

Strengths Finder Profile and Worksheet



GETTING STARTED

This process should take about 2.5 hours start to finish. You will need access to a computer, printer and a fresh copy of either
STRENGTHS FINDER 2.0

OR

STRENGTHS BASED LEADERSHIP.

The unused access code (provided inside the book) will be used to unlock your Strengths Finder 2.0 profile.

PROFILE CHECK LIST

- Read the introduction of the book.
- Consider creating a file on your hard drive for STRENGTHS FINDER MATERIALS. Obtain the unused code from the back of your book and go to the website provided to take your Strengths Finder 2.0 profile. Be sure to allow at least 20 minutes of uninterrupted time to complete profile. Be sure to 'Save As' and keep a copy of your profile and report.
- Save your user name and password somewhere and save the URL as a favorite so that you can refer to in the future.
- Print out and read your reports and any accompanying information thoroughly. Read about your five signature strengths in your book as well. Take notes, underline or highlight key areas.
- Once you are familiar with your signature themes go back and spend some time on the site using your special log in information in the section titled REPORTS.
- Download some of the other reports that are available to you including your "Action Planning Guide." Place these items in your report cover provided for future reference.
- Take time to make a DOOR HANGER of your strengths to hang in your office somewhere. This feature is found in the section titled "CERTIFICATE CREATOR" at the bottom of the REPORTS page.
- Print your door hanger and consider two copies: one for your door and one for your report front.
- Read the article, NO MAGIC TALENT by Smith and Rutiglian (see below).
- Complete the Strengths Finder Worksheet (next page).



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Strengths Finder Worksheet

My top five signature themes are:

1.

2.

3.

4.

5.

The most surprising to me is the _____ strength.

In the past I have sometimes viewed _____ as a weakness, not a strength.

The two most conflicting themes in my five seem to be _____ and _____.

Yet, I can also think of ways these two themes help me in my current field. For example:

The Strengths Finder exercise helped me realize the following key elements:

No Magic Talent

Great Sales Managers Succeed with a Variety of Talents

Excerpted from Discover Your Sales Strengths (Warner Books, 2003)

by Benson Smith and Tony Rutigliano

There is no single talent that great managers have and others do not. So there is no “magic bullet” we can show you. People accomplish their day-to-day tasks through a configuration of talents. We can say that the most frequent areas of differentiation we see between great salespeople and great managers are in the areas of impacting and relating. Again, the best way to illustrate the difference is through a few examples.

Troy has Command as one of his Signature Themes. As we have learned, this theme is ideal for structured sales presentations and is indicative of people who want to control the conversation. Troy is a very strong closer. When Troy presents things to his customers, he makes it impossible for them to say no.

Yet when Troy took on the role of manager, his people were uncomfortable with his “command” approach. Instead of discussing objectives, Troy would simply “sell” his sales reps on their new quotas and “close” them into accepting. His sales reps felt manipulated. These strong closing techniques were very effective for Troy as a sales representative, but they hampered his results as a manager.

On the other hand, Ted impacts people through his Developer theme. As a sales rep, Ted’s interest in the personal success of his customers won him many large accounts. As a manager, he naturally became interested in bringing people along, and his strong Individualization component helped him see the uniqueness in his sales reps. Ted’s salespeople felt he understood them and was interested in their growth. This has had a positive effect on Ted’s sales team members and their productivity.

Both of these individuals were successful salespeople, but Ted’s impacting strengths lend themselves more to a coaching role than do Troy’s.

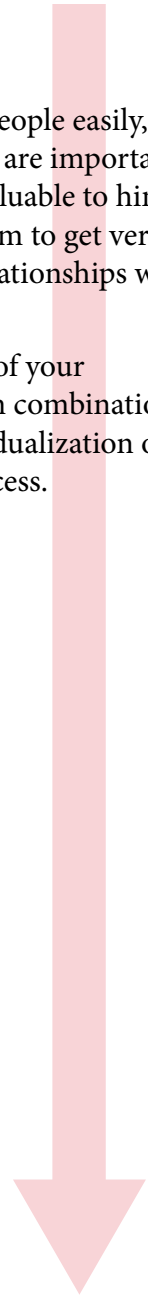
Let’s look at another example in the area of relating talents. Robert was a number one sales rep for many years. One of his Signature Themes is Harmony. He is likable and worked well with his customers. But as a manager, he was reluctant to “get tough” with poor performers. He was unable to let them know when their performance was substandard. He also did not like the challenging attitude of one of his best performers. He felt he was always haggling with him, and so he avoided contact as much as possible. Eventually, this great performer left the company. Robert’s Harmony worked well for him as a sales rep, but not as a manager.

Do we mean that someone with Harmony cannot be a good manager? Not at all. But in this case, there was nothing else in Robert’s Signature Themes that enabled him to deal with

confrontation easily.

Jim, on the other hand, is a strong Relator. He does not meet and greet new people easily, but over time he gets to know people extremely well, especially if those people are important to him. He also has a natural tendency to invest his time in the people most valuable to him (Maximizer). These talent themes are enormously helpful to Jim and enable him to get very close to his best performers, in much the same way that he developed close relationships with his biggest customers.

Remember that no single theme makes the difference. It is the configuration of your Signature Themes that tells the story. Competition, Harmony, or Command, in combination with other themes, can result in very talented managers. Simply having Individualization or Developer or Relator as one of your Signature Themes does not guarantee success.



Brenda Abdilla is a Certified Professional Coach and president of Management Momentum, a Denver firm specializing in business coaching and recruitment. Brenda is especially known for her expertise on personality types and their impact in the business world. She works with individuals and teams to drastically improve results, and hone skills in time management, stress management, work flow, conflict resolution and leadership. Management Momentum's proven and customized recruitment process guarantees the best possible results in today's job market.

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