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communications & consulting

Start with Strengths



What is Clifton Strengths and why does it matter?

OK Libby, what is this thing called Clifton Strengths?

Created by Don Clifton, the Clifton Strengths Assessment (formerly known as the Clifton Strengths Finder) is designed to help you **discover** what you naturally do best, **learn** how to **develop** your talents into strengths, and **maximize** your **potential** using what you learn from your assessment.

There is one sure way to identify your greatest potential for strength: Step back and watch yourself for a while. Try an activity and see how quickly you pick it up, how quickly you skip steps in the learning and add twists and kinks you haven't been taught yet. See whether you become absorbed in the activity to such an extent that you lose track of time. If none of these has happened after a couple of months, try another activity and watch-and another. Over time your dominant talents will reveal themselves, and you can start to refine them into a powerful strength. —Don Clifton



Start with Strengths: Lead yourself, your team, and your community with confidence.

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**Want
more?**

Opt in at www.bravocc.com and enjoy the full Start with Strengths course. This course will pick up where we leave off in today's webinar. You will learn more about why Strengths is a game changer for leaders, how to speak strengths, and more.



Build a Strengths Mindset at our next virtual workshop

**Tuesday, January
26th from 9:00am to
11:00am CST with a
bonus hour from
11:00 to 12:00**

\$173 person

(bring your entire team for a great day of team building and learning, growing, and transforming together.)

REGISTER HERE:

<https://www.bravocc.com/shop-1>

We will reach 5,000 leaders in 2021 to build a strengths mindset to find/fuel purpose, stand in power, and expand potential.

Join us!

CliftonStrengths® Themes

Achiever®	People exceptionally talented in the Achiever theme work hard and possess a great deal of stamina. They take immense satisfaction in being busy and productive.
Activator®	People exceptionally talented in the Activator theme can make things happen by turning thoughts into action. They want to do things now, rather than simply talk about them.
Adaptability®	People exceptionally talented in the Adaptability theme prefer to go with the flow. They tend to be “now” people who take things as they come and discover the future one day at a time.
Analytical®	People exceptionally talented in the Analytical theme search for reasons and causes. They have the ability to think about all of the factors that might affect a situation.
Arranger®	People exceptionally talented in the Arranger theme can organize, but they also have a flexibility that complements this ability. They like to determine how all of the pieces and resources can be arranged for maximum productivity.
Belief®	People exceptionally talented in the Belief theme have certain core values that are unchanging. Out of these values emerges a defined purpose for their lives.
Command®	People exceptionally talented in the Command theme have presence. They can take control of a situation and make decisions.
Communication®	People exceptionally talented in the Communication theme generally find it easy to put their thoughts into words. They are good conversationalists and presenters.
Competition®	People exceptionally talented in the Competition theme measure their progress against the performance of others. They strive to win first place and revel in contests.
Connectedness®	People exceptionally talented in the Connectedness theme have faith in the links among all things. They believe there are few coincidences and that almost every event has meaning.
Consistency®	People exceptionally talented in the Consistency theme are keenly aware of the need to treat people the same. They crave stable routines and clear rules and procedures that everyone can follow.
Context®	People exceptionally talented in the Context theme enjoy thinking about the past. They understand the present by researching its history.
Deliberative®	People exceptionally talented in the Deliberative theme are best described by the serious care they take in making decisions or choices. They anticipate obstacles.
Developer®	People exceptionally talented in the Developer theme recognize and cultivate the potential in others. They spot the signs of each small improvement and derive satisfaction from evidence of progress.
Discipline®	People exceptionally talented in the Discipline theme enjoy routine and structure. Their world is best described by the order they create.
Empathy®	People exceptionally talented in the Empathy theme can sense other people’s feelings by imagining themselves in others’ lives or situations.

CliftonStrengths® Themes

Focus®	People exceptionally talented in the Focus theme can take a direction, follow through and make the corrections necessary to stay on track. They prioritize, then act.
Futuristic®	People exceptionally talented in the Futuristic theme are inspired by the future and what could be. They energize others with their visions of the future.
Harmony®	People exceptionally talented in the Harmony theme look for consensus. They don't enjoy conflict; rather, they seek areas of agreement.
Ideation®	People exceptionally talented in the Ideation theme are fascinated by ideas. They are able to find connections between seemingly disparate phenomena.
Includer®	People exceptionally talented in the Includer theme accept others. They show awareness of those who feel left out and make an effort to include them.
Individualization®	People exceptionally talented in the Individualization theme are intrigued with the unique qualities of each person. They have a gift for figuring out how different people can work together productively.
Input®	People exceptionally talented in the Input theme have a need to collect and archive. They may accumulate information, ideas, artifacts or even relationships.
Intellection®	People exceptionally talented in the Intellection theme are characterized by their intellectual activity. They are introspective and appreciate intellectual discussions.
Learner®	People exceptionally talented in the Learner theme have a great desire to learn and want to continuously improve. The process of learning, rather than the outcome, excites them.
Maximizer®	People exceptionally talented in the Maximizer theme focus on strengths as a way to stimulate personal and group excellence. They seek to transform something strong into something superb.
Positivity®	People exceptionally talented in the Positivity theme have contagious enthusiasm. They are upbeat and can get others excited about what they are going to do.
Relator®	People exceptionally talented in the Relator theme enjoy close relationships with others. They find deep satisfaction in working hard with friends to achieve a goal.
Responsibility®	People exceptionally talented in the Responsibility theme take psychological ownership of what they say they will do. They are committed to stable values such as honesty and loyalty.
Restorative™	People exceptionally talented in the Restorative theme are adept at dealing with problems. They are good at figuring out what is wrong and resolving it.
Self-Assurance®	People exceptionally talented in the Self-Assurance theme feel confident in their ability to take risks and manage their own lives. They have an inner compass that gives them certainty in their decisions.
Significance®	People exceptionally talented in the Significance theme want to make a big impact. They are independent and prioritize projects based on how much influence they will have on their organization or people around them.
Strategic®	People exceptionally talented in the Strategic theme create alternative ways to proceed. Faced with any given scenario, they can quickly spot the relevant patterns and issues.
Woo®	People exceptionally talented in the Woo theme love the challenge of meeting new people and winning them over. They derive satisfaction from breaking the ice and making a connection with someone.

EXECUTING	INFLUENCING	RELATIONSHIP BUILDING	STRATEGIC THINKING
<p>People with dominant Executing themes know how to make things happen.</p>	<p>People with dominant Influencing themes know how to take charge, speak up, and make sure the team is heard.</p>	<p>People with dominant Relationship Building themes have the ability to build strong relationships that can hold a team together and make the team greater than the sum of its parts.</p>	<p>People with dominant Strategic Thinking themes help teams consider what could be. They absorb and analyze information that can inform better decisions.</p>
<p>Achiever Arranger Belief Consistency Deliberative Discipline Focus Responsibility Restorative</p>	<p>Activator Command Communication Competition Maximizer Self-Assurance Significance Woo</p>	<p>Adaptability Connectedness Developer Empathy Harmony Includer Individualization Positivity Relator</p>	<p>Analytical Context Futuristic Ideation Input Intellection Learner Strategic</p>



Did you know?

23,097,545 people have taken the Clifton Strengths Assessment as of 2020.

Talents are ways in which we naturally think, feel, and behave as unique individuals, and they serve as the foundation of strengths development.

The test-retest reliabilities of the Clifton Strengths Assessment is 0.60-0.80. For the “not numbers people” that’s REALLY REALLY REALLY RELIABLE.

Over twenty years of research has found that your BEST and most accurate assessment is the first one you take. Gallup recommends taking it only once.

The Clifton Strengths Assessment is closely associated with the field of **POSITIVE PSYCHOLOGY** which is focused on what is going right versus fixing what is wrong. Common themes that pop up in this area of study include: mindset, spirituality, growth, well being, personal development, and positive relationships.

There is a **1 in 278,000 chance** that someone will have the same TOP FIVE as YOU! There is a **1 in 33.9 million chance** that someone will have the same TOP FIVE in the same order as YOU. Wow!