

IOWA STATE
UNIVERSITY
Extension and Outreach

CliftonStrengths

Discover Your Strengths
May 2025



Penny Draw Activity





”

*What lies behind us and what lies
before us are small matters compared
to what lies within us.*

RALPH WALDO EMERSON

01.

What name do you
prefer to be called?

02.

What do you get
paid to do?

03.

What is one positive
word people use to
describe you?

 The key to **SUCCESS** is to fully understand how to apply your greatest **TALENTS** and **STRENGTHS** in your everyday life.

People Who Focus on Using Their Strengths ...

GALLUP®



AS LIKELY
to report having an
excellent quality of life



AS LIKELY
to be engaged in their jobs

People Working in the Strengths Zone ...

- 01 Look forward to going to work
- 02 Have more positive than negative interactions with coworkers
- 03 Treat customers better
- 04 Tell their friends they work for a great company
- 05 Achieve more on a daily basis
- 06 Have more positive, creative and innovative moments

01

STAND UP IF YOU ALMOST ALWAYS...

*talk to people in elevators, airplanes,
grocery stores and wherever you go*



02

STAND UP IF YOU ALMOST ALWAYS...

*have a color-coded or
otherwise organized closet*



03

STAND UP IF YOU ALMOST ALWAYS...

*write down a list of things to do
and stick to it, even on the weekend*



04

STAND UP IF YOU ALMOST ALWAYS...

*need to pick someone to
race while driving*



05

STAND UP IF YOU ALMOST ALWAYS...

tend to ask too many questions



06

STAND UP IF YOU ALMOST ALWAYS...

*push the elevator button to “remind”
the elevator that you are there*



TALENT


a naturally recurring pattern of thought, feeling or behavior that can be productively applied



Examples of talent include:


- effortlessly and instinctively starting conversations
- thinking in an orderly or timely manner
- easily and naturally influencing others
- seeing patterns in data
- consistently having a positive outlook on life

People Who Focus on Using Their Strengths Maximize Their Potential GALLUP®



People who learn to use their strengths every day have

7.8%
**GREATER
PRODUCTIVITY**



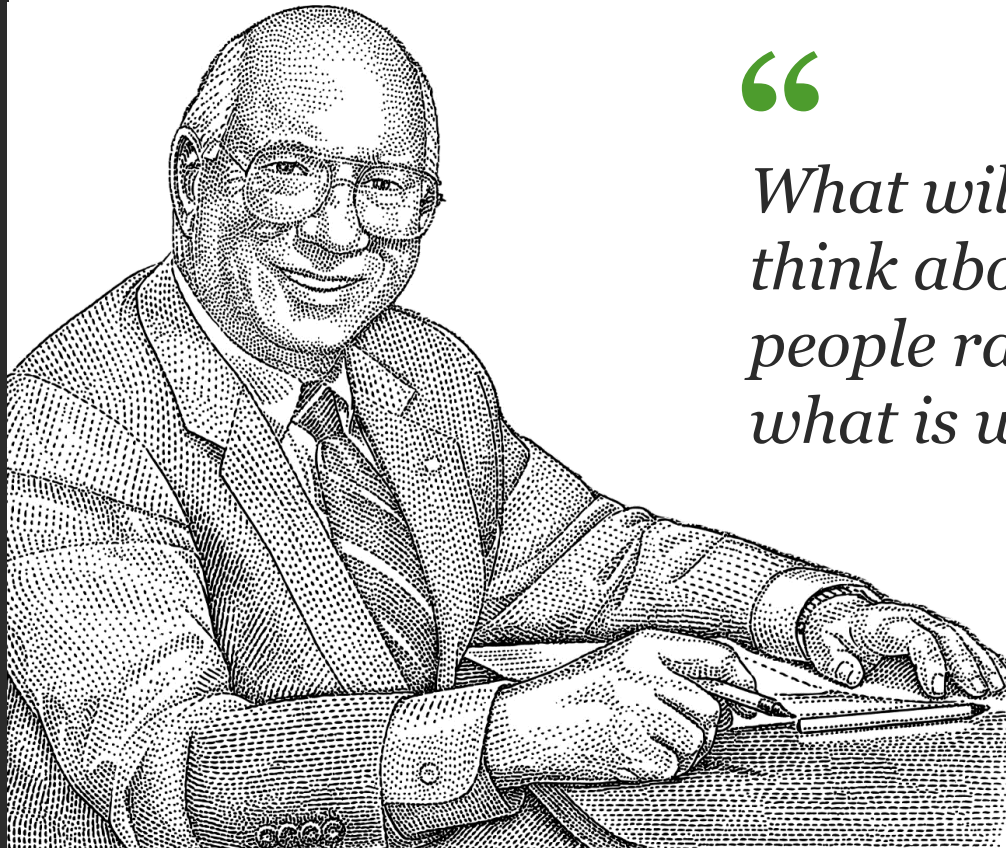
Teams that receive strengths feedback have

8.9%
**GREATER
PROFITABILITY.**

“I use my strengths every day.”

“

What will happen when we think about what is right with people rather than fixating on what is wrong with them?



DON CLIFTON | (1924-2003)

There is nothing wrong with being aware of our weaknesses and managing them, but our greatest opportunity for success lies in building on our natural talents.



Let's start now to
IDENTIFY AND MAXIMIZE
each person's talents and strengths.

CLIFTONSTRENGTHS®



*is the code that cracks open your
awareness of your unique talents.*



Executing

Influencing

**Relationship
Building**

**Strategic
Thinking**

Name It! Claim It! Aim It!

GALLUP®

Your report is a beginning, not an end.

NAME IT!

CLAIM IT!

AIM IT!

Name It! Claim It! Aim It!

GALLUP®

Your report is a beginning, not an end.

NAME IT!

Read the descriptions of your top five themes and highlight or underline the words or phrases that best describe you.

CLAIM IT!

AIM IT!

BREAK

Theme Cards

- Stand in a circle
- Share the card that you chose
- Tell us how that picture represents you and your Top 5 themes

Theme Awareness

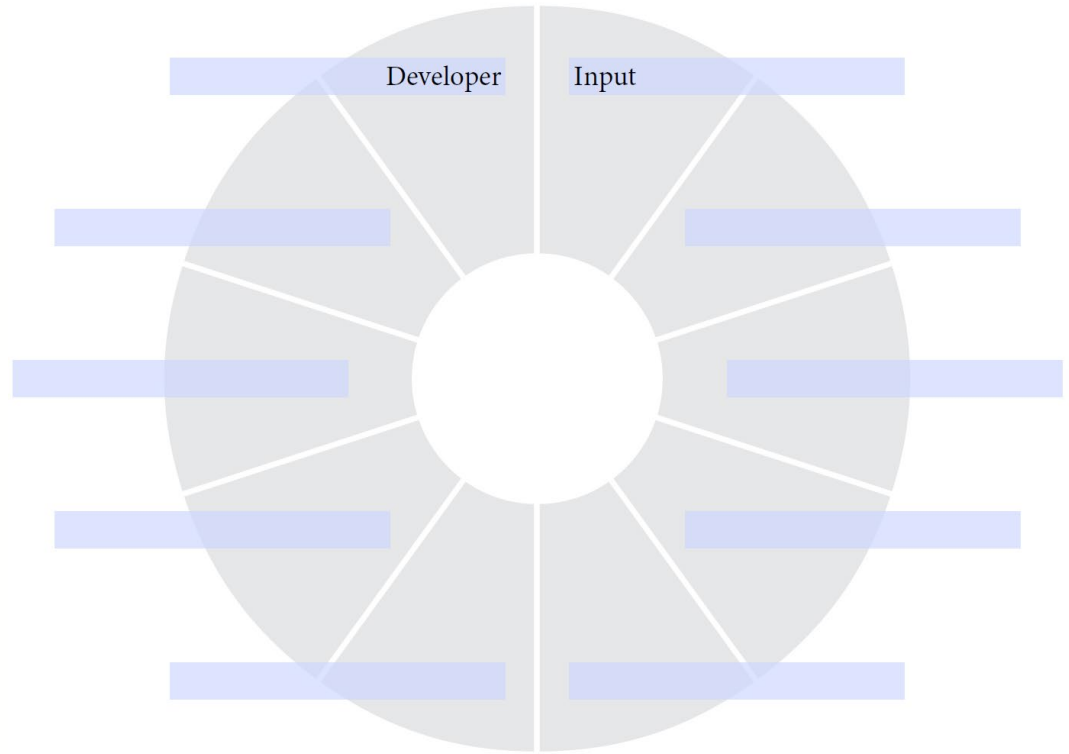
- You have **named** your Top 5 themes
- Now **claim** and **aim** those themes as you share with partners
 - Closely exploring your strongest CliftonStrengths themes helps you discover each theme's power and opportunities
 - Describe your themes to a partner, sharing how they might see that theme in action in your life
 - What traits seem most true for you?

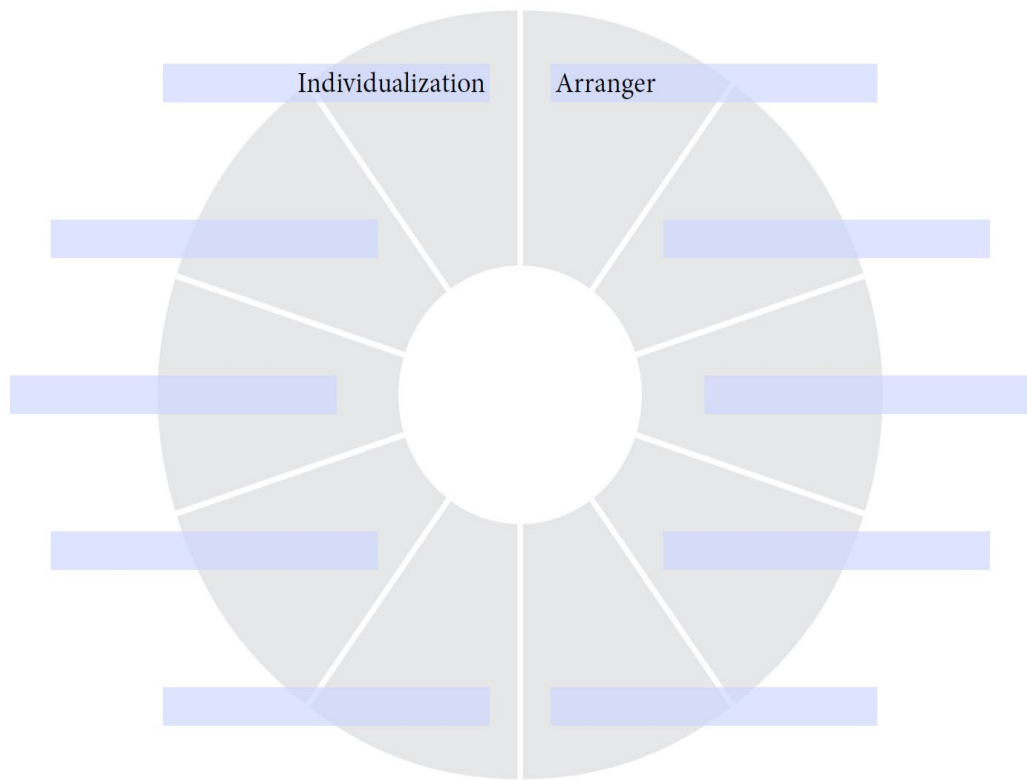
Theme Dynamics

- Theme dynamics is a closer look at your dominant CliftonStrengths themes and how they influence each other.
- For example:
 - Your **woo** talent encourages you to break the ice and meet new people.
 - Your **relator** talent leads you to know people on a deeper level.
 - Together, they help you expand your network of long-term authentic relationships.

Gayle:

Developer + Input,
I am always on the
lookout for tangible
tools and resources
that can help me in
my quest to help
others grow.





Brenda:
Individualization +
Arranger
Insightful
coordinator;
Interactive observer

Strengths Wheel

- Read the descriptions of your top 6-10 themes and highlight or underline the words or phrases that best describe you.
- Write your Top 10 themes on the Strengths Wheel.
- Explore all of the theme combinations on the wheel.
- Complete the questions on your handout and then find a new partner to discuss.

Executing

Achiever
Arranger
Belief
Consistency
Deliberative
Discipline
Focus
Responsibility
Restorative

Influencing

Activator
Command
Communication
Competition
Maximizer
Self-Assurance
Significance
Woo

Relationship Building

Adaptability
Connectedness
Developer
Empathy
Harmony
Includer
Individualization
Positivity
Relator

Strategic Thinking

Analytical
Context
Futuristic
Ideation
Input
Intellection
Learner
Strategic

4 Domains of Strength

- Complete worksheet individually
- Share with a new partner, not at your table
- Which domain do you lean on most?
- How might we see your Strengths at work in a group to support each Domain?
- Where might you need to lean on others or a different Strength to help you carry out a responsibility?

Talent Map

- Choose 5 of your Top 10 Themes—that most resonate with you
- Consider these team/work responsibilities:
 - Build Relationships
 - Create Accountability
 - Inspire Others
 - Think Critically
 - Communicate Clearly
 - Develop People
 - Lead Change
- Identify at least one strength/theme that helps you to do that and how

Talent Map Example

Talent Map for _____

Think about your primary responsibilities. Use the space below to consider how your dominant themes influence your ability to achieve these responsibilities. How do these themes affect your ability to build relationships, communicate clearly and think critically?

The more you can see these connections, the more aware you will be of additional ways you can purposefully use your talents in your role and life.

HOW THIS THEME INFLUENCES YOUR ABILITY TO:

Build Relationships

Establish connections with others to build trust, share ideas and get work done.

Communicate Clearly

Listen, share information and be receptive to others' opinions.

Create Accountability

Identify the consequences of actions and hold everyone responsible for performance.

| THEME | THEME | THEME | THEME | THEME |
|--|-----------|-------|--|--|
| Empathy | Developer | Input | Individualization | Arranger |
| I listen and understand others emotions. I anticipate needs. | | | | |
| | | | I have the ability to look at things from others' perspectives. I am good at bringing people together. | |
| | | | | I keep a group project moving toward the goal. |

HOW THIS THEME INFLUENCES YOUR ABILITY TO:

Develop People

Help others become more effective using strengths, expectations, encouragement and coaching.

Inspire Others

Encourage others by using positivity, foresight, confidence, questioning and recognition.

Lead Change

Accept that change happens and set goals that align with a plan for how to adapt to it.

Think Critically

Seek and evaluate information, apply knowledge, and solve problems.

| THEME | THEME | THEME | THEME | THEME |
|---------|--|--|--|--|
| Empathy | Developer | Input | Individualization | Arranger |
| | I encourage and motivate by expressing confidence in others. I see the raw potential in people and actively invest in their development. | | | |
| | | | I notice and appreciate each person's unique characteristics. I don't treat everyone the same and because I see what makes them unique and I bring out their best. | |
| | | | | I coordinate people and resources for maximum effectiveness. I am also flexible and look for better ways to implement productivity and efficiency. |
| | | | | |
| | | I seek out and store information and my pursuit of mastery and access to knowledge empowers me to make credible and well-informed decisions. | | |

Applying Your Strengths

- What do you bring to your team based on your Strengths?
- How might others see your Strengths come through in the ways you work with others?
- Based on your Strengths, what are areas you need to be aware of and/or tap into others' strengths to be successful?

Strengths and Teams

- As leaders, how can you tap into the Strengths of members on your teams to help them—and your team—be more successful?
- What are challenges that you currently have with your teams—and how could you use things you learned today to assist?
- What's something you're going to be intentional about after learning about Strengths--for yourself AND for your team?

The Best of Us

- Complete Individually
- Be prepared to share at least one thing from each of the 4 sections on “The Best of Us”

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Thank you!

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Celebrate a colleague's strengths.

01.

Look for strengths
in action.

02.

When you spot a colleague
using a strength, write them a
short note that describes what
you saw and reinforces the
value of their strengths.