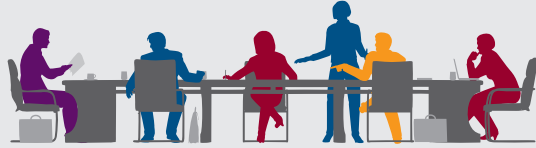


# UNLEASH YOUR TALENTS

The key to **success** is to fully understand how to apply your greatest **talents** and **strengths** in your everyday life.



## PEOPLE WHO FOCUS ON USING THEIR STRENGTHS ...



are **three TIMES** as likely to report having an excellent quality of life

are **six TIMES** as likely to be engaged in their jobs



## PEOPLE WORKING IN THE STRENGTHS ZONE ...

- look forward to going to work
- have more positive than negative interactions with coworkers
- treat customers better
- tell their friends they work for a great company
- achieve more on a daily basis
- have more positive, creative, and innovative moments

## DO YOU GET TO DO WHAT YOU DO BEST EVERY DAY?

**1 in 4**

Only



can strongly agree that at work, they have the opportunity to do what they do best **every day**.

## EVERYONE HAS TALENT

**Talent** is a naturally recurring pattern of thought, feeling, or behavior that can be productively applied.

Examples of talent include:

- effortlessly and instinctively starting conversations
- thinking in an orderly or timely manner
- easily and naturally influencing others
- seeing patterns in data
- consistently having a positive outlook on life

### STARTING CONVERSATIONS



effortlessly and instinctively

### THINKING



in an orderly or timely manner

### INFLUENCING OTHERS



easily and naturally



**DONALD O. CLIFTON, PH.D.**  
PSYCHOLOGIST AND BUSINESS EXECUTIVE  
(1924-2003)

“What will happen when we think about what is **right** with people rather than **fixating** on what is **wrong** with them?”

Start With  
**TALENT;**

Finish With  
**STRENGTH**

*There is nothing wrong with being aware of our weaknesses and managing them, but our greatest opportunity for success lies in building on our natural talents.*

*Let's start now to identify and maximize each person's talents and strengths.*

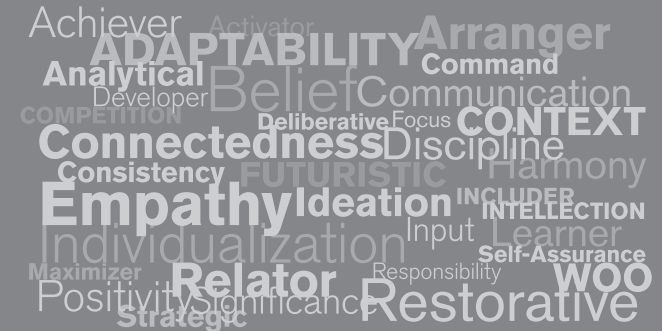
The **CLIFTON STRENGTHSFINDER®** is the code that cracks open your awareness of your unique talents.



Similar to your fingerprint, the sequence of your themes is unique to you. The odds that someone has the same five Signature Themes in the same order as you are **1 in 33 million**.



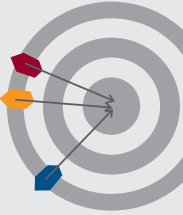
## THEMES ARE THE BASIC LANGUAGE OF TALENT



## TEAM SUCCESS

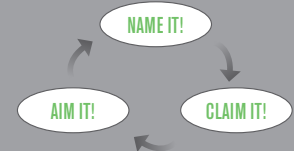
A strengths-based team is a group of imperfect but talented contributors valued for their strengths, who need one another to realize individual and team excellence.

- We know and intentionally use our unique talents and strengths.
- We know and appreciate each other's strengths.
- We combine our strengths with those of others on our team to achieve success.



## NAME IT! CLAIM IT! AIM IT!

Your report is a **beginning**, not an end.



## WE CAN DO AND ACHIEVE MORE BY USING OUR TALENTS.

Notice them. Use them.  
Share them. Celebrate them.

