

# CliftonStrengths® for Leaders

Welcome to CliftonStrengths for Leaders, the report that guides you through your unique talents and how you can use those talents to succeed in your role.

We designed this report to make your days easier, bring clarity to your role and strengthen your leadership effectiveness.

*Use this report to learn about your results and better understand what you naturally do best as a leader. Then, go implement the action items into your role responsibilities — starting today.*

## YOUR TOP 10 THEMES

### 1. Significance

Look for opportunities to do important work where you can help others raise the bar.

### 2. Futuristic

Share your visions of a better future.

### 3. Individualization

Appreciate the uniqueness in each person you meet.

### 4. Focus

Set specific goals with timelines to motivate yourself.

### 5. Maximizer

Strive for excellence, and encourage others to do the same.

### 6. Strategic

Always have at least three options in mind so you can adapt if circumstances change.

### 7. Learner

Use your passion for learning to add value to your own and others' lives.

### 8. Achiever

Bring intensity and effort to the most important areas of your life.

### 9. Responsibility

Take ownership for the things that matter most to you.

### 10. Belief

Honor your values; they keep you on course during tough times.

## Each Theme Fits Into a Leadership Domain

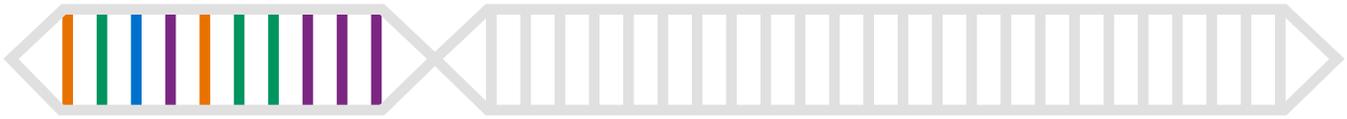
**EXECUTING** themes help you make things happen.

**RELATIONSHIP BUILDING** themes help you build strong relationships that hold a team together.

**INFLUENCING** themes help you take charge, speak up and make sure others are heard.

**STRATEGIC THINKING** themes help you absorb and analyze information that informs better decisions.

# The Most Effective Leaders Are Always Investing in Strengths



- 1. Significance**
- 2. Futuristic**
- 3. Individualization**
- 4. Focus**
- 5. Maximizer**
- 6. Strategic
- 7. Learner
- 8. Achiever
- 9. Responsibility
- 10. Belief

Leadership is a way of working, a way that you show up for others. It is service-oriented and requires you to be at your best. It's your responsibility to communicate the vision, build a positive culture and show up as the strongest leader you can be. Before you lead others, you must know how to lead yourself — and the best place to start is with your strengths.

Your distinct CliftonStrengths profile sets you apart from every other leader. Above is your talent DNA, shown in order based on your responses to the assessment.

## Learn About Your Most Powerful Strengths

The first 10 themes are your most dominant. This report outlines how each of those can be applied to help you lead successfully. But to fully understand your talent DNA, you must know that your top five themes — the ones that shine through in almost everything you do — are the most powerful of your dominant 10. Take the time to learn more about them.

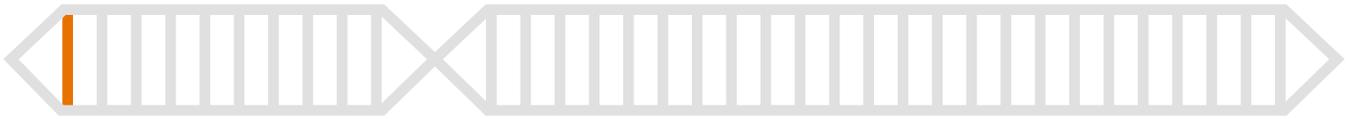
## Discover Practical Ways to Apply Them

Incorporate your strengths into your day-to-day routine: from setting long-term goals and planning for the future, to positioning others to succeed and building strong teams. Each theme page includes:

- **how that theme contributes to your success**
- **how that theme could get in the way of your success**
- **action items that you can implement immediately**

## Use Them

Your leadership style comes through in everything you do, and you are the main contributor to your culture. With your role comes great responsibility, which means you'll need to use your strengths to both focus on the details of your organization while also being able to see everything holistically. Regardless of your specific strengths, you can and should use them to accomplish every goal, guide every interaction and build your organization's culture to succeed like never before.



## INFLUENCING

# 1. Significance

You want to make a big impact. You are independent and prioritize projects based on how much influence they will have on your organization or people around you.

### How This Theme Contributes to Your Success

Leaving a legacy is important to you, so you try harder than most to be successful. You are independent and willing to do difficult things to differentiate yourself. Your reputation is of the utmost importance, and you work to maintain your company's and its people's integrity. You take pride in being a leader who emphasizes success and inspires others.

Because you embrace the responsibility of making decisions, you are comfortable with the demands of being a leader. You feel that with risk comes reward, and you are open to the challenge. Your talents thrive with the autonomy of leadership as you see possibilities, take calculated risks and explore what is unfamiliar.

You make others feel like they can accomplish important things. Because you enjoy when people notice your talents and accomplishments, you love to do the same for others. Recognizing others feels natural to you, which makes them feel special, seen and appreciated. You know that your words can influence others, and you don't take that for granted.

### How This Theme Could Get in the Way of Your Success

- Having others acknowledge you is important to you, but as a leader, you might not get as much recognition for your good work as you would like. But if you let a lack of credit frustrate you, it could divert your attention from what's important. Look for ways to track your own successes and the impact you're having on the world.
- When you're always looking for new ways to make a difference in the world, you could be creating unrealistic expectations for others. Constantly trying to meet your higher aspirations might feel exhausting and unattainable for those who want to do good work today. If they aren't willing to consistently achieve more, you might move on.
- Although you're confident in your position as a leader, someone questioning you could discourage you. Whether it's a decision you make, a goal you set or a strategy you implement, you closely link your performance to your success, but you don't always handle the vulnerability of feedback well. Others may feel like they can't give you honest responses without upsetting you.

## ACTION ITEMS

# How to Apply Significance as a Leader

*This theme gives you an edge — here's how you can use it.*

- Share your high aspirations with other leaders.** Your purpose is to have an influence on your organization's growth and the impact it has on the world. Have conversations with others so they understand your intentions and objectives. Tell them why these ambitions are important to you.
- Use objective, inclusive statements to motivate.** Think about what you believe is possible and how you can help your people see what you see. Use words that convey collaboration. Communicate in which areas each person can contribute to goals. Help people understand the individual impact they have on objectives. Your insights will be inspiring.
- Recognize meaningful contributions.** You are determined to make an impression and push to ensure that every decision you make is noteworthy. Do the same for others: Call out who is achieving success through their efforts. How can you continue to celebrate their work? Help others see why their work is important.
- Create an organized plan for the successes you want to achieve.** Consider the achievements that you will be most proud of in the coming years: whether it's a credential you want to earn, a board seat, a higher-level leadership position or a philanthropic contribution. Whatever you choose, ensure the objectives align with your vision and the difference you want to make in the world.

---

Reflect to Plan for Action

---

**What do I want others to remember me for?**

**How can I recognize the great work of my best performers and teams?**

# Inside Your Report

Your top 10 themes

Instructions for using the report

A resource to help you accomplish your goals

CliftonStrengths® for Leaders

1. Significance  
2. Futuristic  
3. Individualization  
4. Focus  
5. Strategic  
6. Learner  
7. Achiever  
8. Responsibility  
9. Belief

Each Theme Fits Into a Leadership Domain

- EXECUTING themes help you make things happen.
- RELATIONSHIP BUILDING themes help you build strong relationships that help teams together.
- INFLUENCING themes help you take charge, speak up and make sure others are heard.
- STRATEGIC THINKING themes help you absorb and analyze information that informs better decisions.

CliftonStrengths® for Leaders

### The Most Effective Leaders Are Always Investing in Strengths

Learn About Your Most Powerful Strengths

Discover Practical Ways to Apply Them

- How that theme contributes to your success
- How that theme could get in the way of your success
- Action items that you can implement immediately

CliftonStrengths® for Leaders

### Accomplish Your Goals

How will you use your strengths to reach this goal?

How will you know you have been successful?

A theme page for each of your top 10 themes with leader-specific insights, action items and reflection questions