Strength. Sounds good, doesn't it?

Who wouldn't want strength?

As you might expect, strength is the desired outcome of strengths development. But exactly what is a strength? What are we striving toward?

When you see a strength in action, you see a person's ability to consistently provide near-perfect performance in a specific activity.

When you see him or her perform that activity, you think, "She makes it look so easy!" or "He's a natural!"

How can that be? How can they so consistently perform with such excellence? The answer is simple: It is easy for her. He is a natural.

Each is performing at such a high level simply by building upon how he or she most naturally thinks, feels, and behaves: their greatest talents.

As unique individuals, we each have our own special ways of successfully approaching the people and events in our lives. And our greatest talents are always there for us. We instinctively use them in almost any situation.

An inner drive to compete,

- sensitivity to the needs of others,
- an inclination to notice patterns, and
- the tendency to be outgoing at social gatherings are good examples of talents.

For some of us, our talents make us great Relators or Arrangers. Others have tremendous talents in Adaptable or Belief. Look closely at your friends, family, and coworkers. You will see exceptional Learners, Activators, and Includers, and amazing talents in Ideation, Responsibility, and Developer.

Within our natural selves, we each hold extraordinary potential.

Of course, the first step toward fulfilling that potential is to discover our greatest talents. That's where the Clifton StrengthsFinder comes in.

You've probably already sensed that this assessment is not just another personality test. That difference is certainly no accident. In fact, the idea behind the assessment is quite contrary to the focus-on-negatives approach that has long prevailed in our society.

In the early 1950s, Donald O. Clifton, who would go on to be named the "Father of Strengths Psychology," noticed a major problem: The field of psychology was based almost entirely on the study of what is wrong with people. He wondered if it would be more important to study what is right with people.
So, over the next five decades, Don and his colleagues at The Gallup Organization took a very close look at the talents of highly successful people, focusing on the positive instead of the negative. Millions of in-depth interviews were conducted to determine the most natural thoughts, feelings, and behaviors of "the best of the best."

They quickly discovered that our talents do more than make us unique individuals. When we follow our talents - the ways in which we naturally think, feel, and behave - they also serve as our best opportunities for true excellence.

To help you discover your greatest talents and build toward strengths, Don and his colleagues created the Clifton StrengthsFinder.

During your assessment, you gave top-of-mind responses to a wide variety of paired statements. Those instantaneous responses are valuable information. Why? Because they are clues to your talents in 34 areas directly connected to success in any role, whether at work, at home, or in the community.

The Clifton StrengthsFinder has measured your talents in those 34 areas, or "themes." Now, to point you in the right direction, it presents you with a report of the five areas in which your greatest talents are found. And to help you further discover your talents, it provides full descriptions of those areas, along with "sounds likes," which are examples of what people with talents similar to yours might say. You will find your personal top five report and brief descriptions of the 34 talent areas measured by the assessment in the pages following this introduction.

Of course, your "top five" are just a starting point as you move from the potential of talent to the excellence of strength in action. Along the way, you can find many opportunities for discovery and development in your relationships with family members, friends, and colleagues.

If you want to share that experience with the most important people in your life, or if you simply want to learn more, consider the latest book from the coauthor of Now, Discover Your Strengths. The book, How Full Is Your Bucket? reveals how even the briefest interactions affect your relationships, productivity, health, and longevity, and it includes a one-time-use Clifton StrengthsFinder ID code.

NEW: How Full is Your Bucket?
Positive Strategies for Work and Life
(Gallup Press, 2004) List price: $19.95

Other books that include a StrengthsFinder ID code:

Discover Your Sales Strengths: How the World's Greatest Salespeople Develop Winning Careers

Living Your Strengths: Discover Your God-Given Talents, and Inspire Your Community
(Gallup Press, 2003) List price: $24.95

Now, Discover Your Strengths: The Revolutionary Program That Shows You How to Develop Your Unique Talents and Strengths - and Those of the People You Manage
(Free Press, 2001) List price: $26.00

StrengthsQuest: Discover and Develop Your Strengths in Academics, Career, and Beyond
(Gallup Press, 2002) List price: $35.00
The Gallup Organization also offers advanced development programs that provide individuals and organizations the chance to explore their entire sequences of the 34 areas of talent. In addition to helping you develop strengths within your top 10 to 15 areas, these programs can help you learn to manage your areas of lesser talent - normally the last 2 to 5 in your sequence of 34. These opportunities are available in a wide range of options:


**Executive performance coaching** helps senior leaders and managers increase their effectiveness - and their organization's effectiveness.

**Building the Strengths-Based Organization** helps executives and managers create strategies to develop and sustain a high-performance culture. This course expands on the concepts presented in the best-selling book, *Now, Discover Your Strengths* (Free Press 2001).

**Integrated, organization-wide programs** provide employees with the tools, education, and coaching needed to develop a strengths-based culture.

**Certification programs** teach individuals to serve as strengths consultants in their organizations.

Studies have shown that organizations that participate in these programs can dramatically increase employee engagement, productivity, and profitability. Several Fortune 500 companies now pride themselves on being "strengths-based organizations" built upon the natural talents of each employee. The aforementioned development programs have been used in more than 48 countries and across a wide variety of industries.

Each learning opportunity is designed to help you find new ways to improve your individual performance and your organization's financial outcome measures.

For more information on these opportunities, visit the Gallup University area at www.gallup.com.
Top Five Report
for
Kevin D. McMahon (KEVINMCMAHON)

Strategic

The Strategic theme enables you to sort through the clutter and find the best route. It is not a skill that can be taught. It is a distinct way of thinking, a special perspective on the world at large. This perspective allows you to see patterns where others simply see complexity. Mindful of these patterns, you play out alternative scenarios, always asking, "What if this happened? Okay, well what if this happened?" This recurring question helps you see around the next corner. There you can evaluate accurately the potential obstacles. Guided by where you see each path leading, you start to make selections. You discard the paths that lead nowhere. You discard the paths that lead straight into resistance. You discard the paths that lead into a fog of confusion. You cull and make selections until you arrive at the chosen path-your strategy. Armed with your strategy, you strike forward. This is your Strategic theme at work: "What if?" Select. Strike.

Strategic Sounds like this:

Liam C., manufacturing plant manager: "It seems as if I can always see the consequences before anyone else can. I have to say to people, 'Lift up your eyes, look down the road a ways. Let's talk about where we are going to be next year so that when we get to this time next year, we don't have the same problems.' It seems obvious to me, but some people are just too focused on this month's numbers, and everything is driven by that."

Vivian T., television producer: "I used to love logic problems when I was a kid. You know, the ones where 'if A implies B, and B equals C, does A equal C?' Still today I am always playing out repercussions, seeing where things lead. I think it makes me a great interviewer. I know that nothing is an accident; every sign, every word, every tone of voice has significance. So I watch for these clues and play them out in my head, see where they lead, and then plan my questions to take advantage of what I have seen in my head."

Simon T., human resources executive: "We really needed to take the union on at some stage, and I saw an opportunity, a very good issue to take them on. I could see that they were going in a direction that would lead them into all kinds of trouble if they continued down it. Lo and behold, they did continue down it, and when they arrived, there I was, ready and waiting. I suppose it just comes naturally to me to predict what someone else is going to do. And then when that person reacts, I can respond immediately because I have sat down and said, 'Okay, if they do this, we'll do this. If they do that, then we'll do this other thing.' It's like when you tack in a sailboat. You head in one direction, but you jink one way, then another, planning and reacting, planning and reacting."
Connectedness

Things happen for a reason. You are sure of it. You are sure of it because in your soul you know that we are all connected. Yes, we are individuals, responsible for our own judgments and in possession of our own free will, but nonetheless we are part of something larger. Some may call it the collective unconscious. Others may label it spirit or life force. But whatever your word of choice, you gain confidence from knowing that we are not isolated from one another or from the earth and the life on it. This feeling of Connectedness implies certain responsibilities. If we are all part of a larger picture, then we must not harm others because we will be harming ourselves. We must not exploit because we will be exploiting ourselves. Your awareness of these responsibilities creates your value system. You are considerate, caring, and accepting.

Certain of the unity of humankind, you are a bridge builder for people of different cultures. Sensitive to the invisible hand, you can give others comfort that there is a purpose beyond our humdrum lives. The exact articles of your faith will depend on your upbringing and your culture, but your faith is strong. It sustains you and your close friends in the face of life's mysteries.

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 just 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 a 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: "In life 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."
Learner

You love to learn. The subject matter that interests you most will be determined by your other themes and experiences, but whatever the subject, you will always be drawn to the process of learning. The process, more than the content or the result, is especially exciting for you. You are energized by the steady and deliberate journey from ignorance to competence. The thrill of the first few facts, the early efforts to recite or practice what you have learned, the growing confidence of a skill mastered-this is the process that entices you. Your excitement leads you to engage in adult learning experiences-yoga or piano lessons or graduate classes. It enables you to thrive in dynamic work environments where you are asked to take on short project assignments and are expected to learn a lot about the new subject matter in a short period of time and then move on to the next one. This Learner theme does not necessarily mean that you seek to become the subject matter expert, or that you are striving for the respect that accompanies a professional or academic credential. The outcome of the learning is less significant than the "getting there."

Learner Sounds like this:

Annie M., managing editor: "I get antsy when I am not learning something. Last year, although I was enjoying my work, I didn't feel as though I was learning enough. So I took up tap dancing. It sounds strange, doesn't it? I know I am never going to perform or anything, but I enjoy focusing on the technical skill of tapping, getting a little better each week, and moving up from the beginners' class to the intermediate class. That was a kick."

Miles A., operations manager: "When I was seven years old, my teachers would tell my parents, 'Miles isn't the most intelligent boy in the school, but he's a sponge for learning and he'll probably go really far because he will push himself and continually be grasping new things.' Right now I am just starting a course in business-travel Spanish. I know it is probably too ambitious to think I could learn conversational Spanish and become totally proficient in that language, but I at least want to be able to travel there and know the language."

Tim S., coach for executives: "One of my clients is so inquisitive that it drives him crazy because he can't do everything he wants to. I'm different. I am not curious in that broad sense. I prefer to go into greater depth with things so that I can become competent in them and then use them at work. For example, recently one of my clients wanted me to travel with him to Nice, France, for a business engagement, so I started reading up on the region, buying books, checking the Internet. It was all interesting and I enjoyed the study, but I wouldn't have done any of it if I wasn't going to be traveling there for work."
Responsibility

Your Responsibility theme forces you to take psychological ownership for anything you commit to, and whether large or small, you feel emotionally bound to follow it through to completion. Your good name depends on it. If for some reason you cannot deliver, you automatically start to look for ways to make it up to the other person. Apologies are not enough. Excuses and rationalizations are totally unacceptable. You will not quite be able to live with yourself until you have made restitution. This conscientiousness, this near obsession for doing things right, and your impeccable ethics, combine to create your reputation: utterly dependable. When assigning new responsibilities, people will look to you first because they know it will get done. When people come to you for help-and they soon will-you must be selective. Your willingness to volunteer may sometimes lead you to take on more than you should.

Responsibility Sounds like this:

Harry B., outplacement consultant: "I was just a young bank manager in one of the branches when the president of the company decided that he wanted to foreclose on a property. I said, 'That's fine, but we have a responsibility to give the people full value for their property.' He didn't see it that way. He wanted to sell the property to a friend of his for what was owed, and he said my problem was that I couldn't separate my business ethics from my personal ethics. I told him that was correct. I couldn't because I didn't believe and still don't believe that you can have two standards. So I quit the firm and went back to earning $5 an hour working for the forestry service picking up trash. Since my wife and I were trying to support our two kids and make ends meet, it was a hard decision for me to make. But looking back, on one level it really wasn't hard at all. I simply couldn't function in an organization with those kinds of ethics."

Kelly G., operations manager: "The country manager in Sweden called me in November and said, 'Kelly, could you please not ship my inventory until January 1.' I said, 'Sure. Sounds like a good plan.' I told my people of the plan and thought I had all the bases covered. On December 31, however, when I was checking my messages while on a ski slope, making sure everything was hunky-dory, I saw that his order had already been shipped and invoiced. I had to call immediately and tell him what happened. He's a nice man, so he didn't use any four-letter words, but he was very angry and very disappointed. I felt terrible. An apology wasn't enough. I needed to fix it. I called our controller from the chalet, and that afternoon we figured out a way to put the value of his inventory back on our books and clean it off his. It took most of the weekend, but it was the right thing to do."

Nigel T., sales executive: "I used to think that there was a piece of metal in my hand and a magnet on the ceiling. I would just volunteer for everything. I have had to learn how to manage that because not only would I end up with too much on my plate, but I would also wind up thinking that everything was my fault. I realize now that I can't be responsible for everything in the world—that's God's job."
You are inquisitive. You collect things. You might collect information-words, facts, books, and quotations—or you might collect tangible objects such as butterflies, baseball cards, porcelain dolls, or sepia photographs. Whatever you collect, you collect it because it interests you. And yours is the kind of mind that finds so many things interesting. The world is exciting precisely because of its infinite variety and complexity. If you read a great deal, it is not necessarily to refine your theories but, rather, to add more information to your archives. If you like to travel, it is because each new location offers novel artifacts and facts. These can be acquired and then stored away. Why are they worth storing? At the time of storing it is often hard to say exactly when or why you might need them, but who knows when they might become useful? With all those possible uses in mind, you really don't feel comfortable throwing anything away. So you keep acquiring and compiling and filing stuff away. It's interesting. It keeps your mind fresh. And perhaps one day some of it will prove valuable.

**Input Sounds like this:**

Ellen K., *writer*: "Even as a child I found myself wanting to know everything. I would make a game of my questions. 'What is my question today?' I would think up these outrageous questions, and then I would go looking for the books that would answer them. I often got way over my head, deep into books that I didn't have a clue about, but I read them because they had my answer someplace. My questions became my tool for leading me from one piece of information to another."

John F., *human resources executive*: "I'm one of those people who think that the Internet is the greatest thing since sliced bread. I used to feel so frustrated, but now if I want to know what the stock market is doing in a certain area or the rules of a certain game or what the GNP of Spain is or other different things, I just go to the computer, start looking, and eventually find it."

Kevin F., *salesperson*: "I'm amazed at some of the garbage that collects in my mind, and I love playing Jeopardy and Trivial Pursuit and anything like that. I don't mind throwing things away as long as they're material things, but I hate wasting knowledge or accumulated knowledge or not being able to read something fully if I enjoy it."
Brief Descriptions of the 34 Themes of Talent Measured by the Clifton StrengthsFinder

**Achiever**
People strong in the Achiever theme have a great deal of stamina and work hard. They take great satisfaction from being busy and productive.

**Activator**
People strong in the Activator theme can make things happen by turning thoughts into action. They are often impatient.

**Adaptability**
People strong 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.

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

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

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

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

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

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

**Connectedness**
People strong 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.

**Consistency**
People strong in the Consistency theme are keenly aware of the need to treat people the same. They try to treat everyone in the world with consistency by setting up clear rules and adhering to them.
Context
People strong in the Context theme enjoy thinking about the past. They understand the present by researching its history.

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

Developer
People strong in the Developer theme recognize and cultivate the potential in others. They spot the signs of each small improvement and derive satisfaction from these improvements.

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

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

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

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

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

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

Includer
People strong in the Includer theme are accepting of others. They show awareness of those who feel left out, and make an effort to include them.

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

Input
People strong in the Input theme have a craving to know more. Often they like to collect and archive all kinds of information.
Intellection
People strong in the Intellection theme are characterized by their intellectual activity. They are introspective and appreciate intellectual discussions.

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

Maximizer
People strong 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.

Positivity
People strong 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.

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

Responsibility
People strong 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.

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

Self-Assurance
People strong in the Self-Assurance theme feel confident in their ability to manage their own lives. They possess an inner compass that gives them confidence that their decisions are right.

Significance
People strong in the Significance theme want to be very important in the eyes of others. They are independent and want to be recognized.

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

Woo
People strong 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.