



Welcome to Strengths Profile

STRENGTHS · PROFILE

Trudy Bateman

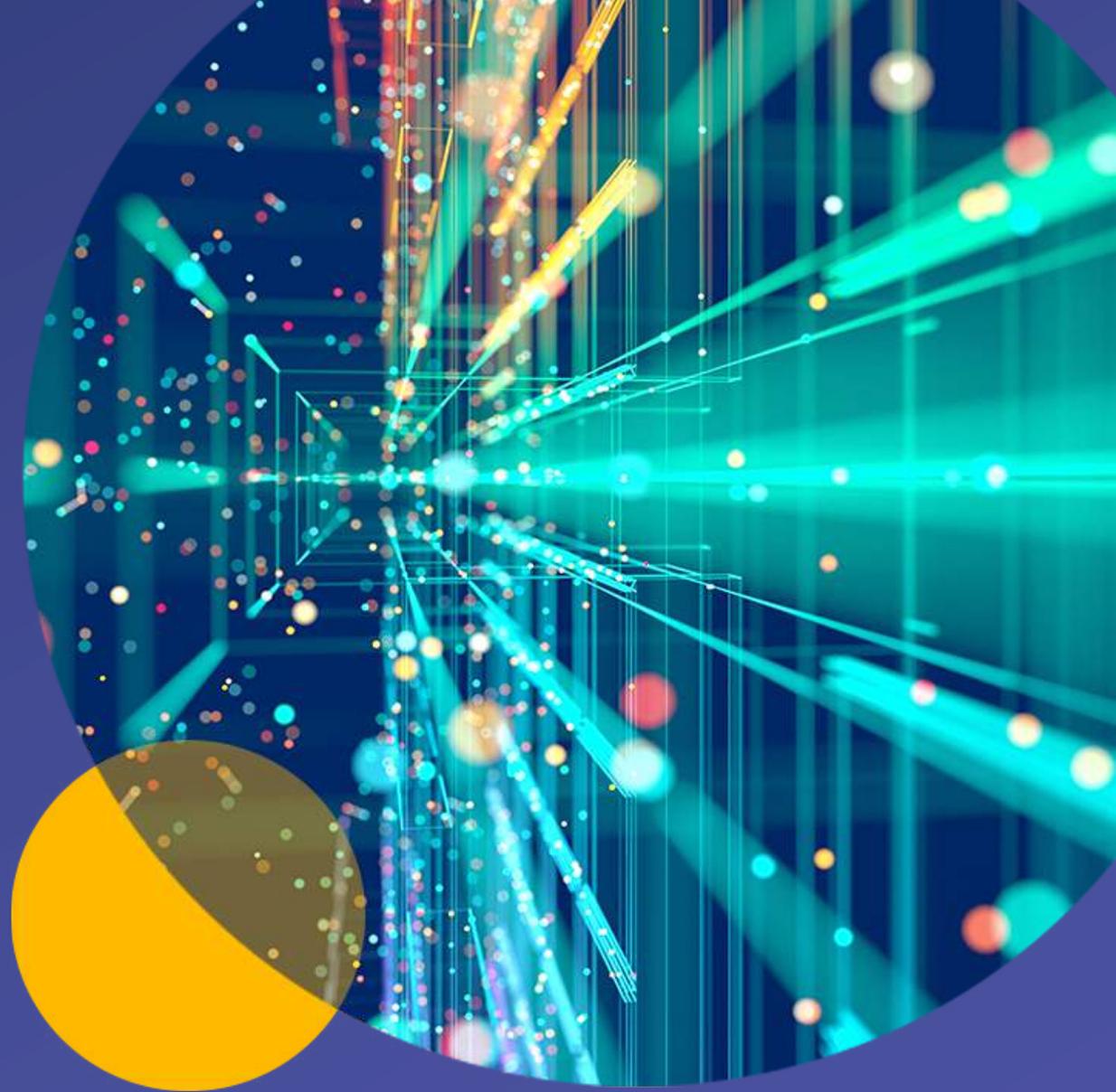
Director of Strengths Profile, Cappfinity



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



STRENGTHS · PROFILE

Cappfinity

Putting Strengths to Work

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**.

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

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

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

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

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

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.**



Recruiting and
Developing
Emerging Talent



Recruiting
in Volume



Recruiting for
Experience



Recruiting &
Developing Leaders

STRENGTHS · PROFILE

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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



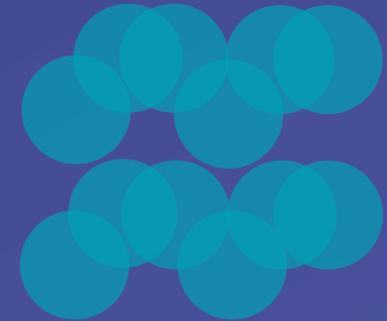
Performance

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

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

Strengths Profile Clients

Educators

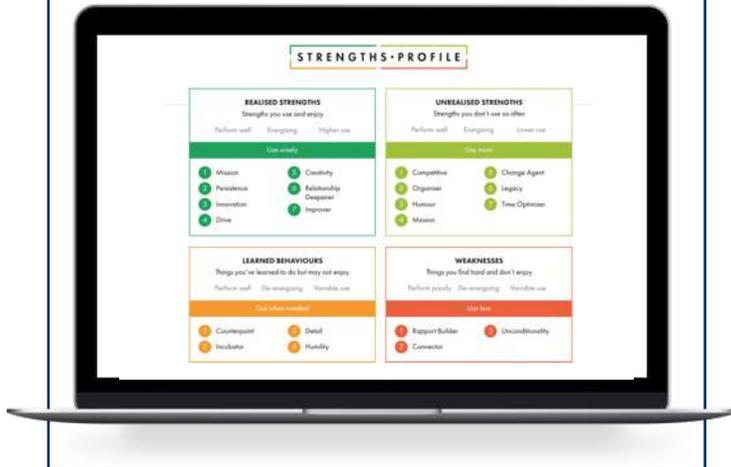


Organisations



The Profiles

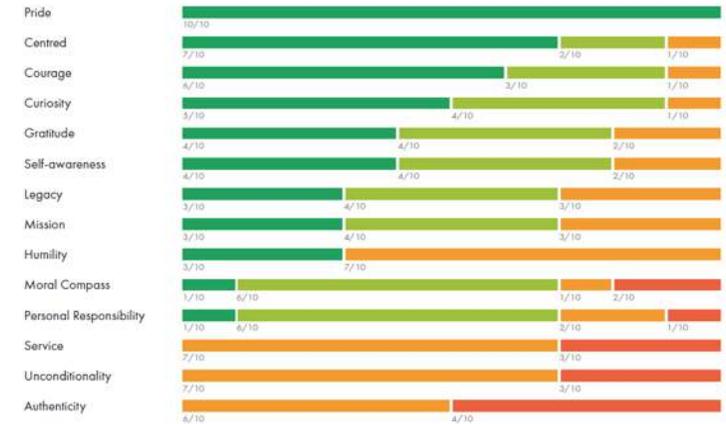
Introductory



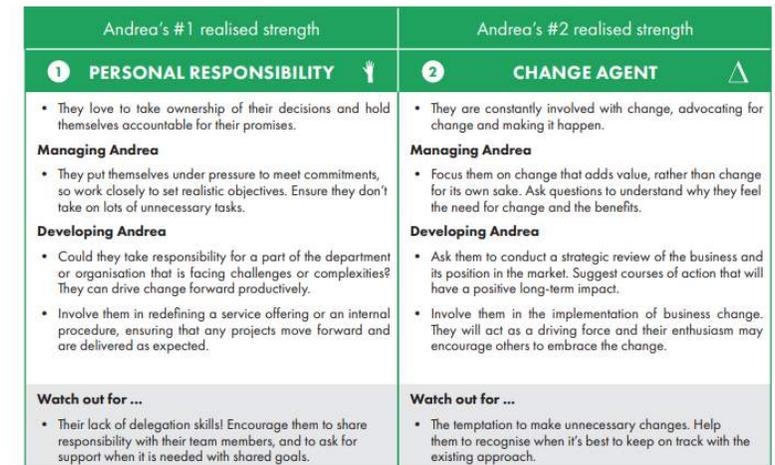
Expert



Team



Manager



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?

The Career Guide

Sarah Stevens **STRENGTHS · PROFILE** Expert Profile 20 February 2020 16

NEW FEATURE

Your Strengths Career Guide

Whether you're just starting out in your career or looking to gain experience in a new area, choosing a role that aligns to your strengths improves how successful you are and how much you enjoy the work you do.

We've reviewed years of data across success, roles and strengths use and carefully selected 43 sectors. Below (in alphabetical order, not ranked) are the 6 sectors that most utilise your realised strengths and 2 sectors that most utilise your unrealised strengths. Use it as a guide to help you in your future career choices.

Career Suggestions

For your realised strengths – what you perform well at, enjoy and use often

 Accounting Accounting professionals are responsible for managing, reporting and auditing a business or client's accounts on a domestic or global scale. Tax Specialists provide advice around the rules and regulations of tax law in their areas.	 Marketing, Advertising & PR Marketing, Advertising & professionals help clients connect with their audience through the promotion of brands, products and concepts, utilising a wide variety of platforms such as events, print, media advertising and the web.
 Human Resources Human Resource professionals help to shape the culture of a company by involving themselves in training, management and development of employees, as well as working with salaries, benefits and employment law.	 Sport & Recreation Sport & Recreation spans a wide variety of roles connected to the sporting industry including professional athletes, coaches, trainers, sports event coordinators and managers, and gym and fitness professionals.
 IT IT professionals install, monitor, configure and maintain computer hardware, software, systems and networks. This can involve offering face-to-face support for users or liaising with manufacturers and developers.	 Social Care Social Care professionals provide care and practical assistance to their service users, whose needs can include physical or learning disabilities, mental ill health and drug or alcohol dependencies.

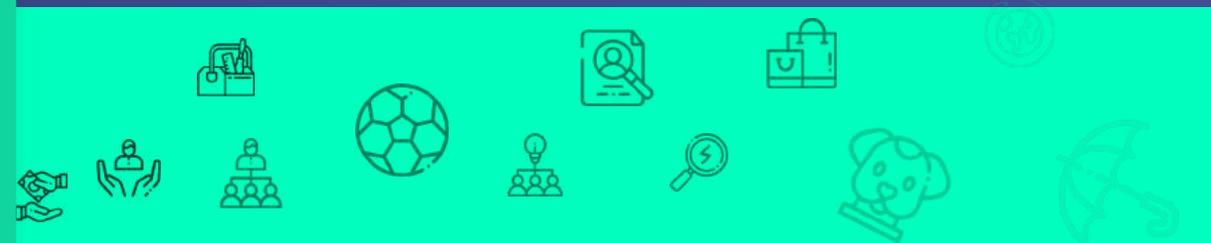
Potential Career Suggestions

For your unrealised strengths – what you perform well at, enjoy and use less often

 Non-Profit & Voluntary The Non-Profit & Voluntary sector is dedicated to improving the world and the lives of people. This can involve taking on multiple roles often within smaller organisations or offering specific skills and experience.	 Training and Development Training & Development involves designing, delivering and facilitating programmes to support and educate people with the knowledge and practical skills necessary for their work and career growth.
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Learn more about your strengths and your career within our Best SELF Model 

www.strengthsprofile.com



Recommends the top sectors for realised and unrealised strengths

- 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?

It's a guide for reflection, conversation, research and direction

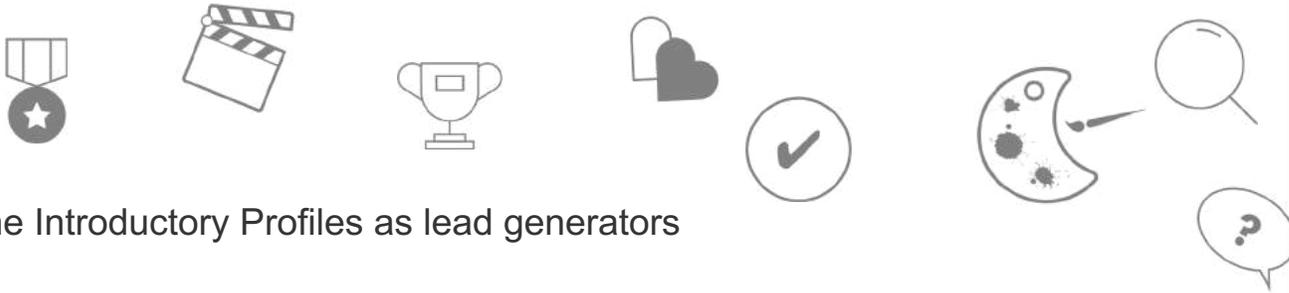
Building Strengths into your Coaching



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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

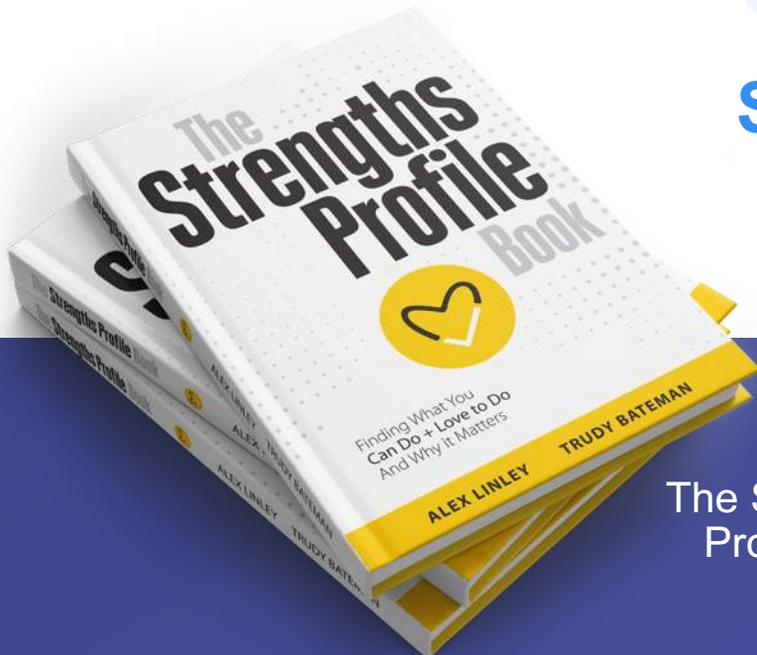


Launch



Flourish

Free online resources to help you understand and use your strengths



The Strengths Profile Book

Cappfinity

Assess with Authenticity

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Trudy Bateman
Director of Strengths Profile

Trudy.bateman@Cappfinity.com

www.strengthsprofile.com

www.cappfinity.com

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for 20% off Accreditation – find out
more

To try Strengths Profile click here -
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