



# Welcome to Strengths Profile

STRENGTHS · PROFILE

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## What You'll Discover

- 1 | Introducing the Strengths Approach
- 2 | The Strengths Profile Model
- 3 | Coaching with Strengths
- 4 | Building Strengths into your Coaching



# The Strengths Approach

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STRENGTHS · PROFILE

**Cappfinity**

# Putting Strengths to Work

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Founded in 2005, we offer innovative, market leading assessment and innovative development solutions that help you discover **what you need to know** about people **with 16 years of data and evidence that proves what we do works**.

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**The Global Cappfinity team** is over 140 strong; psychologists, assessors, coaches, technologists and data scientists.

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**A complete offering** that speaks to your Talent Assessment requirements, combining innovation and credibility.

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**A multi-award winning company** with integrated Products and Services used across 100+ countries impacting innovation, diversity, social mobility and assessment thought leadership.

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**Offices in the UK, Australia, US and Ireland** and an expanding global presence with online/offline assessment and development solutions.

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**A compelling, consumer-led experience** whilst retaining psychological rigour.

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**Assessment provided by our own ATS/Assessment platform** or we can **integrate with over 20** different ATS and Technology providers. **We are ISO27001 & ISO9001 accredited and fully GDPR compliant.**

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Recruiting and  
Developing  
Emerging Talent



Recruiting  
in Volume



Recruiting for  
Experience



Recruiting &  
Developing Leaders



# Strengths Benefits



## For individuals

- Confidence
- Engagement
- Resilience
- Goal achievement
- Happiness



## For teams

- Productivity - **12.5%**
- Communication
- Delegation
- Creativity
- Trust



## For educators

- Students **30x** more and excited about their future
- Work readiness and career engagement
- Engagement with career services



## For organisations

- Customer satisfaction – **44%**
- Employee retention – **50%**
- Engagement - **x6**
- Communication
- Delegation

# The Cappfinity Strengths Approach



## Performance

How well you perform when  
using these strengths



## Energy

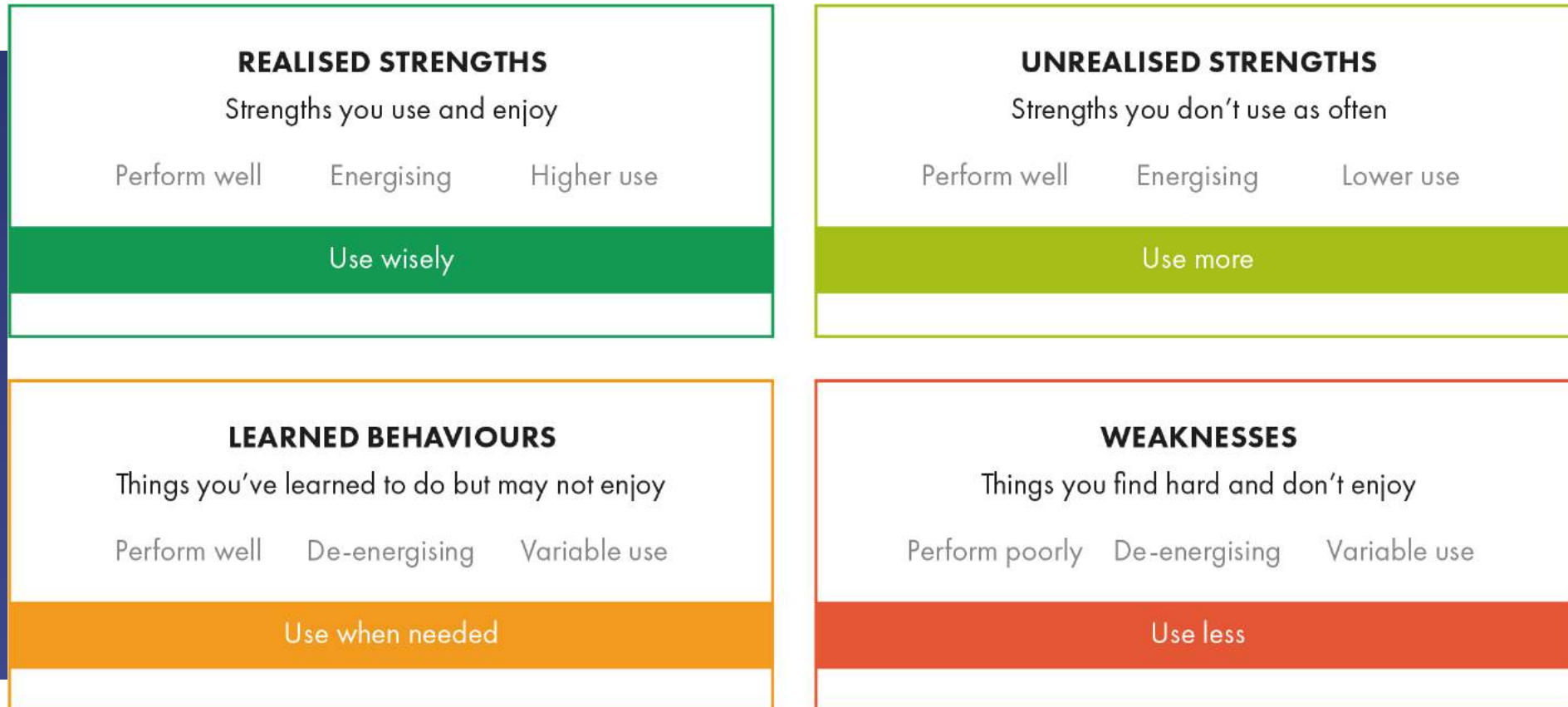
How energised you are by  
using these strengths



## Use

How often you use  
these strengths

# The Strengths Profile Model



# Strengths Profile Clients

## Educators



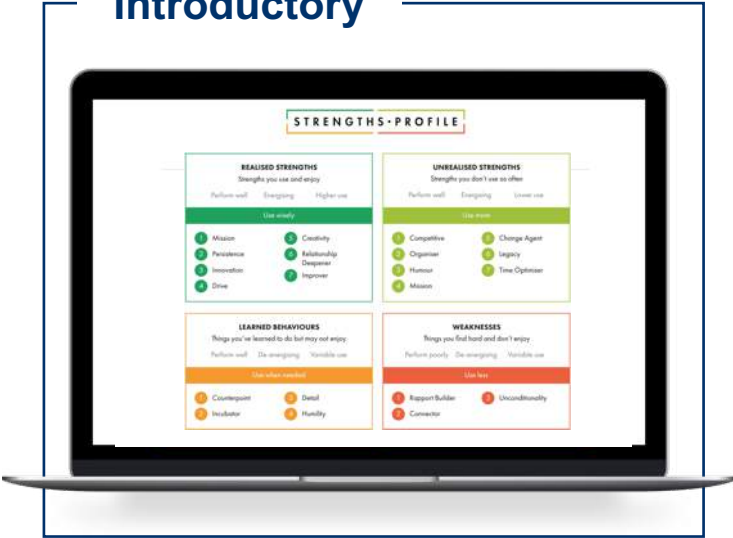
## Organisations





# The Profiles

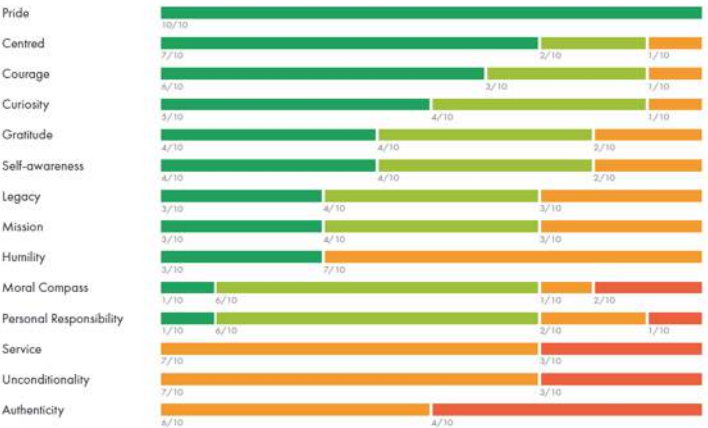
## Introductory



## Expert



## Team



## Manager

Andrea's #1 realised strength	Andrea's #2 realised strength
<b>1 PERSONAL RESPONSIBILITY</b>	<b>2 CHANGE AGENT</b>
<ul style="list-style-type: none"><li>They love to take ownership of their decisions and hold themselves accountable for their promises.</li></ul> <p><b>Managing Andrea</b></p> <ul style="list-style-type: none"><li>They put themselves under pressure to meet commitments, so work closely to set realistic objectives. Ensure they don't take on lots of unnecessary tasks.</li></ul> <p><b>Developing Andrea</b></p> <ul style="list-style-type: none"><li>Could they take responsibility for a part of the department or organisation that is facing challenges or complexities? They can drive change forward productively.</li><li>Involve them in redefining a service offering or an internal procedure, ensuring that any projects move forward and are delivered as expected.</li></ul> <p><b>Watch out for ...</b></p> <ul style="list-style-type: none"><li>Their lack of delegation skills! Encourage them to share responsibility with their team members, and to ask for support when it is needed with shared goals.</li></ul>	<ul style="list-style-type: none"><li>They are constantly involved with change, advocating for change and making it happen.</li></ul> <p><b>Managing Andrea</b></p> <ul style="list-style-type: none"><li>Focus them on change that adds value, rather than change for its own sake. Ask questions to understand why they feel the need for change and the benefits.</li></ul> <p><b>Developing Andrea</b></p> <ul style="list-style-type: none"><li>Ask them to conduct a strategic review of the business and its position in the market. Suggest courses of action that will have a positive long-term impact.</li><li>Involve them in the implementation of business change. They will act as a driving force and their enthusiasm may encourage others to embrace the change.</li></ul> <p><b>Watch out for ...</b></p> <ul style="list-style-type: none"><li>The temptation to make unnecessary changes. Help them to recognise when it's best to keep on track with the existing approach.</li></ul>

# Coaching with Strengths Model of Development



## Realised and Unrealised Strengths

### Perform well, energising, high use

**Use wisely** – the right strength at the right time

- Understand your strengths and their stories
- Align realised strengths to career and life goals
- Watch out for overplayed strengths

Which are you known for today?

### Perform well, energising, lower use

**Use more** – release your potential

- Explore your reactions and motivations
- Find opportunities to develop
- Set yourself energising goals

Which would you love to use more of?



# Learned Behaviours and Weaknesses

## Perform well, de-energising

**Use when needed** – avoid burnout

- Explore the context
- Consider the impact
- Sandwich in between activities you enjoy

Which drains you the most?

## Perform poorly, low energy

**Use less** – accept for performance

- Explore if career or goal critical
- Use strengths to compensate
- Ask for help, be honest

Which strength could compensate for a weakness?



- Review preference and motivation
- Gain experience in new areas
- Consider how sectors could combine
- Set yourself development goals today and for the future
- Which strengths could help your future career development?  
Which will use your top strengths?



# Building Strengths into your Coaching

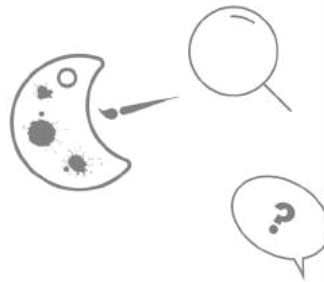
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# Marketing Yourself around Strengths



Use the Introductory Profiles as lead generators

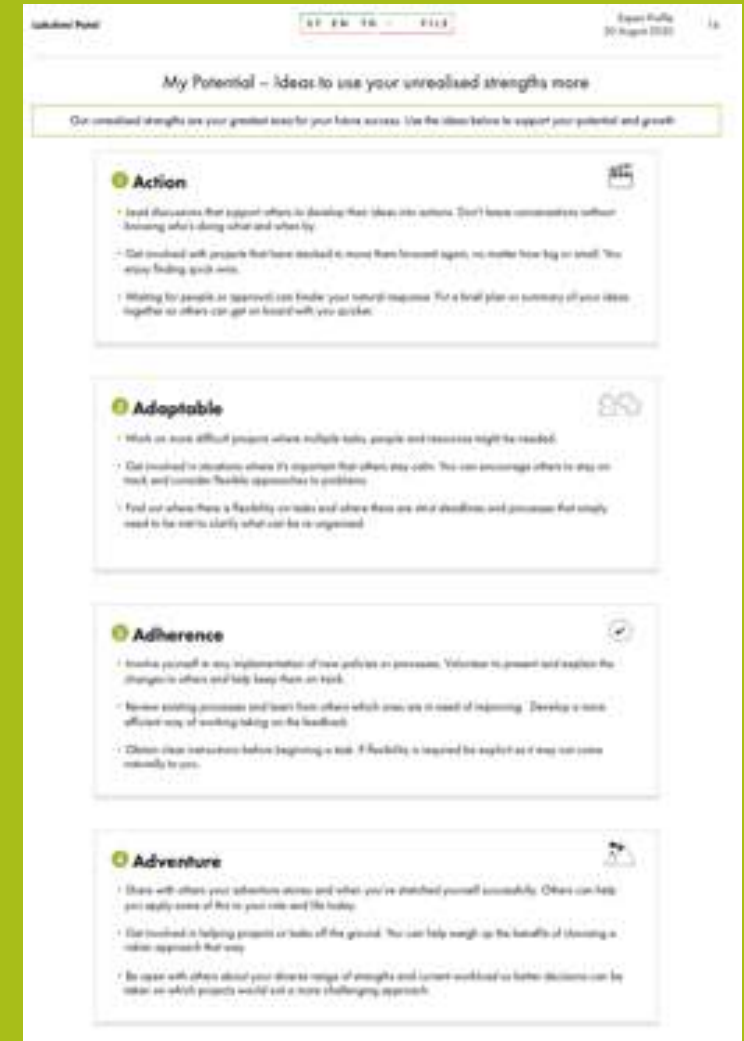
Run introductory webinar on strengths

Use SP resources

Use the language, practice elevator pitch relevant, i.e. well-being, talent, burnout, diversity

Use Career Guide/Your Potential

Use SP university [pilot](#)



# Strengths Application



## For individuals

- Self-awareness
- Focused goals
- Growth
- Self-talk
- Career development



## For teams

- Strengthspotting and feedback
- Complementary partnering
- Appreciation of diversity
- Projects and delegation
- Improved communication
- Setting motivational goals



## For educators

- Understand motivations
- Articulation of strengths in applications
- Interview confidence
- Focused careers
- Gaining right experience



## For organisations

- Onboarding
- Positive performance conversations
- Team development
- Leadership development
- Career development

# Coaching Resources



Coaching Cards



Self-aware



Explore



Launch



Flourish

Free online resources to help you understand and use your strengths



The Strengths Profile Book

# Cappfinity

Assess with Authenticity

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