

CliftonStrengths®

CliftonStrengths identifies areas where an individual's greatest potential for building strengths exists.

We often take our most powerful talents for granted, and many of us may not be fully aware of them.

The ways in which you most naturally think, feel and behave as a unique individual are such a dominant part of you that they are always there — everywhere you go and in everything you do. But because your greatest talents are such a natural part of you, they might be harder for you to pinpoint than they are for others.

We all need a little help in understanding and appreciating our own and others' thoughts, feelings and actions. That's where CliftonStrengths comes in. **CliftonStrengths is the code that cracks open your awareness of your unique talents.**

The 30-minute online CliftonStrengths assessment measures a person's natural talents within 34 themes. By revealing the ways in which each individual most naturally thinks, feels and behaves, the assessment can help people identify and build on the areas in which they have the most potential to grow and succeed.

Themes Are the Basic Language of Talent

By analyzing instinctive reactions to 177 sets of paired statements, the assessment pulls together important clues to how a person most naturally thinks, feels and behaves as a unique individual.

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

Decades of research have shown that the talents most directly related to the potential for success can be grouped into 34 themes. Each theme comprises many talents.

Creating a list of every talent is an impossible task. But, if you step back, you will see that talents often have something in common: a theme that connects them.

Some talents — like a natural tendency to share thoughts, to create engaging stories and to find the perfect word — relate directly to communication. That's what they have in common — their theme — so to begin thinking and talking about them, we can call them COMMUNICATION talents.

CliftonStrengths Serves as a Starting Point for Self-Discovery

CliftonStrengths is a tool that can help us gain awareness of our greatest talents and begin turning them into strengths.

Our greatest talents — the ways in which we most naturally think, feel and behave — represent our innate power and potential. When we tap into this source of wisdom and power, we gain the ability to transform every moment, every interaction and every day.

Similar to a fingerprint, the sequence of a person's themes is unique to him or her. The odds that two people have the same five Signature Themes in the same order are 1 in 33 million.



Once we become aware of our dominant CliftonStrengths themes, we can practice using them every day. And we can add to or develop new knowledge and skills to help us be more effective. This investment of skills, knowledge and practice propels us to strength — the ability to consistently produce a specific positive outcome.

As you use your talents repeatedly, they become refined. You gain experience, and through that experience, you gain knowledge and skills that will combine with your talents to create strength.

Application of the CliftonStrengths

- Use CliftonStrengths in a purely developmental context.
- Gallup research has proven that the best opportunity for people to grow and develop — and net the greatest return on investment — is to identify the ways in which they most naturally think, feel and behave, and then build on those talents to create strengths: the ability to consistently provide near-perfect performance.
- For decades, the CliftonStrengths assessment has helped people excel. From top business executives and managers to salespeople, nurses, teachers, students, pastors and others, **more than 22 million people have realized the benefits** of leading with their strengths.
- People should use their CliftonStrengths reports to focus on their intrapersonal development rather than interpersonal comparison.
- Encourage your team members to take the CliftonStrengths assessment and share their reports with each other. When teams use a common language of strengths, it immediately changes their conversations. It creates more positive dialogue, and it boosts the team's overall engagement and performance levels.

Clifton StrengthsFinder® Quick Reference Card

Achiever	People especially talented in the Achiever theme have a great deal of stamina and work hard. They take great satisfaction from being busy and productive.
Activator	People especially talented in the Activator theme can make things happen by turning thoughts into action. Once a decision is made, they want to act quickly.
Adaptability	People especially 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.
Analytical	People especially talented 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 especially talented 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 especially talented in the Belief theme have certain core values that are unchanging. Out of these values emerges a defined purpose for their life.
Command	People especially talented in the Command theme have presence. They can take control of a situation and make decisions.
Communication	People especially talented in the Communication theme generally find it easy to put their thoughts into words. They are good conversationalists and presenters.
Competition	People especially talented in the Competition theme measure their progress against the performance of others. They strive to win first place and revel in contests.
Connectedness	People 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.
Consistency	People especially talented 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 expectations and adhering to them.
Context	People especially talented in the Context theme enjoy thinking about the past. They understand the present by researching its history.
Deliberative	People especially talented in the Deliberative theme are best described by the serious care they take in making decisions or choices. They anticipate the obstacles.
Developer	People especially talented 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 especially talented in the Discipline theme enjoy routine and structure. Their world is best described by the order they create.
Empathy	People especially talented in the Empathy theme can sense the feelings of other people by imagining themselves in others’ lives or others’ situations.
Focus	People especially talented 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 especially talented in the Futuristic theme are inspired by the future and what could be. They inspire others with their visions of the future.
Harmony	People especially talented in the Harmony theme look for consensus. They don't enjoy conflict; rather, they seek areas of agreement.
Ideation	People especially talented in the Ideation theme are fascinated by ideas. They are able to find connections between seemingly disparate phenomena.
Includer	People especially talented 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 especially talented 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 especially talented in the Input theme have a need to collect and archive. They may collect information, ideas, history, or even relationships.
Intellection	People especially talented in the Intellection theme are characterized by their intellectual activity. They are introspective and appreciate intellectual discussions.
Learner	People especially talented 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 especially 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.
Positivity	People 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.
Relator	People especially talented in the Relator theme enjoy close relationships with others. They find deep satisfaction in working hard with friends to achieve a goal.
Responsibility	People especially 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.
Restorative	People especially talented 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 especially talented 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 especially talented in the Significance theme want to make a big impact. They are independent and sort projects based on the level of influence it will have on their organization and others around them.
Strategic	People especially talented 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 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.

CliftonStrengths® Domains

While each theme has its own power and edge, it's useful to think about how your CliftonStrengths themes help you execute, influence others, build relationships and absorb and think about information.

Executing	Influencing	Relationship Building	Strategic Thinking
<p>Those with dominant themes in the Executing domain know how to make things happen. When the team needs someone to implement a solution, these are the people who will work tirelessly to get it done. Those with a strength to execute have the ability to “catch” an idea and make it a reality.</p>	<p>Those with dominant themes in the Influencing domain help their team reach a much broader audience. These individuals can sell the team’s ideas inside and outside the organization. When the team needs someone to take charge, speak up, and make sure the group is heard, look to someone with the strength to influence.</p>	<p>Those with dominant themes in the Relationship Building domain can provide the essential glue to hold a team together. Without these strengths on a team, in many cases, the group is simply a composite of individuals. In contrast, team members with exceptional Relationship Building strength have the unique ability to help the group become much greater than the sum of its parts.</p>	<p>Those with dominant Strategic Thinking themes are the ones who keep the team focused on what could be. They are constantly absorbing and analyzing information and helping the team make better decisions. People with strength in this domain continually stretch the team’s thinking for the future.</p>
<ul style="list-style-type: none"> Achiever Arranger Belief Consistency Deliberative Discipline Focus Responsibility Restorative 	<ul style="list-style-type: none"> Activator Command Communication Competition Maximizer Self-Assurance Significance Woo 	<ul style="list-style-type: none"> Adaptability Connectedness Developer Empathy Harmony Includer Individualization Positivity Relator 	<ul style="list-style-type: none"> Analytical Context Futuristic Ideation Input Intellection Learner Strategic

These four domains describe how CliftonStrengths themes help you make things happen, influence others, build relationships and work with information.

Don't allow these domains to limit how you use each CliftonStrengths theme. Instead, use them as a way to think about how you use your CliftonStrengths themes every day and how you can intentionally use your themes to make significant contributions.

The Power of Strengths

It is through our talents and strengths that we tap into our greatest potential for success.

Do you ever wonder why you make certain choices?

Why you do what you do?

Why you like certain things?

Why you are better at some things than others?

There's a reason. **It's your talents.**

Gallup has investigated the nature of human talents and strengths for over 50 years. These investigations have resulted in the CliftonStrengths, an online assessment of individual talent that identifies areas in which a person has the greatest potential for building strengths. More than 12 million people have taken Gallup's CliftonStrengths assessment.

While continuing to learn more about strengths, Gallup researchers have also examined decades of data on the topics of individual performance and personal development. Gallup has studied more than 1 million work teams, conducted tens of thousands of individual interviews and coached tens of thousands of executives, leaders, managers and individual contributors.

All of this research shows that 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** more likely to report
having an excellent quality of life

are **six times** more likely to
be engaged in their jobs

**Teams that focus on strengths every day
have 12.5% greater productivity.**

When people have an opportunity to use their greatest talents and strengths, they ...

- experience positive energy
- are more likely to achieve their goals
- are more confident
- perform better at work
- are more engaged at work
- experience less stress

*Our greatest talents do more than make us unique individuals.
They also serve as our best opportunities for excellence.*

Applying Strengths

When people know their talents and are able to use them, they report a higher quality of life than those who don't know or don't use their talents.

Unfortunately, people often take their most powerful talents and strengths for granted, and many are not fully aware of them.

The ways in which you most naturally think, feel and behave as a unique individual are such a dominant part of you that they are always there — everywhere you go and in everything you do. But because your greatest talents are such a natural part of you, they might be harder for you to pinpoint than they are for others. Knowing your own dominant talents and strengths and those of others is an easy way to improve your own self-awareness and understand others.

Once familiar with your talents and strengths, you can apply them every day by:

- consistently using those behaviors that improve performance in your work and personal life
- maximizing strengths by offsetting weaknesses
- enhancing how you build partnerships and work in teams

Gallup research has proven that the best opportunity for people to grow and develop — and net the greatest return on investment — is to identify the ways in which they most naturally think, feel and behave, and then build on those talents to create strengths: the ability to consistently provide near-perfect performance.

How Students Can Use Their CliftonStrengths to Succeed

A guide to getting the most from
your natural talents and turning
them into CliftonStrengths

MAY 2017

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About This Guide

The dedication in *CliftonStrengths for Students* says it best:

“To college students everywhere who want to apply their strengths to change the world.”

We designed this guide to help you achieve that goal. We expect great things from you!

Discovering your CliftonStrengths is just the beginning of your journey.

Real, meaningful personal improvement begins only when you learn to *do something* with your these talents.

Gallup research finds that developing talents into strengths happens with the help of a trained coach — someone who knows the necessary proven techniques for leading others to succeed using their CliftonStrengths.

The activities in this guide give you the opportunity to reflect on and document the thoughts, feelings, aspirations and goals that come to mind as you explore your CliftonStrengths. Capture the ideas, the details and the feelings that surface during the activities so you can reflect on and process them later.

Then, your coach will use your reflections as a starting point for your personal CliftonStrengths development.

There are no wrong answers along the way. The questions and comments, activities, and discussions simply give you an organized way to document just how unique you are.

The odds of someone having the same top five CliftonStrengths themes as you in the exact same order is one in 33 *million*. You are *unique*, and it is our hope that this guide helps you communicate exactly who you are, what you want to be, and how you'll use your CliftonStrengths to change the world.

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About Your Journey

You've picked your school. You've taken the CliftonStrengths assessment. What next?

Well, it's up to you. The gift of your CliftonStrengths journey is that it is yours to craft. You can share your CliftonStrengths results with whomever you wish and apply them to any areas of life that you want.

However, there is an inherent challenge to such an approach.

Say you want to climb Mount Everest. You wouldn't just wake up one morning, grab your shoes and water bottle, and head out. While such thinking may seem fun in the moment, it could create great risk and lead to failure — things no one wants when seeking to have a successful adventure.

Instead, you should be thoughtful and intentional about how you develop and apply your CliftonStrengths to your life.

Consider what you want to accomplish. Consult with others who have started their own CliftonStrengths journeys. Ask them to share in their own words what worked and what didn't.

Finally, find others who are willing to take your CliftonStrengths journey with you. Life-changing adventures are better when shared with others.

The adventure is yours. The next steps are yours. The goals are yours. What journey will you choose?

Learning About Your CliftonStrengths Results

Talent is only part of the CliftonStrengths equation. Knowledge and skills are important, too.

When you intentionally practice using these important traits together, to the point that you can consistently provide near-perfect performance in a given activity, you've developed your CliftonStrengths.

All of that takes time and effort.

You'll likely develop knowledge and skills through your experiences in school, in your work and with hands-on practice.

So let's focus on your talents — on who you are today.

To start your journey, take a few minutes to reflect on your CliftonStrengths results and what they mean to you.

What was your first reaction after reviewing your CliftonStrengths results?

Review your Signature Theme Report. Copy and paste or type words, phrases and or sentences from your report that you feel describe you well.

What did you learn about yourself after reviewing your CliftonStrengths results?

What, if anything, surprised you about your CliftonStrengths results?

What new discovery have you made about yourself after reviewing your CliftonStrengths results?

Have you read your action items for each of your Signature Themes? If so, which two or three suggestions are you most interested in applying to your life?

Sharing Your CliftonStrengths Results With Others

As Don Clifton wrote in *Soar With Your Strengths*, “Strengths develop best in response to another human being.”

Gallup research finds that individuals and teams are more likely to experience performance breakthroughs and positive outcomes when they work with others to develop their CliftonStrengths.

Your options are seemingly endless: You can share your CliftonStrengths with your family, friends, peers at school, faculty and staff, program directors, and professional coaches.

Take some time to answer the following questions about sharing your CliftonStrengths with others.

Who are three trusted advisors in your life with whom you can have a conversation about your results?

Ask them if they’d be willing to talk about your CliftonStrengths and where you’re at your best.

Once you have shared your CliftonStrengths with them and met to discuss, answer the following:

What was their reaction to your results?

What did you learn about yourself after sharing and discussing your results with others?

Were you surprised to hear, read or learn any particular information or feedback after sharing your results? If so, what?

Creating Stronger Partnerships Using Your CliftonStrengths

The 34 CliftonStrengths themes interact and influence each other in ways we call theme dynamics. These dynamics appear during the everyday interactions we experience with others.

By understanding and using your CliftonStrengths in your work with others, you can create relationships and partnerships that are complimentary and effective.

Take a few minutes to reflect on the following questions.

Based on what you have learned about your CliftonStrengths, what types of people would be strong partners for you?

Think about a specific relationship or partnership you have. After reviewing your results, what ideas come to mind for using a particular CliftonStrengths theme to improve that relationship?

Accomplishing More Using Your CliftonStrengths

People perform better when they get the chance to do what they naturally do best.

You give yourself a better chance to succeed when you know your CliftonStrengths and use them in a thoughtful, meaningful way.

Take a few minutes to answer the following questions.

Briefly describe a recent success you've had.

How do you think your CliftonStrengths play a role in this success?

What is one goal or objective you are currently working toward?

Which of your themes do you think you can most rely on to accomplish this goal?

Mapping Out Your Next Adventure

Your school is counting on you to become your best self on campus and beyond.

But to do that, you have to be involved.

That means joining clubs. Making friends. Finding mentors and professors who care about you and your success. All while staying financially healthy and applying what you learn in the classroom.

These experiences are all part of a great college experience. And they're all aspects of your life in which you can succeed by using your CliftonStrengths.

In 2014, Gallup and Purdue University began measuring the impact of the experiences students have in school on their later lives.

This study of more than 30,000 U.S. college graduates, called the Gallup-Purdue Index, assesses alumni perceptions of their undergraduate experiences and how those experiences relate to their engagement and job quality later in life.

Use the following pages to reflect on how to use your CliftonStrengths to create the types of experiences identified by the research as critical to current and future success.

Your Professors Matter

When alumni look back on their college experience, they say their relationships matter most.

Not necessarily relationships with their friends, though.

The people who made the biggest impact were their professors.

Which professor uses a teaching style that inspires your learning? Who gives you valuable feedback, and who are you truly getting to know? Who has made you feel excited about learning?

Which of your CliftonStrengths could you use to get to know them more?

Which professor do you believe cares about you as a person? How did they show it?

Did the ways this professor taught, communicated and cared affect any of your CliftonStrengths? If so, which ones?

How can you use your CliftonStrengths to deepen your relationship with this professor?

Your Mentors Matter

Our research shows that to alumni, having a mentor who encouraged them to pursue their goals and dreams deeply mattered to their college experience.

A mentor might be a professor. Maybe a member of school administration or staff. Perhaps your boss.

Usually, your mentor is someone who has a wider perspective and more life experience than you.

The best mentors give you good advice and inspire you to further *your* hopes for *your* life.

They provide guidance that aligns with your CliftonStrengths and your plans.

Who in your life would you consider a mentor? What about them do you admire?

How do you hope a mentor could help you in your life, both in and out of school?

How do you think your mentor could work with you better by knowing your CliftonStrengths?

Compare your CliftonStrengths with your mentor's. What might you do well together? Where may you be challenged? How could you communicate most effectively?

Long-Term Projects Matter

Our research finds that when alumni look back on their college life, they realize that the ability to work on a project that took a semester or more to complete was vital to their career.

When you register for classes, ask yourself two questions:

1. Will I be able to apply my CliftonStrengths in this class?
2. Will I be able to apply my CliftonStrengths to a long-term project here?

Having a passion for what you're studying and being able to apply your CliftonStrengths in the classroom are vital to your engagement on campus.

How do your CliftonStrengths help or hinder your ability to work on a group project?

Which of your CliftonStrengths come into play when starting a project?

Who do you want involved in your project and why? Who would complement your CliftonStrengths best to help you successfully complete the project?

How will you know if your project is successful? How do your CliftonStrengths affect how you define success?

Internships and Applied Learning Experiences Matter

Our research indicates that engaged alumni identify the importance of an internship or job that allowed them to apply what they learned in the classroom.

You may not know the right career choice for you *right now*. But an internship or job that allows you to apply what you're learning lets you explore a potential career early.

From there, you can identify things you might love about that career, as well as things you might not.

What kind of internship or work interests you most? How can you use your CliftonStrengths to create an action plan to get there?

What subjects or fields interest you most?

How can you use your CliftonStrengths to develop greater skill in the fields that interest you? What knowledge do you need, and how can you use your CliftonStrengths to gain that knowledge?

Extracurricular Activities Matter

Our research shows that alumni who were deeply engaged and thriving on campus were extremely active in extracurricular activities and organizations.

Plus, those who say they were extremely active in those types of activities are nearly two times more likely to be engaged at work than their peers.

Being extremely active doesn't mean being involved in every activity possible. Rather, these alumni got *deeply* involved and connected. They gained knowledge, experience and responsibilities that they could apply in the future.

Which clubs and organizations seem to align to your interests and values? How do those interests and values align to your CliftonStrengths?

Which clubs and organizations would help you create networks that would make a lasting impact on the issues that matter to you? How can you use your CliftonStrengths to learn more about the individuals already in those groups?

What kind of impact do you want to make on your school? How can you pair your CliftonStrengths with particular extracurricular activities to chart your course?

Your Next Steps

When you know your CliftonStrengths, you know the value you bring to the world around you.

You know when and where you're at your best.

You can hold a holistic view of all the people and experiences that shape your life on campus and beyond.

So, how will you use your CliftonStrengths to lead an engaged and thriving life?

For help, consider the following next steps:

- Share your CliftonStrengths with others.
- Read *CliftonStrengths for Students*, available via e-book on your dashboard.
- Revisit your CliftonStrengths results and student-specific action items to look for new ideas.
- Seek out a coach — a mentor, an advisor, someone trained in strengths coaching — to help you apply your natural talents to succeed.

This is your journey and your future. It's up to you to make the most of it. Have fun!

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