



# STRENGTHS FOR SUCCESS

YOUR PATHWAY TO  
PEAK PERFORMANCE

DR PAUL BREWERTON & JAMES BROOK

STRENGTHSCOPE™ WORKBOOK

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## FOREWORD

Congratulations on having taken the first steps on your strengths journey. Becoming more aware of your strengths, however, is just the start.

In order to translate your strengths into personal and business success, you will need to invest time, effort and energy in improving your work habits and capitalising on your strengths. Through following the simple techniques and 4-A Strengths to Success development process in this workbook, you will gain:

- **AWARENESS** of your strengths (what energises you and keeps you going)
- **ACTION** (or the inspiration you need to take action to use and develop your strengths and reduce limiting weaknesses)
- **AGILITY** (or the ability to use your strengths in an agile, balanced way)
- **ACHIEVEMENT** (Building and reinforcing cycles of success and recognising your achievements)



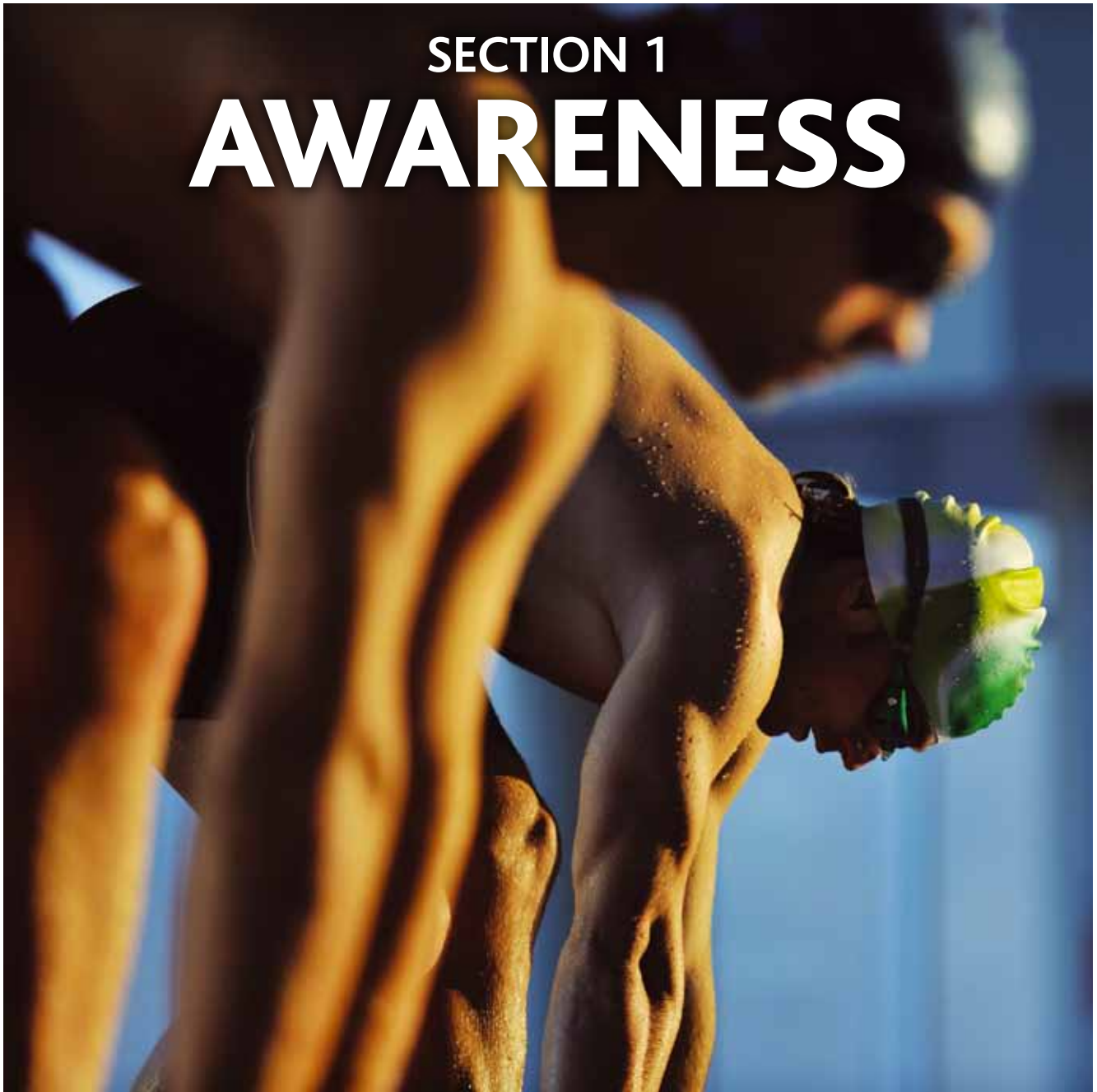
Please turn the page to find out more about each stage of the process.

**“Your time is limited, so don’t waste it living someone else’s life ...have the courage to follow your heart and intuition”**

Steve Jobs, CEO Apple, C21st

# SECTION 1

# AWARENESS



*A strength is a personal characteristic or quality that makes you feel energised and enthusiastic and leads to you doing great work. Becoming fully aware of your strengths is the first step towards putting them to good use. This section helps you to do just that.*

## CHAPTER 1.1 – FINDING YOUR STRENGTHS

By now, you will have reflected on what your Strengthscope™ Feedback Report tells you about yourself. Soon you will drill down into your *Significant 7* and clarify your *Top 3 Strengths*. First though, it's worth tuning into your past. Why? Because in order to do more of what we do best, we need to gain a deep understanding of our positive patterns. Great though the Strengthscope™ analytic tool is, there's nothing like interrogating our past to ensure that what it is telling us is true.

So:

- Put the Strengthscope™ Feedback Report to one side
- Make sure you will not be disturbed for the next 20 minutes
- Make yourself a cup of your favourite brew
- Take a few deep breaths – or do whatever helps you let go of the thoughts that are racing in your mind...

You are going to interrogate your past.

You are going to become fully aware of your productive habits.

You are going to prepare yourself for your positive future...

**“Hide not your talents, they for use were made. What's a sundial in the shade?”**

Benjamin Franklin, C18th

## Activity 1 – My Positive Pattern

Without reference to your Strengthscope™ Feedback Report, please complete the following sentences:

The three words which describe me at my best are:

The specific achievements that have been the most positive and memorable for me in my life (work, family, social) are:

These are important to me because:

A recent (ideally in the past six months) high point for me at work was:

This is what I did right; these are the results and this is what I learnt about myself:

## CHAPTER 1.2 – FINDING YOUR FLOW

Remember the Strengthscope™ definition of a strength?

*“A personal characteristic or quality that makes you feel energised and enthusiastic and leads to you doing great work.”*

Well, the “*makes you feel energised*” bit gives us another clue as to what your strengths may be. The following activities will help you to focus in on where you are in *flow*<sup>1</sup>, identifying what it is that gives you energy, and what takes it away. Becoming aware of these energy fillers and drillers will help you when it comes to Section 2 of this workbook – putting your strengths into action.

### Activity 2 – My Energy Lifeline

What gives you energy and what takes it away?

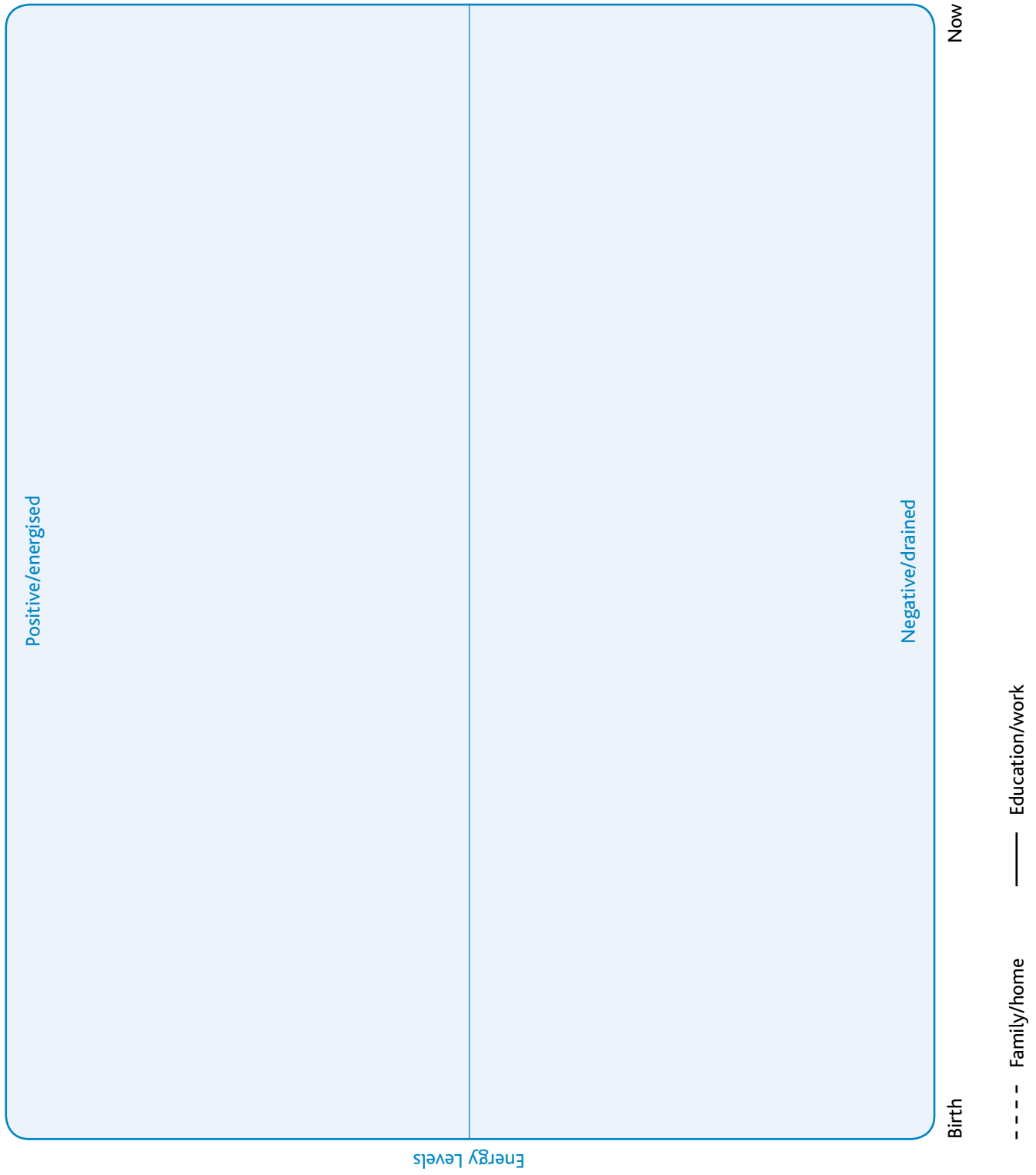
On the next page, please draw two lines to represent your energy levels in each of these areas of your life up to this point:

- Family/Home – immediate and extended family and home life
- Education/Work – your work and career experiences

For each area:

- 1 Think about when you felt most positive and energetic, representing these occasions by drawing your lifeline **above** the zero line on the graph.
- 2 Think about times when you felt drained and run down, representing these occasions by drawing your lifeline **below** the zero line.
- 3 You may also want to write key events on the graph, e.g. schooldays, birthdays, leaving college/university, meeting partners, successes at work, memorable holidays, etc.
- 4 You may even want to include your age or dates at the bottom of the graph, from the date of your birth, up to now.
- 5 Try to focus on how energised you felt at each point in your life as you draw the lifeline.
- 6 You may want to use a different colour for each area, or even to refer back to Activity 1 to help you focus.

<sup>1</sup> *Flow* is a concept that is explained in more detail in Chapter 2.4. It refers to a state of optimal performance, where the person is fully immersed in what s/he is doing, often referred to as *being in the zone*.

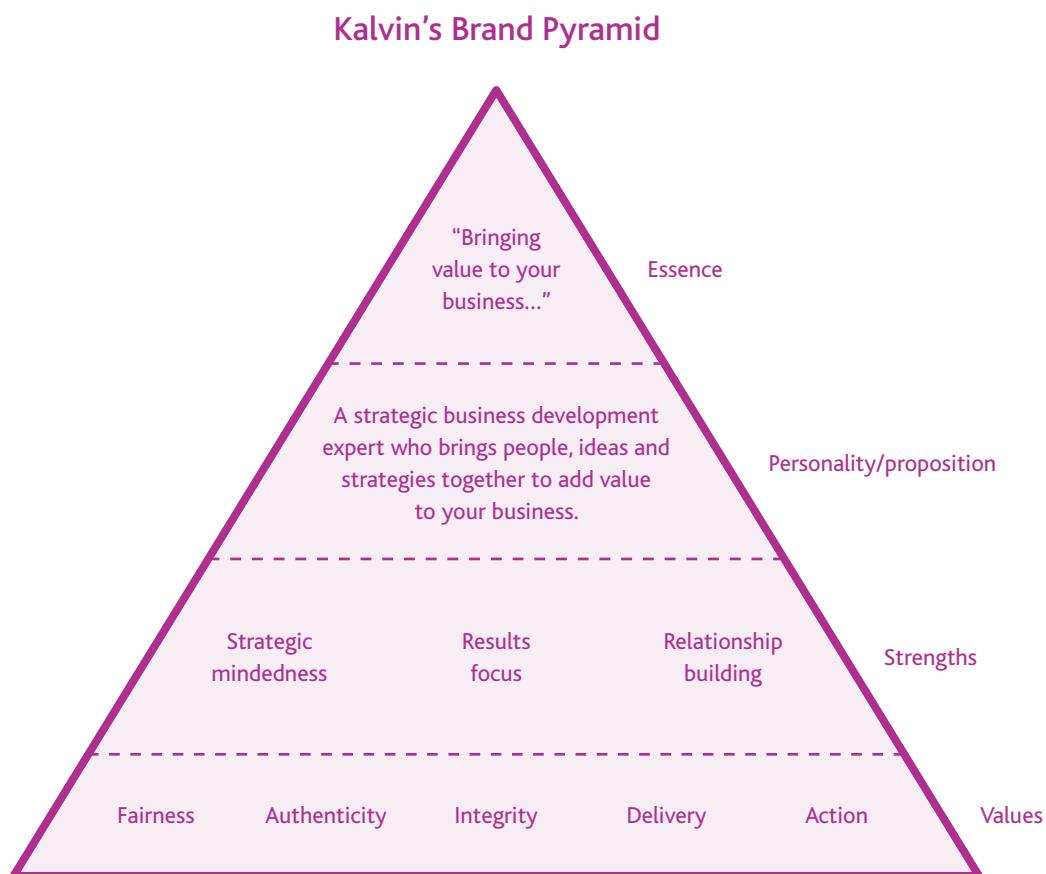


## Activity 19 – My Brand Pyramid

A brand pyramid is a tool used by branding professionals to clarify and control their messages. It can also be a powerful tool enabling you to communicate and control your personal brand.

Take Calvin, a senior sales manager whose Top 3 Strengthscope™ strengths were *strategic mindedness*, *results focus* and *relationship building*. Following the steps below, Calvin crafted his brand pyramid, distilling his brand essence down to “bringing value to your business”.

Everyone agreed, “Yes, that is exactly what Calvin does,” even his line manager, who offered to retain him at a level which enabled him to make the leap across to self employment (his personal goal in his strengths plan). Not wishing to miss out on the action, two existing contacts in his professional network contracted him to deliver specific partnership projects too.



By simply clarifying and communicating his goals and brand to three key stakeholders, Calvin was successful in carving himself a niche career which played, totally, to his strengths.

Let's now look at your brand...

**Step 1: Review the values** you wrote down as being important to you in *Activity 8, Setting My Strengths Goals* (under the section “*Things I value deeply, which I will not give up or compromise in pursuing this goal, are:*”).

Please complete the following sentence:

These are my personal values. I feel so passionately about them that I will not give them up or compromise them in pursuing my goals:

Value 1:

Value 2:

Value 3:

Value 4:

**Step 2: Identify the strengths** you believe reflect your values and passions most authentically (there will be clues in the feedback you have received from colleagues in your Strengthscope™ Feedback Report; there will also be clues in reviewing the Strengthscope™ descriptions of your *Significant 7 Strengths*):

My standout strengths when I am in *flow*, at one and enjoying success are:

### TOP TIP

Some people find it helpful to focus in on their values by identifying what it is that makes them angry: For Calvin, injustice is one trigger (making *fairness* one of his values). People pretending to be something they are not, is another trigger (making *authenticity* a value). Laziness just drives Calvin mad (hence the *action and delivery* values, which happen to reflect his *results focus* strength, another strong indicator that they are true and deeply held values).

**Step 3: Identify your brand personality or proposition.** Your brand proposition is what you want people to say about you when you are not in the room. Reflecting the value your strengths can bring to your business in less than 20 words (or 15 seconds), it crystallises your offering. Before trying though, it is worth reviewing your answers to *Activity 18 Communicating My Strengths*.

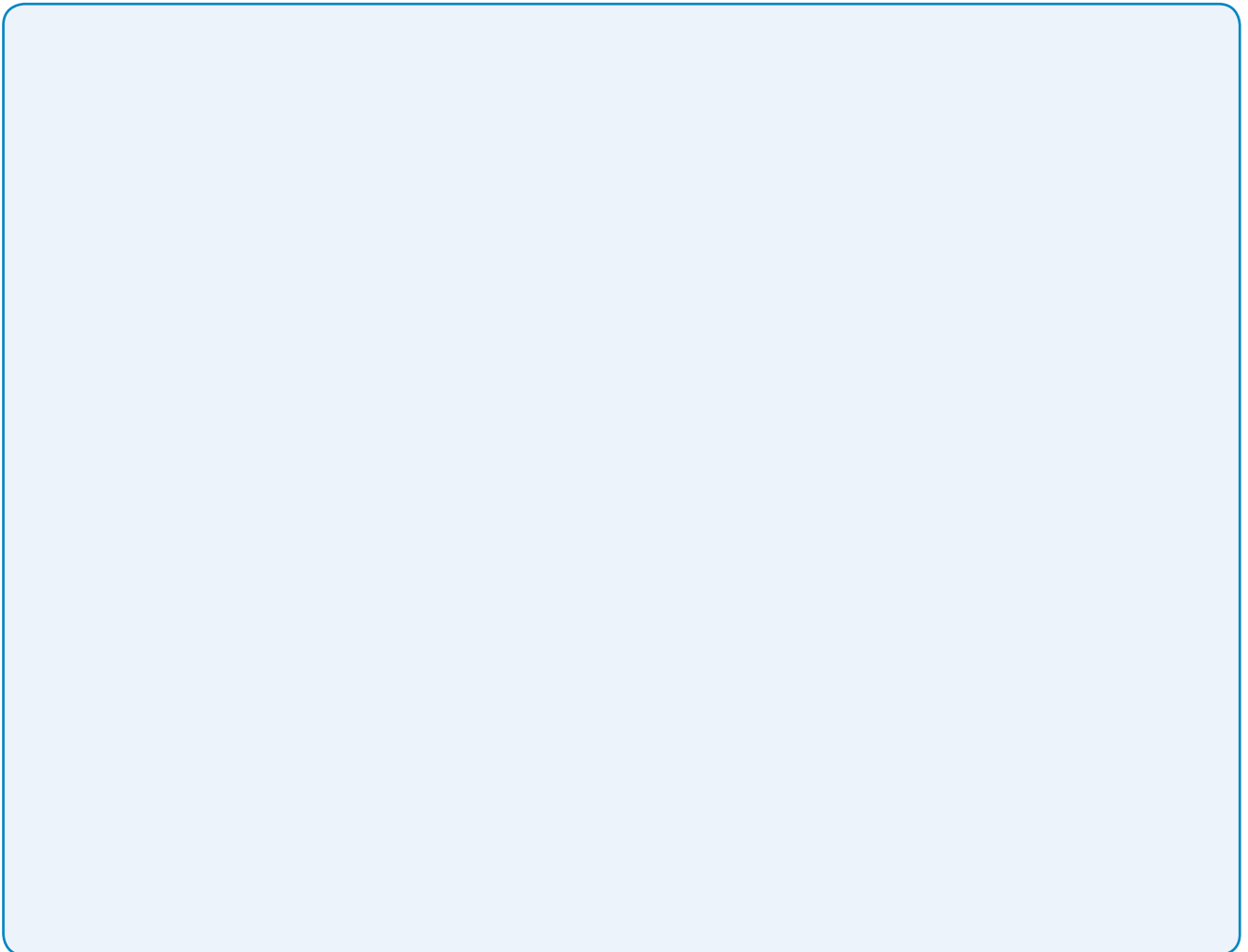
Ready? Let's do it...

This is my brand proposition it clarifies my strengths and the value I can bring. It is the 20 words (or less) that I would like people to say about me when I am not in the room:

**Step 4: Distilling your essence.** Your brand essence is your strap line: what you'd want people to say about you if they thought you might walk back in the room in the next five seconds! It's how you'd like to be introduced at meetings, your equivalent of L'Oreal's "Because you're worth it" or Nike's "Just do it".

My brand essence, the six words (or less) that I would like people to use to introduce me at meetings is:

**Step 5: Draw your brand pyramid.** In the space below draw your own brand pyramid, bringing it to life with colour and any creative ideas you may have.



To succeed in today's competitive marketplace, you must be keenly aware of external perceptions of your personality, strengths and your contribution. Inviting feedback from key stakeholders on your brand pyramid and your ongoing performance will enable you to close any gaps between how you aspire to be seen and how you are actually seen.

We hope you're enjoying your strengths journey!



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