

# Utilizing Gallup's Clifton StrengthsFinder

High performing teams possess a combination of mutual trust and respect, clear expectations, and most importantly, talent alignment: everyone doing what they do best. Research from Gallup tells us:

- **People who use their strengths every day are six times more likely to be engaged on the job.**
- **Teams that focus on strengths every day have 12.5% greater productivity.**

Gallup's Clifton StrengthsFinder is an online assessment that measures a person's natural talents within 34 themes, then identifies the Top 5 most dominant themes (areas of strength) for an individual. By revealing the ways in which each person most naturally thinks, feels, and behaves, StrengthsFinder helps individuals discover and build upon the areas in which they have the most potential to develop and succeed.

## Research and Concept

- The conceptual basis of the StrengthsFinder (CliftonStrengths) is grounded in more than three decades of the study of success across a wide variety of functions (from business to education) and many different cultures (nearly 50 countries).
- The StrengthsFinder measures not strengths, but the presence of talents in 34 general areas, or "themes." While **talents** (recurring patterns of thought, feeling, or behavior that can be productively applied) naturally exist within individuals, **strengths** (the ability to provide consistent, near-perfect performance in a specific task) must be developed and are the product that results when one's talents are refined with acquired skills and knowledge.
- An individual's Signature Themes are very unique to that person. When ranking within the set of five themes is taken into consideration, 33,390,720 different sets of Signature Themes are possible.
- We do not advocate the use of the StrengthsFinder in either employee selection or hiring. We take this approach to keep individuals focused on their own intrapersonal development rather than interpersonal comparison.

## Application

- Our primary use of the StrengthsFinder is in a purely developmental context. This means that we do not teach that any specific theme of talent is more appropriate for one role than for another (i.e., we do not say that "Achievers" should be managers). Instead, we first look at each person as an individual on the basis of talent, then help that individual discover how to build upon his or her talents to develop strengths within his or her role, when it aligns to the business need.
- The Clifton StrengthsFinder assessment can be applied in many ways to help create an engaged, Strengths-based team and organization. Common approaches include 1:1 coaching to support leadership effectiveness and career development, and team/group workshops to facilitate improved communication and maximize team performance.
- As of 2023, over 30 million people in more than 50 countries had received a StrengthsFinder talent assessment. The instrument is available in more than 20 languages.