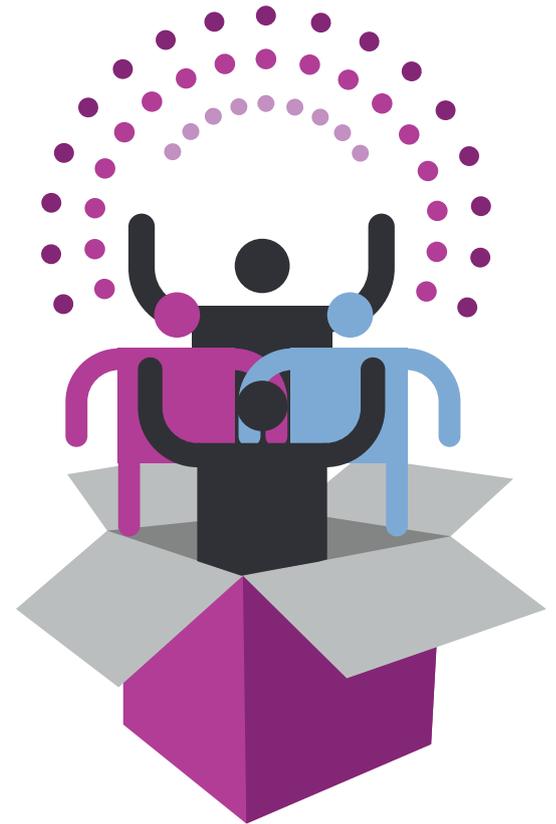




# Optimise Positivity Productivity and Passion



Strengthscope® is the world’s most extensive strengths profiling and development system that measures work related strengths - characteristics that energise people, helping them to perform at their best.

Unlike many assessment systems, Strengthscope® is positive, pragmatic and motivates people to develop themselves beyond narrow boxes. It has been researched and tested thoroughly for over 10 years.

## Why Strengthscope®?

- Used by **leading companies around the world**
- **Most extensive** strengths profiling system on the market
- Only strengths profiling system with a **multi-rater feature** enabling co-workers to provide feedback in minutes
- **Simple** to administer, understand and apply
- Wide range of tools and solutions to embed learning
- Excellent **reliability** and **validity**
- Enables clients to measure **return on investment**

## Evidence for the strengths-based approach

Research shows that people who understand and apply their strengths significantly outperform those who focus mainly on fixing weaknesses.

- **Optimising strengths increases engagement by up to 73%** *(Rath and Conchie, 2008)*
- **Employee performance is on average 36% higher** when line managers focus their appraisals on staffs’ strengths and talents *(Corporate Leadership Council, 2005)*
- **Customer retention is 44% higher** in companies where people

are allowed to ‘do what they do best’ every day *(Harter et al, 2002)*





## The widest range of strengths assessment solutions

The Strengthscope® system comprises 5 different online profiling modules all designed to help individuals and organisations achieve success through strengths.

**Strengthscope® Standard** is designed for individual development and performance improvement and shows:

- The person's significant strengths or underlying qualities which most energise them
- Their potential weaker areas and overdone/overused strengths
- How effectively the person feels they are able to use their strengths at work
- Coaching questions and tips on how to use their strengths more effectively



## Proven track record in delivering value

The Strengthscope® system is used by clients in many different ways to help deliver:

- Employees who are engaged, high performing and energised
- Teams that can collaborate effectively and achieve peak performance
- Talented recruits who bring the best of themselves to work every day
- Leaders who challenge and inspire employees
- Measurable returns on their training and development investment



“Focussing on the things people are good at means they are more engaged and more motivated and therefore work harder for the organisation”

*Leadership & Development Consultant, Legal & General*

Other profiles include:

- **Strengthscope360™** – expands on the standard report by enabling co-workers to provide input on how effectively the person is using their strengths and recommendations for improvement
- **StrengthscopeTeam™** – for a wide range of team development applications
- **Strengths Engagement Index™** – for measuring the return on investment of strengths-based programmes
- **StrengthscopeLeader™** – for developing effective leaders/ managers and succession planning



“Strengthscope® is an enabler and gives people the opportunity to focus on what they are good at. We needed this new approach”

*Store Director, Tesco*