and just need you to listen.

**RELATIONSHIP BUILDING**

10. Empathy®

HOW YOU CAN THRIVE

You can sense other people's feelings by imagining yourself in others' lives or situations.

WHY YOU SUCCEED USING EMPATHY

You have great emotional depth. Your awareness of the expression, value and implications of others' emotions makes them feel like you understand them.

TAKE ACTION TO MAXIMIZE YOUR POTENTIAL

Appreciate and refine your gift for understanding others' thoughts and feelings.

- Create a list of great questions that help others describe their emotions and experiences. Experiment using these questions with friends. Refine your list by keeping the questions that best help others express their thoughts and feelings.
- Practice refining the words you use to name your own feelings as well as those you observe in others. Try this: Journal your emotions for one week. Stop throughout the day to capture what you are feeling. Try to use different words to describe your experience each time.
- Be sure to decompress at the end of each day. Develop a routine that allows you to unwind and relax. If you don't, at times, the depth of your emotions might overwhelm or drain you.

WATCH OUT FOR BLIND SPOTS

- Pay attention to your energy levels. Constantly experiencing others' emotions can be draining, so try to occasionally disconnect from all the emotions so you don't get burned out.
- Because you are so sensitive to others' emotions, some people might think you are prying or overinvolved in their lives. Be careful not to overstep when others prefer to keep their feelings to themselves.

Navigate the Rest of Your CliftonStrengths®



- 11. Includer
- 12. Ideation
- 13. Input
- 14. Futuristic
- 15. Arranger
- 16. Developer
- 17. Relator
- 18. Command
- 19. Individualization
- 20. Belief
- 21. Achiever
- 22. Learner
- 23. Responsibility
- 24. Significance
- 25. Intellection
- 26. Deliberative
- 27. Discipline
- 28. Harmony
- 29. Restorative
- 30. Consistency
- 31. Focus
- 32. Analytical
- 33. Context
- 34. Competition

Your greatest opportunity to reach your full potential is developing and using your strongest CliftonStrengths. But it is also important to understand all 34 of your CliftonStrengths themes.

Your unique CliftonStrengths 34 profile

The themes toward the top of your CliftonStrengths 34 profile might show up regularly in your life, and the ones closer to the bottom might not show up at all.

To fully understand your talent DNA, consider how all your CliftonStrengths themes, separately or in combination, influence your work and personal life. In addition to concentrating on your top 10 themes:

- **Navigate the middle.** You might notice these CliftonStrengths themes in your behaviors from time to time. And you may need to rely on them in certain situations. Think of these themes as a support system you can use when you need to.
- **Manage the bottom.** Just as your top CliftonStrengths show you who you are, those at the bottom may tell you who you are not. They aren't necessarily weaknesses, but they are your least powerful themes. If you don't manage them properly, they could prevent you from maximizing your potential.
- **Identify weaknesses.** To determine if any themes are getting in your way, review the "What Is a Weakness?" section on the next page, and find out how to overcome potential obstacles to your success.

To learn more about your entire CliftonStrengths profile, see the "Your CliftonStrengths 34 Theme Sequence" section at the end of the report.

What Is a Weakness?



- 1. Maximizer
- 2. Activator
- 3. Woo
- 4. Adaptability
- 5. Connectedness
- 6. Communication
- 7. Self-Assurance
- 8. Strategic
- 9. Positivity
- 10. Empathy
- 11. Includer
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Focusing on your CliftonStrengths doesn't mean you can ignore your weaknesses.

Gallup defines a weakness as anything that gets in the way of your success.

While the CliftonStrengths assessment does not mathematically quantify weaknesses, you can use your profile to understand how *any* of your CliftonStrengths themes might prevent you from maximizing your potential.

Your strongest CliftonStrengths are your best opportunity for success. But in some situations and with some people, these same themes can hinder your effectiveness and become blind spots.

The themes at the bottom of your profile can also get in the way of your success. They aren't necessarily weaknesses, but they likely do not come naturally to you.

To identify potential weaknesses, ask yourself:

- Does this theme ever undermine my success?
- Have I ever received negative feedback related to this theme?
- Does my role require me to use this theme, but I feel drained when I do?

If you answered yes to any of these questions, you may be discovering areas of weakness. Don't ignore your weaknesses. Instead, focus on your strengths, and work to manage the areas that get in your way.

How do I manage my weaknesses?

- Claim them: Know your weaknesses and how they get in your way
- Collaborate: Ask partners for support
- Apply a strength: Use a different theme to achieve a better outcome
- Just do it: Lean in and do your best

Identify Your Unique Contribution: The CliftonStrengths® Domains

While your CliftonStrengths 34 profile helps you understand *who* you are, there is also power in knowing *how* you make things happen, influence others, build relationships and process information. The framework of the four CliftonStrengths domains — Executing, Influencing, Relationship Building and Strategic Thinking — is another way to think about your CliftonStrengths and how you contribute when you join, create or lead a team.

The best teams are made up of individuals who understand their own — and others' — unique contribution to the team. This awareness and appreciation empowers the team to be more cohesive, versatile, productive and engaged.

However, be careful not to let the four domains limit your thinking. If you don't have any top themes in a particular domain, don't worry. That doesn't mean you can't think strategically or build relationships, for example. Everyone accomplishes tasks, influences others, builds relationships and processes information. You just use your stronger themes in different domains to get to the same outcome.

The next page shows you how your unique CliftonStrengths profile sorts into the four domains. Knowing which domain you lead with can help you understand your most powerful contribution.

The CliftonStrengths Domains

EXECUTING

People with dominant Executing themes make things happen.

INFLUENCING

People with dominant Influencing themes take charge, speak up and make sure others are heard.

RELATIONSHIP BUILDING

People with dominant Relationship Building themes build strong relationships that hold a team together and make it greater than the sum of its parts.

STRATEGIC THINKING

People with dominant Strategic Thinking themes absorb and analyze information that informs better decisions.

You lead with **Influencing** CliftonStrengths® themes.

You know how to take charge, speak up and make sure others are heard.



This chart shows the relative distribution of your unique CliftonStrengths 34 results across the four domains. These categories are a good starting point for you to examine where you have the most potential to perform with excellence and how you can best contribute to a team.

See chart below for more detail about your CliftonStrengths by domain.

Your CliftonStrengths by Domain

| EXECUTING | | INFLUENCING | | RELATIONSHIP BUILDING | | STRATEGIC THINKING | |
|--------------------|----------------------|--------------------|---------------------|-----------------------|-------------------------|--------------------|--------------------|
| 21 Achiever | 27 Discipline | 2 Activator | 1 Maximizer | 4 Adaptability | 11 Includer | 32 Analytical | 13 Input |
| 15 Arranger | 31 Focus | 18 Command | 7 Self-Assurance | 5 Connectedness | 19 Individualization | 33 Context | 25 Intellection |
| 20 Belief | 23 Responsibility | 6 Communication | 24 Significance | 16 Developer | 9 Positivity | 14 Futuristic | 22 Learner |
| 30 Consistency | 29 Restorative | 34 Competition | 3 Woo | 10 Empathy | 17 Relator | 12 Ideation | 8 Strategic |
| 26 Deliberative | | | | 28 Harmony | | | |

Take Action

Discovering your CliftonStrengths is only the beginning. Achieving excellence depends on your ability to develop and apply your CliftonStrengths and maximize your potential.

Now, take the next steps:

- **Share your CliftonStrengths with others.** Conversations with those closest to you can accelerate your CliftonStrengths development.
- **Find a Gallup-Certified Strengths Coach.** A coach can help you learn to productively apply your CliftonStrengths regardless of the situation.
- **Apply your strongest CliftonStrengths every day.** Read the suggestions in your report, and use the following statements to guide you.

HOW YOU CAN THRIVE WITH YOUR TOP CLIFTONSTRENGTHS

Maximizer®

Strive for excellence, and encourage others to do the same.

Activator®

Be the catalyst. When others are stuck, make a decision and get going.

Woo®

Spend time every day interacting with people.

Adaptability®

React immediately, and be a positive force for change.

Connectedness®

Help others see connections and purpose in everyday life.

Communication®

Use your gift for stimulating conversation to connect with and inspire others.

Self-Assurance®

Trust your gut, and live life on your own terms.

Strategic®

Always have at least three options in mind so you can adapt if circumstances change.

Positivity®

Help others see the humor and positive side of life.

Empathy®

Appreciate and refine your gift for understanding others' thoughts and feelings.

Your CliftonStrengths® 34 Theme Sequence

1. Maximizer®

INFLUENCING

People exceptionally talented in the Maximizer theme focus on strengths as a way to stimulate personal and group excellence. They seek to transform something strong into something superb.

2. Activator®

INFLUENCING

People exceptionally talented in the Activator theme can make things happen by turning thoughts into action. They want to do things now, rather than simply talk about them.

3. Woo®

INFLUENCING

People exceptionally 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 someone.

4. Adaptability®

RELATIONSHIP BUILDING

People exceptionally talented in the Adaptability theme prefer to go with the flow. They tend to be “now” people who take things as they come and discover the future one day at a time.

5. Connectedness®

RELATIONSHIP BUILDING

People exceptionally talented in the Connectedness theme have faith in the links among all things. They believe there are few coincidences and that almost every event has meaning.

6. Communication®

INFLUENCING

People exceptionally talented in the Communication theme generally find it easy to put their thoughts into words. They are good conversationalists and presenters.

7. Self-Assurance®

INFLUENCING

People exceptionally talented in the Self-Assurance theme feel confident in their ability to take risks and manage their own lives. They have an inner compass that gives them certainty in their decisions.

8. Strategic®

STRATEGIC THINKING

People exceptionally talented in the Strategic theme create alternative ways to proceed. Faced with any given scenario, they can quickly spot the relevant patterns and issues.

9. Positivity®

RELATIONSHIP BUILDING

People exceptionally talented in the Positivity theme have contagious enthusiasm. They are upbeat and can get others excited about what they are going to do.

10. Empathy®

RELATIONSHIP BUILDING

People exceptionally talented in the Empathy theme can sense other people’s feelings by imagining themselves in others’ lives or situations.

11. Includer®

RELATIONSHIP BUILDING

People exceptionally talented in the Includer theme accept others. They show awareness of those who feel left out and make an effort to include them.

12. Ideation®

STRATEGIC THINKING

People exceptionally talented in the Ideation theme are fascinated by ideas. They are able to find connections between seemingly disparate phenomena.

13. Input®

STRATEGIC THINKING

People exceptionally talented in the Input theme have a need to collect and archive. They may accumulate information, ideas, artifacts or even relationships.

14. Futuristic®

STRATEGIC THINKING

People exceptionally talented in the Futuristic theme are inspired by the future and what could be. They energize others with their visions of the future.

15. Arranger®

EXECUTING

People exceptionally talented in the Arranger theme can organize, but they also have a flexibility that complements this ability. They like to determine how all of the pieces and resources can be arranged for maximum productivity.

16. Developer®

RELATIONSHIP BUILDING

People exceptionally talented in the Developer theme recognize and cultivate the potential in others. They spot the signs of each small improvement and derive satisfaction from evidence of progress.

17. Relator®

RELATIONSHIP BUILDING

People exceptionally talented in the Relator theme enjoy close relationships with others. They find deep satisfaction in working hard with friends to achieve a goal.

18. Command®

INFLUENCING

People exceptionally talented in the Command theme have presence. They can take control of a situation and make decisions.

19. Individualization®

RELATIONSHIP BUILDING

People exceptionally talented in the Individualization theme are intrigued with the unique qualities of each person. They have a gift for figuring out how different people can work together productively.

20. Belief®

EXECUTING

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

21. Achiever®

EXECUTING

People exceptionally talented in the Achiever theme work hard and possess a great deal of stamina. They take immense satisfaction in being busy and productive.

22. Learner®

STRATEGIC THINKING

People exceptionally talented in the Learner theme have a great desire to learn and want to continuously improve. The process of learning, rather than the outcome, excites them.

23. Responsibility®

EXECUTING

People exceptionally talented in the Responsibility theme take psychological ownership of what they say they will do. They are committed to stable values such as honesty and loyalty.

24. Significance®

INFLUENCING

People exceptionally talented in the Significance theme want to make a big impact. They are independent and prioritize projects based on how much influence they will have on their organization or people around them.

25. Intellection®

STRATEGIC THINKING

People exceptionally talented in the Intellection theme are characterized by their intellectual activity. They are introspective and appreciate intellectual discussions.

26. Deliberative®

EXECUTING

People exceptionally talented in the Deliberative theme are best described by the serious care they take in making decisions or choices. They anticipate obstacles.

27. Discipline®

EXECUTING

People exceptionally talented in the Discipline theme enjoy routine and structure. Their world is best described by the order they create.

28. Harmony®

RELATIONSHIP BUILDING

People exceptionally talented in the Harmony theme look for consensus. They don't enjoy conflict; rather, they seek areas of agreement.

29. Restorative™

EXECUTING

People exceptionally talented in the Restorative theme are adept at dealing with problems. They are good at figuring out what is wrong and resolving it.

30. Consistency®

EXECUTING

People exceptionally talented in the Consistency theme are keenly aware of the need to treat people the same. They crave stable routines and clear rules and procedures that everyone can follow.

31. Focus®

EXECUTING

People exceptionally talented in the Focus theme can take a direction, follow through and make the corrections necessary to stay on track. They prioritize, then act.

32. Analytical®

STRATEGIC THINKING

People exceptionally talented in the Analytical theme search for reasons and causes. They have the ability to think about all of the factors that might affect a situation.

33. Context®

STRATEGIC THINKING

People exceptionally talented in the Context theme enjoy thinking about the past. They understand the present by researching its history.

34. Competition®

INFLUENCING

People exceptionally talented in the Competition theme measure their progress against the performance of others. They strive to win first place and revel in contests.

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