

STRENGTHS - PROFILE

Everyone has natural talents and strengths. Do you make the most of yours every day?

Since 2009, the Strengths Profile has been used by over a **quarter of a million people** around the world to gain a deep understanding of how to **leverage their unique character strengths**. Designed by Alex Linley and his team at the *Centre for Applied Positive Psychology*, the Strengths Profile is used by **world-leading organisations** including Oracle, Aviva, Ernst & Young and HSBC.

This **scientifically robust, second-generation** profiling tool is a clear measure of 60 character strengths - and how to apply them in the real world for better outcomes. Unlike traditional behavioural profiles, it measures strengths, on not only *performance* and *use*, but adds the distinct third measure of *energy* – that is, how exhausting or energising each strength is for you to use. In this way, you **gain a personal roadmap** of how to use your best strengths to **stay energised** and firing on all cylinders – and an understanding of how to minimise the risk of using the strengths that you find de-energising.

This allows you to **design your own “best fit” strategies** for realising your full potential, minimising weaknesses and **optimising your performance and wellbeing**.

“A strength is a pre-existing capacity for a particular way of behaving, thinking, or feeling that is authentic and energising to the user, and allows optimal functioning, development and performance.”

- Alex Linley, *Average to A+*

Why use a strengths-based approach?

Research shows that when people use their strengths, they enjoy a number of personal and professional benefits. People who call on their strengths more often:

- Are happier and more confident
- Have higher levels of energy and vitality
- Have higher levels of self-esteem
- Experience less stress
- Perform better & are more engaged at work
- Are more likely to achieve their goals
- Are more resilient and effective at developing and growing themselves

One simple tool, many applications.

The Strengths Profile has many applications in professional and organisational development. Teams and businesses can apply a strengths - based approach in areas like:

- Leadership and talent development
- Team Building
- Organisational Development
- Performance Management
- Recruitment
- Career management
- Building personal resilience and wellbeing

“The unique purpose of organization is to make strength productive...one cannot build on weakness. To achieve results, one has to use all the available strengths...These strengths are the true opportunities.”

- Peter Drucker, *The Effective Executive*

For more information, or to book your Strengths Profile today, call
1300 368 414



The Strengths Profile Model

Find out where your Strengths fit...and how to make the most of them



The **Strengths Profile** plots the **60 character strengths** into one of each of the four quadrants of **Realised Strengths, Learned Behaviours, Weaknesses and Unrealised Strengths** in a simple 40-minute online assessment. In your personalised 17-page report, you receive details of where your authentic strengths are positioned and **how to make the best of each**. In the 90-minute debrief with your Accredited Strengths Coach, you will gain insights into ways to **work more easily and efficiently**, with more energy - and how to minimise tasks that de-energise you. Typical results include **increased engagement and enjoyment at work**, better outcomes achieved with less stress, and new approaches to **drive your performance - and career**. **Team Profiles for small or large work groups and Workshops** are also available for organisations. **Contact Bell Training Group to find out more.**

“To say that this tool is the most well-rounded assessment tool that I have ever come across, is an absolute understatement. I had no idea of the impact that this Strengths Profile would have on me...I’m definitely more productive, I’m making better decisions and I’m enjoying my work more.”

- Margit Lindgaard Cruice, Company Director

In a *Corporate Leadership Council* study of over 19,000 people in workplaces, it was found that a strengths - based approach led to far greater performance outcomes. In performance management discussions, a drop in performance of 24% was noted when performance deficits were emphasised. **When strengths were emphasised, there was a 36.4% increase in performance.** Which approach is your organisation using?

A strengths - based approach can be extended through **entire work groups and companies** to help **tap into unused talent** throughout the organisation, developing **flexibility** and improving **teamwork**. Attracting and retaining more of the right people provides a **clear competitive advantage** in today's marketplace.

Consider the benefits of adopting a strengths - based approach in your organisation.

Strengths Profiling - Leadership & Team Development - Workplace Coaching

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