People's greatest assets are their strengths. However, not everyone is clear about what their strengths are or how to make the most of them.

42% of the high performers say their managers talk with them about their strengths, versus 24% of the national sample.

People who use their strengths more...

- have more self-belief
- reported higher levels of self-esteem
- have more positive energy and buzz.
- improve faster on areas where they are strong as opposed to areas of weakness
- are 6x more engaged at work
- have higher levels of happiness and lower levels of depression
- improve their mindfulness, which can help control stress

The use of strengths is one of the key drivers of employee engagement, which is linked to improved employee retention and loyalty.

When managers emphasised strengths, performance was higher at 36%, compared to a 26.8% decline when emphasising weaknesses.

A focus on strengths in teams allows for the efficient allocation of tasks with greater flexibility and encourages collaboration.

Employees are more open to accepting change when selected on the basis of their strengths.

An understanding of strengths encourages people to value difference, which enables higher creativity and performance.

The use of strengths broadens mindsets by encouraging people to discover new ways of thinking, which builds resilience.

55% of high-performing teams believe that building on their strengths is the best way to succeed.

54% of people positively changed their perception of their employer after a strengths workshop.

People who use their strengths, without the opportunity to use their abilities, many people leave.

Organisations

People who use their strengths experience higher levels of wellbeing and authenticity, creating a culture of high performance.

Increases employees productivity by 7.8%.

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People like to use their strengths, without the opportunity to use their abilities, many people leave.

THE BENEFITS OF STRENGTHS

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To view this full white paper visit: www.strengthsprofile.com