



LEADERS FOR  
IMPACT NETWORK

*For leaders who realise that  
business as usual will no  
longer cut it.*

# Leaders for IMPACT Network

## Building a Strengths-based culture

Using your strengths for  
individual and business success



**54%**

of people positively changed their perception of their employer after a strengths workshop

- Cappfinity

## Why focus on strengths?

Did you know that people who use their strengths are 6 times more likely to be engaged at work? When people and teams are engaged, great things happen. People look forward to coming to work, achieving their goals, and know that their contribution is valued every day.

**They are happier, less stressed, and more confident.**

### Who wouldn't want that?

Building a strengths-based culture for your team and your business is a powerful differentiator for leaders who are not afraid to challenge the status quo. For leaders who choose to support their people to unlock their potential and overcome barriers. This approach inspires high-performing teams to be the best they can.

A focus on strengths in your business will have a direct and lasting impact on performance and ensure a highly engaged and happy workforce.

Backed by evidence this approach can change the way we lead and live. Strengths-based leaders integrate strengths right across their business, including their mission, vision, values, processes, and how their people work and collaborate daily.

It's a culture in which conversations about strengths are frequent and productive and where mindsets and approaches to work are shaped.

It's time to shift from the old way of leading our people. High-performing leaders don't think like everybody else and recognise that business as usual will no longer cut it. They focus on the well-being of their teams and use their strengths every day to create meaningful change and business success.

**Are you ready to be that leader?**



# What is a strength?

*“A strength is something we perform well at, is energising and we do often – in summary, it’s our authentic self at our best.”*

*“Simply put, strengths energise us, enabling us to be at our best.”*

- **Alex Linley**



## **Strengthen yourself**

By understanding what motivates you and why, you will be happier, more confident and able to achieve your goals easier.



## **Strengthen your work**

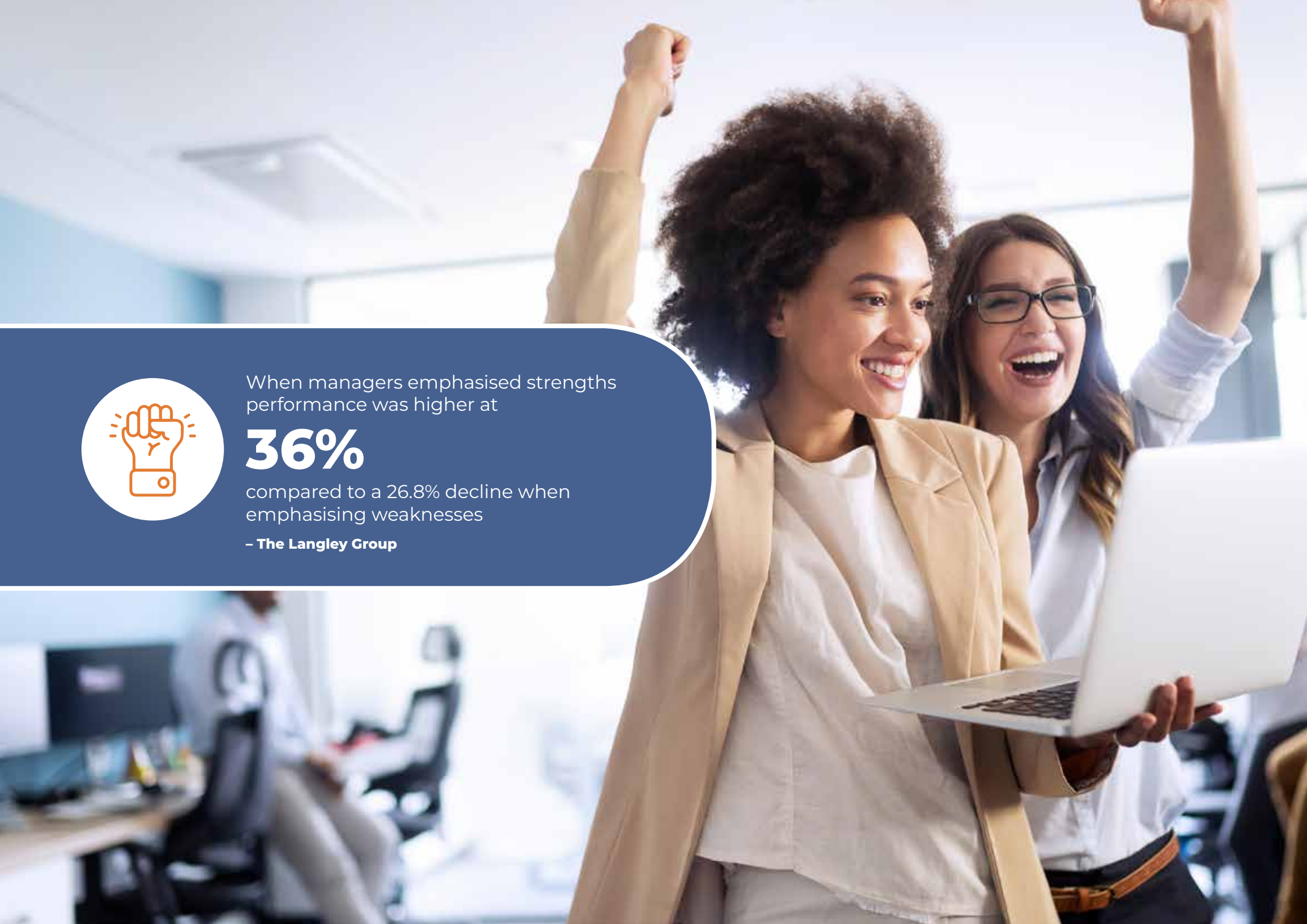
By doing more of what you love, you will be more engaged, perform better, and be more productive.



## **Strengthen your relationships**

When you work on the right things with people and have the right conversations, relationships and interactions improve.





When managers emphasised strengths performance was higher at

**36%**

compared to a 26.8% decline when emphasising weaknesses

– **The Langley Group**

# The Diagnostic Tool – Strengths Profile

We have chosen the Strengths profiler as our diagnostic tool which has been developed over 16 years and is evidenced based.

There are 60 strengths in the Strengths Profile meaning authentic results that feel just like you. It also helps reveal much more than your strengths! You will discover your realised strengths, unrealised strengths, learned behaviours and weaknesses.

The CAPP Strengths Model has identified that every human being has 60 strengths that can be categorised into four quadrants.

Designed by Alex Linley from a decade of theoretical and empirical research in positive psychology, the Strengths Profile has been used by global leaders including Aviva, Oracle and Ernst & Young. This program aims to unlock your performance potential by helping you to realise your strengths. Contact The Leaders for IMPACT Network today to speak to one of our accredited strengths practitioners.

For further information visit:  
[www.strengthsprofile.com](http://www.strengthsprofile.com)

## STRENGTHS - PROFILE

### REALISED STRENGTHS

Strengths you use and enjoy

Perform well   Energising   Higher use

Use wisely

### UNREALISED STRENGTHS

Strengths you don't use as often

Perform well   Energising   Lower use

Use more

### LEARNED BEHAVIOURS

Things you've learned to do but may not enjoy

Perform well   De-energising   Variable use

Use when needed

### WEAKNESSES

Things you find hard and don't enjoy

Perform poorly   De-energising   Variable use

Use less

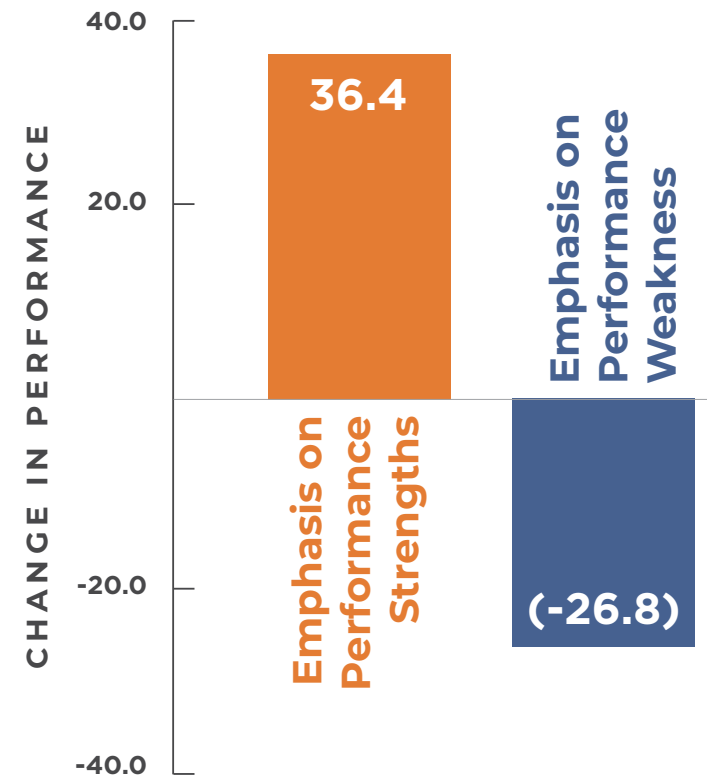
# Benefits for your business

By focusing on strengths, you can have a direct and positive impact on performance.

- Employee performance 21-36% higher
- 73% greater chance of employees being more engaged at work
- 44% more likely to earn high customer satisfaction scores
- 38% more likely to work in high-productivity teams
- 50% more likely to have lower employee turnover Corporate

**Leadership Council, 2002**  
**Harter and Schmidt, 2002**

Table 1: The difference between focusing on strengths vs weaknesses



(CLC 19,187) ©langley group 2014



When individuals use their strengths they are

**6 times**

more likely to be engaged at work

- Cappfinity





## Strengths for Individuals

By focusing on individual strengths, you will:

- Have higher energy levels and greater self-esteem
- Feel happier and more confident
- Experience less stress and increased resilience
- Be more likely to achieve goals
- Perform better and be more engaged at work
- Develop more quickly in areas of strength

**We provide  
strengths  
assessments  
for individuals  
to help them be  
the best they  
can be.**

## **Individual strengths Assessments**

Confidential assessment (expert profile) and de-brief conducted by one of our accredited practitioners.

Only **\$500 plus GST**

## **Peer-to-peer or Manager to direct report assessments**

To support positive and productive working relationships, we provide a program to help individuals understand each other's strengths and how to use them to work more effectively. Whether they be peers working side by side or a manager and their direct report. Includes:

Strengths Assessment (expert profile) and de-brief for two individuals

A Strengths discovery meeting with both individuals to share strengths and explore opportunities

Only **\$1,500 plus GST**





## Strengths for teams

By focusing on team strengths, you will:

- Increased productivity and goal attainment
- Effective talent management
- Improved relationships and communication
- Increased engagement and wellbeing
- Improved delegation
- Increased creativity
- Improved role clarity

**Richardson & West, 2009;**  
**Losada & Heaphy, 2004**



*By knowing the collective and individual strengths of your team, you can improve the way you work together. Understanding what drives the team - and what doesn't - ensures people are engaged by working on the 'right' things, the things that energise and drive them towards realising their goals and delivering on business outcomes.*



**We provide  
team strengths  
programs to  
help support  
high-performing  
and highly  
engaged teams.**

## **Team Strengths Program**

Including individual assessments (expert profile) and de-briefs for all team members, a team strengths report, and a ½ day team strengths workshop delivered on site at your business.

Only **\$600/ per person plus GST** for a team of 10 (for a quote for teams under or over 10 people contact us today).

## **Introduction to Strengths workshop**

Includes a basic profile for attendees and a 2-hour introductory workshop delivered on site at your business.

Only **\$1,200 plus GST** (plus venue hire and catering if required)



A focus on strengths increases productivity by

**7.8%**

- Cappfinity



**Contact us to find out more**

[info@leadersforimpact.com.au](mailto:info@leadersforimpact.com.au)

[leadersforimpact.com.au](http://leadersforimpact.com.au)



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