

World's Most Popular Strengths

Summary Insights from Across the Globe 2018

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Section One

A network diagram background consisting of a complex web of interconnected nodes and lines. The nodes are represented by circles of varying sizes, with some being significantly larger than others. The lines are thin and grey, creating a dense, interconnected pattern. The overall aesthetic is modern and technical.

**History and
Background**

Introduction

We've always been fascinated by data at Capp, so we're eager to understand more about trends in Strengths Profile, Capp's online strengths assessment. We also know from your feedback over the years that you are too! We want you to use this data not only for interest and excitement, but to have richer and more developmental strengths conversations with people. It will help you appreciate individuals uniqueness and know what common themes to look for in teams and organisations.

Our mission at Capp is to 'Strengthen the World', and Strengths Profile is perfectly placed to do this. The first version of the tool, Realise2, was launched in 2009 and the vision was to enable individuals to learn more about their wide range of strengths that comprise their uniqueness and help bring these to the forefront in their daily lives.

As our practitioners will know, using more than 30,000 interviews as a source, Capp selected the top 60 most prevalent strengths from a validated bank of 220 to include in its online strengths assessment. To date, there are over one million Strengths Profiles from people across 50 countries and we have accredited over 1,500 experts.

Capp carried out an analysis of the data from 31,850 completed Strengths Profiles. Over a series of reports, we will be summarising the findings into the following key themes and will highlight the similarities and differences:-



Worldwide Strengths



Country Comparison across UK, USA and Australia



Gender



UK Sector



Leaders and Managers

In each of the themes we have analysed the Expert Profiles, which reveal where all 60 strengths sit across the four categories in our Strengths Profile Quadrant.

This first report looks at the most common Worldwide Strengths.

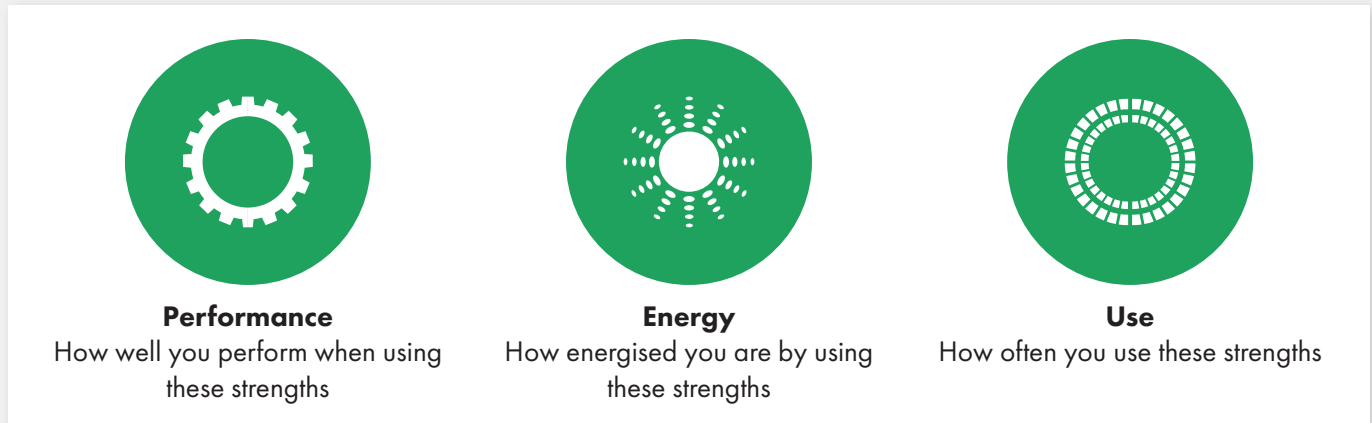
These findings are interesting from both an organisational and coaching perspective. We are always focused on practical application of strengths at Capp, so in each section you will find advice 'Applying the Data'. Here we share our thoughts and opportunities for you to embed the strengths culture.

We look forward to sharing more themes with you soon.

Trudy Bailey, Head of Strengths Profile

About Strengths Profile

The Strengths Profile tool is a simple assessment that offers deep insights as it assesses the strengths across these three areas.



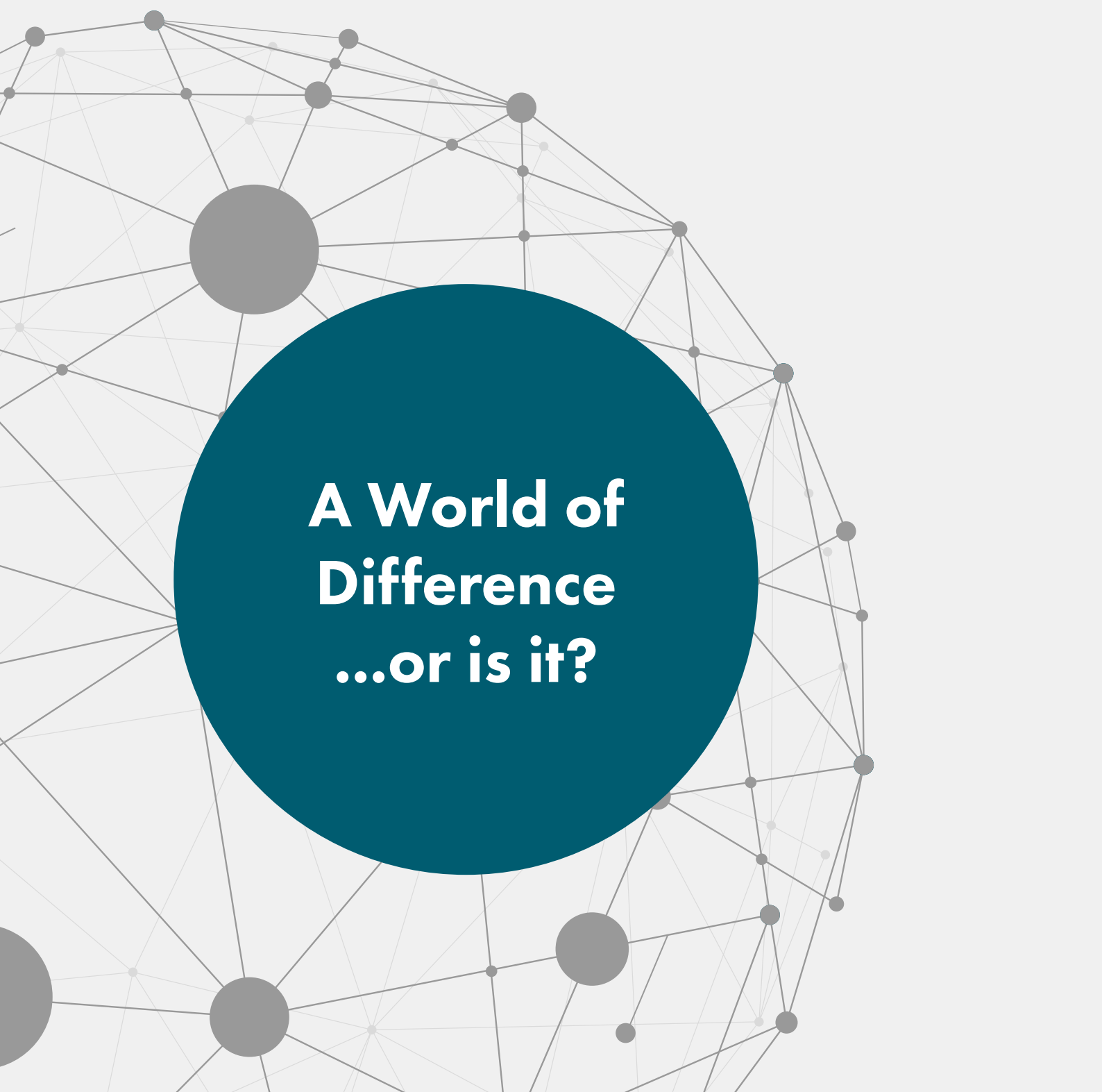
This results in individuals and teams becoming more aware of their passions and abilities, and allows them to explore whether they are using them effectively. There are 60 strengths to give you a more detailed analysis, resulting in a unique Profile that feels like a true representation of who you and your people are.

You and your team may recognise some of your strengths, but you're also likely to discover much more hidden talent. Strengths Profile helps you and your team to understand what you love to do, what drains you, and what to avoid by using our Model of Development.

<p>Realised Strengths Use wisely - Use your realised strengths wisely by dialling them up or down depending on the task and context</p>	<p>Unrealised Strengths Use more - Find opportunities to bring your unrealised strengths out more in your life in order to unlock your potential</p>
<p>Learned Behaviours Use when needed - Use your learned behaviours only when needed in order to keep you engaged and energised</p>	<p>Weaknesses Use less - Use your weaknesses less and your strengths more to avoid any impact they have on your performance</p>

The Strengths Profiles are available in four different types to suit you, your people and your teams. There are also practical toolkits to support strengths becoming a language of choice in your organisation.

Section Two



**A World of
Difference
...or is it?**




World's Most (and Least) Common Strengths

First, we reveal the most and least common strengths that appeared in each of the four categories in the Strengths Profile Quadrants. We used the data across our whole sample set of Profiles.

Worldwide, Pride was the most common **realised strength**, with 61% of people enjoying producing work that is of the highest quality. Adherence, on the other hand, was the least common, resulting in only 15% of people rating themselves as being good at, and enjoying sticking to rules and regulations!

As for **unrealised strengths** – our hidden talents as we use these less – Mission was the most frequent to arise. Mission is about pursuing things that give you a sense of meaning and working towards a longer-term goal. The least common was Detail, being able to spot the small things that others miss. It appears most of us are likely to be using this, whether we like it or not!

The most common **learned behaviour** was Work Ethic, which suggests that most of us are hard-working and put a lot of effort into what we do, even if we don't always enjoy the task in hand. On the other end of the spectrum, Courage was the most common **weakness**. 32% of people, on a worldwide basis, struggle with overcoming their fears and doing what they want in spite of them.

 Worldwide	Most Common	Least Common
Realised Strengths	Pride	Adherence
Unrealised Strengths	Mission	Detail
Learned Behaviours	Work Ethic	Time Optimiser
Weaknesses	Courage	Humility



World's Most (and Least) Common Strengths

Applying the Data

Recognise your own or others' Profiles to see how we are similar or differ from the world's most common strengths. Find ways to work together to strengthen similarities and step in to support others where you have differences.

When coaching or having strengths-based conversations, reflect on these patterns where you feel it can add value. For example, it can be reassuring for people to know many others share their learned behaviours or weaknesses. Many of us can be drained at times by work, and don't enjoy being out of our comfort zone. It's not just us and that can be good to know!





Take time to appreciate those with realised strengths in Adherence and help them overcome the challenges of working with the rest of us who don't like rules!

Humility was the least common weakness and is a common realised strength. When coaching others or reviewing your own Profile, consider times when having Humility has helped you and challenge yourself to consider when it has hindered a situation. Sometimes, we all need to shine a light on the things we achieve!



Worldwide Strengths Profile Quadrant

Here we reveal the full Strengths Profile Quadrant data across our total world sample. In future reports, we will go on to see how gender or countries may be similar or different in their Quadrants.

Realised Strengths  Worldwide		Unrealised Strengths  Worldwide	
1 Pride	5 Resolver	1 Mission	5 Self-belief
2 Humility	6 Drive	2 Time Optimiser	6 Innovation
3 Moral Compass	7 Relationship Deepener	3 Legacy	7 Persuasion
4 Improver		4 Persistence	
Learned Behaviours  Worldwide		Weaknesses  Worldwide	
1 Work Ethic	3 Personalisation	1 Courage	3 Adherence
2 Detail	4 Empathic	2 Competitive	



Worldwide Strengths Profile Quadrant

Applying the Data

Realised Strengths: It makes sense to us that Pride is the top realised strength. Whatever we do in life, we want to do it well and to the best of our ability. However, it's also important to know when to execute too. Pride works best when the whole team are driven to the same high standards.

Opportunity: What more can you do to ensure everyone is on the same page and understands what great quality work looks like in your teams and organisation?

Unrealised Strengths: Two of the top unrealised strengths were Mission and Legacy. We all want to feel like we contribute to something but don't always know how to do this. Interestingly, research carried out by Capp in 2014 reported that Mission was the strength that people most wanted to see in their managers.

Opportunity: How, in your role and with those that you manage, can you ensure they are working on the right things, have clear goals so they feel valued, and can contribute towards and see the bigger picture?

Learned Behaviours: Work Ethic is one of our most consistent conversations in helping people understand their Profiles. Let's remember that learned behaviours still indicate a high performance, just not high energy. You may have just learned that sometimes it's OK to play a little too, and this is not an indication that you are lazy!

Opportunity: Acknowledge it's the most common learned behaviour with people and reinforce their performance at work is good. Check in with yourself and others to see what your work life balance looks like and make adjustments where necessary. Appreciate it is probably here to stay and will always need to be monitored, particularly when you have demanding deadlines.

Weaknesses: The top weakness was Courage. To address this, try getting to the bottom of what areas of life you might not be courageous in. You will be surprised at what you have probably already achieved! Adherence was also in the top three. Address which specific rules you struggle with, as most of us adhere to the important ones.

Opportunity: Courage - ask yourself (or other people) what would it look like if you were more courageous and use others and your strengths to support you.

Opportunity: Adherence - we tend not to break rules, just don't like following them! It may be you need to recruit for this as a team to ensure work is completed as it should be.



Worldwide Strengths Families

Strengths Families are used within our Expert Profiles and are used as conceptual groupings of the 60 strengths. There are five Strengths Families: Being, Communicating, Motivating, Relating and Thinking. Each Strengths Family contains a set of strengths that share related characteristics.

We studied the most and least common Strengths Family and reveal the results here. We also looked at the most and least common strengths within each. The data is taken from the worldwide sample set.

	Most Common	Least Common
Strength Family	Being	Communicating
Being	Pride	Courage
Communicating	Humour	Narrator
Motivating	Improver	Work Ethic
Relating	Relationship Deepener	Enabler
Thinking	Resolver	Adherence



Worldwide Strengths Families

Applying the Data

Most and Least Common Strengths Families

We have more Being strengths (our way of being in the world) than any other family. In this family we find the meaningful strengths, the ones closest to our personality, our preferences for the way we behave. We are often asked how to coach on these when people often feel 'it is just who I am' rather than a strength.

Therein lies the secret, not everyone will have this (Being) strength and our role as coaches is to highlight the greatness we have achieved in using it to date. As well as the future potential!

On the other side, if you work with teams like we do, you may have noticed that we often struggle with communicating! If Communicating strengths don't appear in your own or your coachee's strengths quadrants, see what other strengths you or they have that would help them communicate with people instead. For example, Curiosity or one of the Relating strengths.

Most and Least Common Strengths within the Strengths Families

Use the most and least common strengths within families to continue appreciating uniqueness in yourself and others. For example, you may have Narrator as a realised strength, which is the least common Communicating strength. Appreciate how you or others can make a great business case through telling stories in the team. It can also be helpful to know others may not always appreciate your stories if they don't share the strength! It also appears a lot of us enjoy humour in our communication. It is a great way to get conversations going and lighten a stressful project, but we may need to see what other strengths we have that accompany it for a better result.

If you have one of the common strengths, you won't need to go far to find a partner to work with for even better results. If that's not you, think how you can work with others to bring a difference to a situation. If everyone is fixed on improving processes, is anyone checking to see if it needs improving in the first place? If one of your top strengths is less common, it's time to shine.

Section Three



**Case
Studies**

Case Studies



THOMSON REUTERS

Capp developed a programme to help women fully realise their strengths, so that they can understand the unique talents they can offer their organisation and help them experience positive personal benefits from harnessing their talents. Capp has delivered 50+ successful programs since 2011 for Thomson Reuters across 20 countries, helping over 500 women maximise their potential. The latest evaluations reveal:

- **98%** said that the Strengths Profile debrief was an insightful beginning to the program
- **96%** said it allowed them to learn new behaviours and actions that will make them a better leader
- **94%** said it helped them improve their ability to use their strengths to achieve better results in current roles
- **87%** of alumni said it improved their readiness to apply for senior roles since attending the program
- **4x** higher rate for alumni to be promoted to a higher band role than non-participants

ATKINS

Capp built the Playing to Your Strengths Module, which has been rolled out across India, Middle East, UK, the USA and China. Capp supported Atkins by developing the 3 hour face-to-face module as part of their Line Managers' Essentials Programme, which was designed to develop an action plan and strengthen the team. The module has been delivered to 465 line managers globally and evaluation data shows that participants:

- Feel confident in identifying strengths in themselves and their team members
- Are aware of their own strengths and that of their team members
- Understand the business benefits of using a Strengths-based approach to management
- Know how to manage others on the basis of their strengths, learned behaviours and weaknesses



Capp delivered a Strengths-based team development day to help the BBC Online Technology Group to better understand how to play to their strengths in order to meet the challenges and responsibilities of their upcoming priorities. They also wanted to connect further as a team, knowing when and how to support one another, whilst appreciating everyone's unique contribution. The outcomes of the day were as follows:

- **100%** said their Strengths Profile helped them to understand more about their strengths and weaknesses
- **100%** said they had a greater understanding in how to use their strengths to be more effective at work
- **88%** said they would continue to use their learning from the strengths workshop
- **88%** said they felt able to make positive personal development changes as a result of the workshop

Section Four



**Strengths
Definitions**

Strengths Definitions

**Action** *Motivating*

You feel compelled to act immediately and decisively, being keen to learn as you go.

**Adaptable** *Thinking*

You juggle things to meet changing demands and find the best fit for your needs.

**Adherence** *Thinking*

You love to follow processes, operating firmly within rules and guidelines.

**Adventure** *Motivating*

You love to take risks and stretch yourself outside your comfort zone.

**Authenticity** *Being*

You are always true to yourself, even in the face of pressure from others.

**Bounceback** *Motivating*

You use setbacks as springboards to go on and achieve even more.

**Catalyst** *Motivating*

You love to motivate and inspire others to make things happen.

**Centred** *Being*

You have an inner composure and self-assurance, whatever the situation.

**Change Agent** *Motivating*

You are constantly involved with change, advocating for change and making it happen.

**Compassion** *Relating*

You really care about others, doing all you can to help and sympathise.

**Competitive** *Motivating*

You are constantly competing to win, wanting to perform better and be the best.

**Connector** *Relating*

You make connections between people, instinctively making links and introductions.

**Counterpoint** *Communicating*

You always bring a different viewpoint to others, whatever the situation or context.

**Courage** *Being*

You overcome your fears and do what you want to do in spite of them.

**Creativity** *Thinking*

You strive to produce work that is original, by creating and combining things in imaginative ways.

**Curiosity** *Being*

You are interested in everything, constantly seeking out new information and learning more.

**Detail** *Thinking*

You naturally focus on the small things that others easily miss, ensuring accuracy.

**Drive** *Motivating*

You are very self-motivated, pushing yourself hard to achieve what you want out of life.

**Emotional Awareness** *Relating*

You are acutely aware of the emotions and feelings of others.

**Empathic** *Relating*

You feel connected to others through your ability to understand what they are feeling.

**Enabler** *Relating*

You create the conditions for people to grow and develop for themselves.

**Equality** *Relating*

You ensure that everyone is treated equally, paying close attention to issues of fairness.

**Esteem Builder** *Relating*

You help others to believe in themselves and see what they are capable of achieving.

**Explainer** *Communicating*

You are able to simplify things so that others can understand.

**Feedback** *Communicating*

You provide fair and accurate feedback to others, to help them develop.

**Gratitude** *Being*

You are constantly thankful for the positive things in your life.

**Growth** *Motivating*

You are always looking for ways to grow and develop, whatever you are doing.

**Humility** *Being*

You are happy to stay in the background, giving others credit for your contributions.

**Humour** *Communicating*

You see the funny side of almost everything that happens - and make a joke of it.

**Improver** *Motivating*

You constantly look for better ways of doing things and how things can be improved.

Strengths Definitions

-  **Incubator** *Thinking*
You love to think deeply about things, to arrive at the best conclusion.
-  **Innovation** *Thinking*
You approach things in ingenious ways, coming up with new and different approaches.
-  **Judgement** *Thinking*
You enjoy making decisions and are able to make the right decision quickly and easily.
-  **Legacy** *Being*
You want to create things that will outlast you, delivering a positive and sustainable impact.
-  **Listener** *Communicating*
You are able to listen intently to and focus on what people say.
-  **Mission** *Being*
You pursue things that give you a sense of meaning and purpose in your life.
-  **Moral Compass** *Being*
You have a strong ethical code, always acting in accordance with what you believe is right.
-  **Narrator** *Communicating*
You love to tell stories and see the power of these stories to convey insights.
-  **Optimism** *Thinking*
You always maintain a positive attitude and outlook on life.
-  **Organiser** *Thinking*
You are exceptionally well-organised in everything you do.
-  **Persistence** *Motivating*
You achieve success by keeping going, particularly when things are difficult.
-  **Personal Responsibility** *Being*
You take ownership of your decisions and hold yourself accountable for your promises.
-  **Personalisation** *Relating*
You recognise everyone as a unique individual, noticing their subtle differences.
-  **Persuasion** *Relating*
You enjoy bringing others round to your way of thinking and winning their agreement.
-  **Planner** *Thinking*
You make plans for everything you do, covering all eventualities.
-  **Prevention** *Thinking*
You think ahead, to anticipate and prevent problems before they happen.
-  **Pride** *Being*
You strive to produce work that is of the highest standard and quality.
-  **Rapport Builder** *Relating*
You establish rapport and relationships with others quickly and easily.
-  **Relationship Deepener** *Relating*
You have a natural ability to form deep, long-lasting relationships with people.
-  **Resilience** *Motivating*
You take hardships in your stride, recovering quickly and getting on with things again.
-  **Resolver** *Thinking*
You love to solve problems, the more difficult the better.
-  **Self-awareness** *Being*
You know yourself well, understanding your own emotions and behaviour.
-  **Self-belief** *Motivating*
You are confident in your own abilities, knowing that you can achieve your goals.
-  **Service** *Being*
You are constantly looking for ways to help and serve others.
-  **Spotlight** *Communicating*
You love to be the focus of everyone's attention.
-  **Strategic Awareness** *Thinking*
You pay attention to the wider context and bigger picture to inform your decisions.
-  **Time Optimiser** *Thinking*
You maximise your time, to get the most out of whatever time you have available.
-  **Unconditionality** *Being*
You accept people for who and what they are, without ever judging them.
-  **Work Ethic** *Motivating*
You are very hard working, putting a lot of effort into everything you do.
-  **Writer** *Communicating*
You love to write, conveying your thoughts and ideas through the written word.

Contact

We hope you have found our first paper on the World's Most Popular Strengths interesting and more importantly helpful. Look out for the country comparison, gender, sector, and leaders and managers that will follow.

We want to hear from you to shape our future Strengths Insights Reports. What would you like to know?

Get in touch with Trudy Bailey, Head of Strengths Profile, for further information on trudy.bailey@capp.co

If you would like to find out more about Strengths Profile, please visit www.strengthsprofile.com

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