

# Strengths Guide

FOR BUILDERS

# EMPOWERED YOU

dōTERRA® Empowered You is a personal development program designed to help you learn, love, and live your strengths every day. Your “strengths” are your natural patterns of thinking, behaving, and feeling. You start by taking the CliftonStrengths® assessment, which will identify your “Signature Themes,” or your top five themes from a list of 34 unique natural talents. Your Signature Themes are the talents you rely most on to execute plans, influence others, build relationships, and think strategically. Realizing that greatness comes from your individual talents allows your confidence and capabilities to reach new heights. By investing in and developing these talents, they become strengths.



The 34 CliftonStrengths themes are organized into four domains: Executing, Influencing, Relationship Building, and Strategic Thinking. Don't worry if you do not have a top talent in a particular domain—not having a top Executing talent, for example, does not mean you cannot execute plans. Focus instead on the individual strengths that you have and how you can use them to get the results you want.

## 34 CliftonStrengths® Themes

### EXECUTING

<b>Achiever®</b>	Hard-Working, Driven, Busy, Productive
<b>Arranger™</b>	Organized, Flexible, Collaborative, Resourceful
<b>Belief®</b>	Passionate, Certain, Principled, Committed
<b>Consistency™</b>	Fair, Balanced, Trustworthy, Predictable
<b>Deliberative™</b>	Observant, Careful, Vigilant, Thoughtful
<b>Discipline™</b>	Structured, Organized, Stable, Planned
<b>Focus™</b>	Progress-aware, Efficient, Goal-oriented, Determined
<b>Responsibility®</b>	Committed, Diligent, Dependable, Dedicated
<b>Restorative™</b>	Problem-solving, Investigative, Responsive, Insightful

People with dominant Executing themes know how to make things happen.

## INFLUENCING

<u>Activator</u> <sup>®</sup>	Self-starting, Action-oriented, Dynamic, Energetic
<u>Command</u> <sup>®</sup>	Assertive, Direct, Decisive, Strong-willed
<u>Communication</u> <sup>®</sup>	Expressive, Articulate, Captivating, Transparent
<u>Competition</u> <sup>®</sup>	Driven, Competitive, Intense, Winner
<u>Maximizer</u> <sup>®</sup>	Quality-oriented, Selective, Excellence-driven, Transformative
<u>Self-assurance</u> <sup>®</sup>	Confident, Certain, Autonomous, Persistent
<u>Significance</u> <sup>™</sup>	Independent, Legacy-building, Impactful, Difference-maker
<u>Woo</u> <sup>™</sup>	Social, Charming, Engaging, Energizing

People with dominant Influencing themes know how to take charge, speak up, and make sure the team is heard.

People with dominant Relationship Building themes have the ability to build strong relationships that can hold a team together and make the team greater than the sum of its parts.


## RELATIONSHIP BUILDING

<u>Adaptability</u> <sup>®</sup>	Flexible, Spontaneous, Responsive, Agreeable
<u>Connectedness</u> <sup>®</sup>	Bridge-building, Trusting, Philosophic, Integrative
<u>Developer</u> <sup>®</sup>	Perceptive, Growth-Oriented, Patient, Encouraging
<u>Empathy</u> <sup>™</sup>	Emotional, Insightful, Understanding, Intuitive
<u>Harmony</u> <sup>®</sup>	Practical, Agreeable, Collaborative, Conflict-Reducing
<u>Includer</u> <sup>®</sup>	Accepting, Equality-Oriented, Friendly, Welcoming
<u>Individualization</u> <sup>®</sup>	Understanding, Appreciative, Observant, Customizing
<u>Positivity</u> <sup>®</sup>	Enthusiastic, Optimistic, Fun-loving, Exciting
<u>Relator</u> <sup>®</sup>	Caring, Authentic, Genuine, Transparent

## STRATEGIC THINKING

<u>Analytical</u> <sup>®</sup>	Logical, Objective, Data-driven, Skeptical
<u>Context</u> <sup>®</sup>	Historical, Retrospective, Studious, Perspective
<u>Futuristic</u> <sup>®</sup>	Imaginative, Inspiring, Energizing, Future-Oriented
<u>Ideation</u> <sup>®</sup>	Creative, Original, Innovative, Insightful
<u>Input</u> <sup>®</sup>	Inquisitive, Informed, Archiving, Investigative
<u>Intellection</u> <sup>®</sup>	Reasonable, Philosophic, Introspective, Reflective
<u>Learner</u> <sup>®</sup>	Curious, Interested, Quick study, Passionate
<u>Strategic</u> <sup>™</sup>	Observant, Anticipating, Discerning, Selective

People with dominant Strategic Thinking themes help teams consider what they could be. They absorb and analyze information that can inform better decisions.

 Learn more about your top strengths by visiting [doterra.com/US/en/empowered-you-home](https://doterra.com/US/en/empowered-you-home).



# LEARN YOUR STRENGTHS

## Why Does Knowing My Strengths Matter?

People who focus on using their strengths are shown to be:  
Three times as likely to report having an excellent quality of life

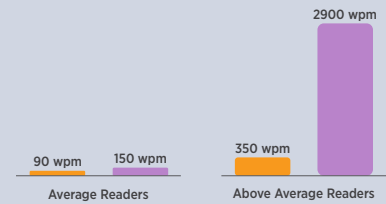
Your strengths are your very own super powers. They are your unique set of talents and their combination describes your zone of genius. Knowing your talents makes it easier to identify the specific skills that, when developed, will help you accomplish your goals.

Too often, we focus on weaknesses, or what is broken, wrong, or needs “fixing.” Focusing on the positive, however, and developing your innate talents and abilities is powerful. For example, no matter how hard you try, you will always be better at writing and drawing with your dominant hand than with your non-dominant hand. Building on your natural talents always brings better results than attempting to improve what does not come naturally to you. Your talents do not determine *what* you do, rather they determine *how* you do it.

*Your time is best spent when you focus on turning your natural talents into strengths.*



A study conducted by the University of Nebraska demonstrates the potential impact of focusing on strengths. The graph below shows the reading speed of average readers and above average readers **before** and **after** taking a speed reading class.



That's an increase of 66% vs 728%.

## How Will Strengths Help My Team?

People who focus on using their strengths are shown to be:  
Six times as likely to be engaged in their work

Working together as a team with people who understand their strengths gives you the ability to lead, support, collaborate, and grow faster and more effectively. You understand what motivates and energizes yourself and others, and this helps you see how each team member can best perform. This allows you to build trust and stability with your team, particularly as you help them embrace their own strengths.

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

—Donald O. Clifton

“Focusing on strengths has been a game changer in my business. Almost every day I get out of bed and think, “What do I want to get done today, and what should I start with?” Activator is my engine in tackling those projects. Utilizing Positivity and Communication allows me to show up as a leader and share my message of healing and abundance. Most importantly, understanding someone else's strengths has been the greatest gift of all because I can use that information to mentor and help them maximize their unique set of talents.”

—Dr. Mariza Snyder

Many people are working to accomplish similar goals, but the path *you* take to get there will be very different. Knowing your strengths gives you a roadmap to success. When you embrace your unique set of strengths, you are empowered to succeed by doing what you naturally do best.

Appreciating your team's strengths also allows you to have more compassion, understanding, and empathy as you continue to build business partnerships. This is particularly powerful as you mentor your team members, helping them unlock their own potential and work toward their dreams.

# LOVE YOUR STRENGTHS

Loving your strengths is a vital step in knowing how to use them. Complete the exercise below to help you recognize and embrace your strengths. Next, discuss your strengths aloud. Talk to your family, friends, teammates, and upline about what your strengths are and how you use them.

## Strengths Statement

Think of moments you used your strengths in your dōTERRA® business—times when you experienced success or made a positive impact in another’s life. With those strength-driven moments in mind, complete the exercise below. (Refer to the keywords on pages 2-3 for inspiration if needed.)

- 1 Write one sentence describing each of your top five strengths and what they look like to you.
- 2 Combine your five strengths statement into a personal strengths statement.

Strength	Description
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

### Example:

- Maximizer** - I like to take things from good to great.
- Activator** - Once I know what I want to accomplish, I take action.
- Futuristic** - I like to think about possibilities.
- Belief** - I have certain core values that are unchanging.
- Achiever** - I set high standards for myself in various areas of life.

**Strengths Statement**

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### Example:

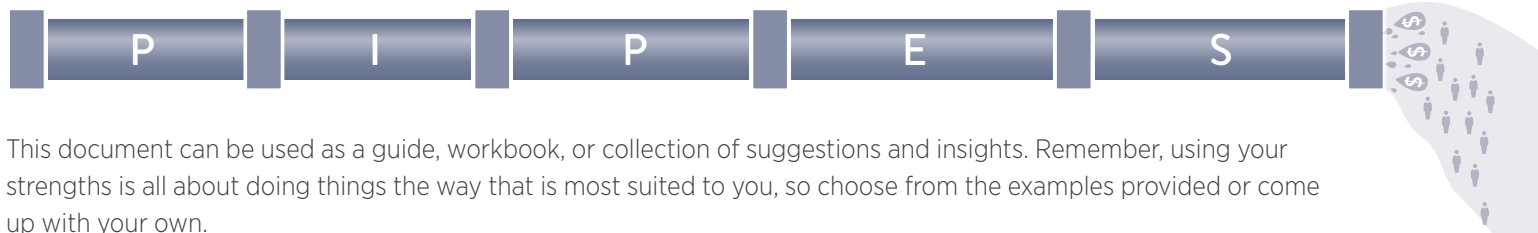
*I am driven by thinking about what could be and how can I make it great, then by following my guiding principles, I am quick to action to drive extraordinary results.*

# LIVE YOUR STRENGTHS

## How to Use This Guide

Once you know your top five strengths and have articulated what they mean to you, you are ready to start using them to build your dōTERRA® business! This guide is designed to get you started by breaking down the activities that will help you create your dōTERRA pipeline: **Prepare, Invite, Present, Enroll, Support**. For each of these you will find vital action steps from the [Empowered Success Launch guide](#), and suggestions for using your strengths to accomplish them. Based on the collective experience of dōTERRA leaders and builders, these vital action steps are the tasks that have proven to be crucial in building a dōTERRA business. These suggestions are organized according to the strengths domains of Executing, Influencing, Relationship Building, and Strategic Thinking.

The odds that someone has your same top five strengths in the same order are 1 in 33,400,000.






# Prepare WITH YOUR STRENGTHS



Leverage your strengths as you **prepare** for success with dōTERRA. You will have better results when you take the following vital action steps your own way, using your unique set of strengths!

“When we studied them, excellent performers were rarely well rounded. On the contrary, they were sharp.”  
—Donald O. Clifton

## Vital action steps:

-  Set clear goals for the coming months.
-  Establish timelines for your business.
-  Make a list of people with whom you would like to have a conversation about dōTERRA products and business opportunity.

See the *Empowered Success rank guides* for more vital action steps!

**Executing**

 <ul style="list-style-type: none"> <li>• Communicate your goals with your upline or team members to help keep yourself accountable.</li> <li>• Write down your goals and put them somewhere you will see them daily.</li> </ul>	 <ul style="list-style-type: none"> <li>• Plan your next month, scheduling the PIPES actions that you need to take each week. Schedule classes for the next month.</li> <li>• Break your timeline down into achievable, daily goals, and write them in your calendar. Track your progress along the way.</li> </ul>	 <ul style="list-style-type: none"> <li>• Fill out the Success Tracker from the Empowered Success <i>Launch</i> guide. Prioritize and categorize your list of people.</li> <li>• Determine the most effective way for you to reach out to the people on your list.</li> </ul>
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**Using your specific Executing strengths, how will you prepare?**

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**Influencing**

 <ul style="list-style-type: none"> <li>• Determine your overall goal with your dōTERRA business and the difference you want to make in peoples' lives.</li> <li>• Make personal development a priority.</li> </ul>	 <ul style="list-style-type: none"> <li>• Ask your upline what their timeline looked like when they were where you are now. Use this as a yardstick to measure your progress.</li> <li>• Get started now! You can refine and improve your plan as you go.</li> </ul>	 <ul style="list-style-type: none"> <li>• Think about the influencers you know that you would like to work with and individuals who would be interested in what you have to share.</li> <li>• Determine the best way to connect with people who may be interested. What online groups or forums do they belong to?</li> </ul>
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**Using your specific Influencing strengths, how will you prepare?**

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“ I love integrating strengths into my dōTERRA business. It gives me a clear language when I speak to my team about their individual talents and gifts, and helps me communicate in ways that are powerful and impactful for them. Since integrating strengths, we have created close cross-team relationships, come to appreciate each other’s abilities, and encouraged compassion, confidence, and joy. It has transformed my business. ”

—Kristin Van Wey

### Relationship Building



- Think about how you want to improve others’ lives through dōTERRA. How many people do you want to help?
- As you set goals for your business, determine how many people you would like to have join you in building a financial pipeline.



- Establish a regular mentoring schedule and participate in team calls and monthly trainings.
- Make time to connect with your team in meaningful, personal ways. Schedule people into your calendar by name and block out plenty of time for conversations.



- Thinking about the people you know, make a list of those you would enjoy working with to build your dōTERRA® business.
- Ask yourself who has complementary strengths and interests and could bring diversity to your team.

Using your specific Relationship Building strengths, how will you prepare?

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### Strategic Thinking



- Take time to envision and write down your goals. Set a 90-day business goal.
- Determine your vision for your business. Ask yourself what you can teach at your classes this month that will allow you share that vision with others.



- Once you have established your goal, strategize what you need to accomplish, and when, in order to reach it. Use tools from the Empowered Success guides such as the rank planners or Power of 3 tracker.
- Create a schedule of classes, one-on-ones, business overviews, etc., for each month. Make outlines of class topics that will fit with your audiences’ interests and make them excited to attend.



- Brainstorm people you think would be open to a conversation about dōTERRA. Bounce ideas off a family member or friend.
- Learn as much as you can about the benefits and properties of essential oils. Utilize the Empowered Life program to understand how to use the different oils.

Using your specific Strategic Thinking strengths, how will you prepare?

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# Invite WITH YOUR STRENGTHS



Everyone has a different way of inviting people to dōTERRA. Use your strengths to **invite** your way! Connect with people authentically, share your experience with essential oils, and invite them to a presentation.

## Vital action steps:


-  Connect with the people on your list and discover their interests and needs.
-  Reach out to people and invite them to learn more about dōTERRA.




**People who developed their strengths showed up to 15 percent higher engagement with their work.<sup>1</sup>**

*Look for more results from Gallup's global study throughout this guide showing why strengths matter!*

Executing



- Have a system for reaching out to the people on your list to make sure nobody is overlooked.
- Set a goal for giving samples to a set number of people.
- Identify a successful script or phrase for inviting that resonates with you. See page 9 in the Launch Guide.



- Practice inviting people to events by role-playing with friends, family, or your upline.
- Know which people you would like to invite to which event before you talk to them.
- Set a goal for how many people you will reach out to every day and/or week.

**Using your specific Executing strengths, how will you invite?**

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Influencing



- Work your list, deciding the best way to approach and discuss the dōTERRA® products and business opportunity with the people on your list.
- Use social media and other networking opportunities to expand your reach.
- Use the products consistently and share how they have helped you meet your health goals.



- Watch a dōTERRA leader you admire invite someone to an event. Seeing how they invite will encourage you to improve.
- Prepare key talking points to use when you extend your invitations. Find the very best way to say what you want to say.
- Share the feelings you have about dōTERRA and the positive impact it makes in the world. Help others feel excited to learn more about the company.

**Using your specific Influencing strengths, how will you invite?**

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<sup>1</sup>Asplund, Jim, M.A., James K. Harter, Ph.D., Sangeeta Agrawal, M.S., and Stephani K. Plowman, M.A. *The Relationship Between Strengths-Based Employee Development and Organizational Outcomes. Report. Gallup. Washington, D.C.: Gallup, 2016.*



▶ Watch how Gina Truman expands her network and invites by leveraging her strengths!  
Gina's strengths: Futuristic, Intellection, Activator, Input, Positivity.

### Relationship Building



- Personally connect with each person you invite. Take time to build a relationship, listen to and address their concerns.
- Develop new relationships by meeting the friends of your friends.
- Find common ground with the people that you talk to. Help them see what they have in common with the dōTERRA mission.



- Consider holding one-on-ones rather than classes.
- Find an authentic approach that feels most natural to you when inviting others to learn more.
- Allow yourself to adapt to the path that you feel is best in the moment, regardless of what you had planned.

Using your specific Relationship Building strengths, how will you invite?

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### Strategic Thinking



- Imagine the conversation you want to have with each person ahead of time. Think through what you will say and how you will introduce dōTERRA products to them.
- Use your knowledge of essential oils to help people see how dōTERRA can benefit them and then invite them to learn more.
- Think back to conversations about dōTERRA you have had in the past that went well. What did you learn from that experience that can be applied to future situations?



- Create a breakdown of how many invites you need to extend in order to reach your goals.
- Use a specific and systematic approach to inviting (one-on-ones, classes, etc.). Track your results and make adjustments as necessary.
- Share your goals and vision for your dōTERRA business and invite them to join you.

Using your specific Strategic Thinking strengths, how will you invite?

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I believe in standardizing automobiles.  
I do not believe in standardizing human beings.



—Albert Einstein


# Present WITH YOUR STRENGTHS




**Present** the life-changing products and business opportunity dōTERRA offers. Whether it is a small or large audience, in a home or online, use your strengths to maximize your impact.

## Vital action steps:


-  Hold classes and one-on-ones.
-  Book classes from classes.

 **People who developed their strengths increased their performance by up to 18 percent.<sup>2</sup>**

**Executing**



- Create your class outline beforehand. Prepare the room with every detail planned out and considered.
- Follow the *Natural Solutions* class guide for the product presentation and the *Build Guide* for the business opportunity presentation.
- Provide samples for each person in the class. Keep your class simple and easy to duplicate.



- Have a goal for how many classes you would like to book from the class.
- Bring a few affordable gifts (e.g. a keychain) as booking incentives.
- Be prepared with a form to take down the information of people who are interested in hosting a class. Follow up soon after and schedule their class.

**Using your specific Executing strengths, how will you present?**

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**Influencing**



- Engage each person who attends the class in conversation. Help them feel comfortable and excited before you begin your presentation.
- Pass around essential oils early in the class to help your audience make a connection to the products and engage with your presentation material.
- Embrace large audiences.



- Read the room and identify new hosts in each class. Encourage them to host their own class.
- Share your ideas and experiences. Invite class attendees to experience those same things for themselves, starting with hosting their own class.
- Make it easy for people to say yes to hosting their own class. Anticipate possible objections and find solutions.

**Using your specific Influencing strengths, how will you present?**

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<sup>2</sup> Gallup, 2016.



You don't get harmony when everybody sings the same note.

—Doug Floyd

### Relationship Building



- Connect with people when they walk in the door.
- Help the host make everyone in attendance feel comfortable and special.
- Customize each class based on attendees. Share the positive impact that dōTERRA has made on the world through the dōTERRA Healing Hands Foundation® and Co-Impact Sourcing®.



- Learn your guests' names and health priorities. Ask them if they would be interested in hosting a class specifically addressing those priorities.
- Help others feel excited about hosting a class by sharing your own experience.
- When you discuss hosting a class with someone, pay attention to their reaction. Determine how they feel about it, and, if they are nervous, address their concerns.

Using your specific Relationship Building strengths, how will you present?

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### Strategic Thinking



- Before you teach, set a specific goal for how many people you will enroll at each class.
- Focus on presentation material and give the best information possible. Focus on making each part of the class demonstrate how dōTERRA products provide solutions.
- Consider potential questions that may arise and decide how to address them. Offer relevant advice and recommendations.



- After the class, talk with guests and see if they are interested in hosting their own class. Help them see how it will benefit them in the future.
- Paint a picture of what the business opportunity could mean for them and why it makes sense to learn more.
- Overcome stumbling blocks by offering fresh perspectives and helpful step-by-step instructions for hosting a class.

Using your specific Strategic Thinking strengths, how will you present?

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Watch this video and see how Jessica Iddings uses her strengths as she presents.  
[Jessica's strengths](#): Restorative, Positivity, Belief, Adaptability, Futuristic.

# Enroll WITH YOUR STRENGTHS



Help people get essential oils into their homes, and get them started on building their own dōTERRA® business. Whatever their goals, **enroll** your customers using your strengths.



**People who developed their strengths increased their sales by up to 19 percent.<sup>3</sup>**

## Vital action steps:



Enroll customers.



Hold Lifestyle Overviews.

### Executing



- Practice your closing plan. Know exactly what you will say and how you will present the benefits of a dōTERRA membership. Consult the Launch Guide or your upline leaders if needed.
- Help people enroll in the Loyalty Rewards Program. Walk them through setting up a Loyalty Order.
- Follow up with class attendees or one-on-ones from your lists who have not enrolled yet. Walk them through the next steps of enrolling and help them choose a kit.



- Schedule Lifestyle Overviews immediately after class, allowing enough time for the customer's product to arrive first.
- Use the Success Tracker in the Empowered Success Launch guide to make sure you hold a Lifestyle Overview with each of your new customers.
- Take time during the Lifestyle Overview to ask their interest in hosting a class or providing referrals.

Using your specific Executing strengths, how will you enroll?

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### Influencing



- Anticipate and address possible objections at the end of the class.
- Help people choose kits. Share what works well for you and those you know.
- Use social media to show the best enrollment kits for beginners and explain how easy it is to get started.



- Maximize the Lifestyle Overview by helping customers plan their first three months of Loyalty Orders.
- Explain that dōTERRA represents an opportunity to live a wellness lifestyle and provide that same opportunity to everyone. Invite them to share it with others.
- Share your confidence that dōTERRA products can make a difference in their life. Help them feel excited about using the products.

Using your specific Influencing strengths, how will you enroll?

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<sup>3</sup> Gallup, 2016.



“Strengths build confidence. Confidence leads to action. When people feel confident in their own abilities, gifts, and talents, they are happy and engaged in this business at a new, higher level.”

—Nicole Moultrie

“There are better starters than me, but I’m a strong finisher.”

—Usain Bolt

### Relationship Building



- Talk people through their health priorities and business goals. Customize kit recommendations based on what you learn.
- Find common ground; share how your enrollment kit helped you with similar health priorities when you first started your dōTERRA® business.
- Show people the potential they can unlock when they live a healthy lifestyle with dōTERRA. Help them choose a kit that will help them get started easily.



- Some customers might need more help getting started. During their Lifestyle Overview, let them know that you will be there for them if they have any questions.
- Share your essential oil regimen with them. Explain the difference it has made for you.
- During the Lifestyle Overview, ask yourself if this person would like to partner with you in your dōTERRA business.

Using your specific Relationship Building strengths, how will you enroll?

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### Strategic Thinking



- Address direct solutions by listening and customizing to each individual’s health priorities. Share your recommendations and why they will be effective.
- Talk people through the compensation plan and explain how it could potentially change their lives.
- Share your knowledge of essential oils and the different routes they can take to begin their wellness lifestyle with dōTERRA.



- Bring resource materials for your new customers at the Lifestyle Overview. Make sure they have credible sources of information about essential oils.
- Help them see the difference they will find when they live a healthy lifestyle with dōTERRA. Contrast that with the way they may feel if they continue on as they are now.
- Inquire about their interest in sharing or building a dōTERRA business. Listen to their interests and concerns and offer your opinion on what the best path for them would be.

Using your specific Strategic Thinking strengths, how will you enroll?

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# Support WITH YOUR STRENGTHS



**Support** your customers and team members by following up regularly, providing important resources, and connecting them to the dōTERRA® community.



**Keep your team strong!**  
Workgroups that developed their strengths had up to 72 percent lower turnover.<sup>4</sup>

## Vital action steps:



Follow up with members.



Find your builders.

### Executing



- Create a schedule for follow-up and mentoring.
- Communicate monthly specials and promotions to your customers.
- Provide your customers with a list of resources to learn more about the products, such as upcoming events, trainings, or webinars.



- Set a goal to find three builders in the next 90 days, or another goal that challenges you.
- Schedule consistent trainings with your new builders.
- Provide consistent accountability and goal-setting by implementing the Launch Guide with your new builders.

Using your specific Executing strengths, how will you support?

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### Influencing



- Tell your story to your new customers.
- Share important information with enthusiasm and motivation.
- Remind your new customers about the benefits of the Loyalty Rewards Program. Show them how easy it is to place their order for the month if they have not already.



- Encourage others to get started with their own dōTERRA business. Help them get past obstacles and hang ups.
- dōTERRA's average retention rate is 65 percent. Track your retention rates and see if you and your team can do better.
- Show potential builders what they can achieve by working with you and why they are a good match for dōTERRA.

Using your specific Influencing strengths, how will you support?

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<sup>4</sup> Gallup, 2016.



“Having my leaders and team members recognizing and playing in their strengths has given them permission to do their business more effectively and joyfully THEIR way.”

—Robin Jones

### Relationship Building



- Connect with your new customers regularly, making sure that their needs are being met.
- Find ways to connect with new customers outside of dōTERRA (e.g. the gym, community events, book club, etc).
- Invite new customers to join you and your team at an upcoming event.



- Establish a regular routine of mentoring calls with your new builders. Listen to their triumphs and challenges and provide encouragement when needed.
- Help your new builders to learn and understand their Why.
- Connect new builders with people on your team who have similar interests.

Using your specific Relationship Building strengths, how will you support?

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### Strategic Thinking



- Track and monitor your numbers to know who needs support. If a customer has not placed an order after a couple months, reach out and find out why.
- Get new enrollees helpful information and resources such as the Empowered tools. Share your confidence in following an established system.
- Schedule monthly themes for product education and business training topics. Communicate the monthly theme to your new customers.



- If you have people interested in being builders, consider strategic placements.
- Make time in your schedule for quiet, uninterrupted thinking and contemplation. Think about each of your builders and how you can best support them.
- Help new builders to visualize their future with dōTERRA and encourage them set their own goals to achieve it.

Using your specific Strategic Thinking strengths, how will you support?

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# LEAD WITH YOUR STRENGTHS

As your team grows, you will grow as a leader. Every leader looks different, but you will be your best when you meet the needs of your team. A recent survey of 10,000 employees revealed that there are four things followers value most in their leaders.<sup>5</sup> Those four needs are:

*Stability • Hope • Compassion • Trust*



Use your strengths to make sure you are meeting those needs for the people that follow you. Utilize your executing, influencing, relationship building, or strategic thinking talents to become the leader that your organization needs.

An important part of leading with your strengths is helping others to realize theirs. Use the principles you have learned in this guide to help your team develop their own strengths. As you do, keep these guiding principles of strengths development in mind:

- 1 Themes are neutral.
- 2 Themes are not labels.
- 3 Lead with positive intent.
- 4 Differences are an advantage.
- 5 People need one another.



“Alone we can do so little,  
together we can do so much.”

—Helen Keller

<sup>5</sup> Rath, Tom, and Barrie Conchie. *Strengths Based Leadership*. Gallup Press, 2008.



You understand the power and potential of a strengths-based organization, so take what you have learned in this guide and share it with your team. Help others develop their own talents. Below are some ideas for incorporating the strengths philosophy in your team.

## EXECUTING

- Schedule “Strengths Calls,” highlighting a few talents at a time.
- Make sure your leaders have watched the videos of their top talents.
- Email the *Strengths Guide* to your team.



## INFLUENCING

- Do a Facebook Live video highlighting the *Strengths Guide*.
- Complete this guide and share how you see it helping you personally and in your business.
- Lead by example and begin utilizing your strengths in the daily aspects of your business. Share with others how it influenced you.




## RELATIONSHIP BUILDING

- Do a call with each of your qualifying leaders, going over their unique strengths and helping them understand how to utilize the *Strengths Guide*.
- Create a printed copy of your leaders' strengths and frame it as a gift.
- Build rapport and unity by doing a fun, strengths-based activity at your next team training or event.

## STRATEGIC THINKING

- Organize a team training to go over the *Strengths Guide* and help everyone understand how to use it.
- Map out your team's strengths and brainstorm with your leaders on how to optimize each other's talents and skills.
- Research and learn more about each of the 34 strengths to become a better mentor.



You have characteristics and gifts that make you *unique*. It is up to you to turn those characteristics into *strengths*. Stop comparing yourself to others—your strengths were given to you for a *purpose*. When you embrace your authentic self, your *potential* is limitless!

—Emily Wright

