



THE #1 WALL STREET JOURNAL BESTSELLER

STRENGTHS FINDER 2.0

TOM RATH
New York Times Bestselling Author of
WELLBEING

Strengths Finder 2.0



FINDING YOUR STRENGTHS

APPLYING YOUR STRENGTHS

IDEAS FOR ACTION



Finding Your Strengths



FOCUS ON WHAT WORKS

- Our goal is to start a global conversation about what's right with people. We are tired of living in a world that revolves around fixing our weaknesses.
- “At work, I have the opportunity to do what I do best every day.” Only one third of 10 million people surveyed, strongly agree with this statement.
- People who do have the opportunity to focus on their strengths every day are six times as likely to be engaged in their jobs and more than three times as likely to report having an excellent quality of life.
- Once you have identified your greatest talents, stay focused on them. Refine your skills. Acquire new knowledge. Practice. Keep working towards strength.

SELF-ASSURANCE

- We devote more time to our shortcomings than to our strengths. At it's fundamentally flawed court, the aim of almost any learning program is to help us become who we are not.
- “Most people think they know what they are good at but they are usually wrong.” - Peter Drucker
- Far too many people spend a lifetime headed in the wrong direction. They go from cradle to cubicle, then to casket without ever discovering their greatest talents and potential.
- Help people see the connections among their talents, their actions, their mission, and their successes.
- When people believe in what they're doing and feel like they're part of something bigger, commitment to achievement is enhanced.

Applying Your Strengths



LEARN AND GROW

- If you want to improve your life and the lives around you, you must take action.
- Building your talents into real strength requires practice and hard work, much like it does to build physical strength.
- Be energized by the study and deliberate journey from ignorance to competence.
- Schedule time to read, the ideas and experiences of others can become your raw material for new ideas.
- Talent (a natural way of thinking, feeling or behaving) X investment (time spent practicing, developing your skills, and building your knowledge base) = strength (the ability to consistently provide near perfect performance).
- When people have the opportunity to learn and grow, they are more productive and loyal.
- Remind people why their work is important and how it makes a difference in their lives and in the lives of others.

STRIVE TO ACHIEVE

- Remember that you cannot give what you do not have. If you want to have a bigger impact on the well-being and growth of others, you need to keep growing yourself.
- Study success. Deliberately spend time with people who have discovered their strengths.
- Goals serve as your Compass. They help you determine priorities and make the necessary corrections to get back on course.
- If something is not helping you move toward your destination, then it is not important.
- The integrity of your objectives will ensure that the application of your talents leads to solid and long lasting success.
- “Hide not your talents. They for use were made. What's a sundial in the shade?” - Benjamin Franklin

Ideas For Action



DELIBERATE RESPONSIBILITY

- Others can guide you and make suggestions. But you alone have the authority to form conclusions, make decisions, and act.
- Only action leads to performance. Make a decision, take action, look at the result, and learn.
- Keep getting smarter about the words you use. They are a critical Currency. Spend them wisely.
- You have authority and the final accountability for living your life.

STRATEGY

- Discard any paths that lead into resistance or confusion. Cull and make selections until you arrive at your chosen path.
- There is little point in knowing where events will lead if you are not ready when you get there.
- Wise forethought can remove obstacles before they appear.
- Use your vision of the future to energize others. They want a picture that can raise their sights and thereby their spirits.
- When you win, take time to investigate why you won. You can learn a great deal from the victory.

BE A DEVELOPER

- To grow, consciously expose yourself to challenging experiences that will test your talents, skills, and knowledge.
- Become a leader in helping provide disadvantaged people with the platform they need to show their true potential.
- Instinctively observe each person's style, each person's motivation, how each thinks, and how each builds relationships.
- The future is not a fix destination. It is a place that you create out of the choices that you make right now.
- Divine relentlessness: Never rest because there's always more to do.