



# STRENGTHS GUIDE

For Builders



dōTERRA® | CANADA

# Empowered You

The *Strengths Guide* is a personal development program designed to help you learn, understand, and employ your strengths in your business. Your strengths are natural patterns of thinking, behaving, and feeling.

Visit [www.gallup.com/cliftonstrengths](http://www.gallup.com/cliftonstrengths) to take the CliftonStrengths® assessment, which will identify your top five themes from a list of 34 unique natural talents. Your themes are the talents you rely on most to execute plans, influence others, build relationships, and think strategically.

Realizing that greatness comes from individual talents allows your confidence and capabilities to reach new heights. By investing in and developing these talents, they become strengths you can dependably use in your business.

## 34 CliftonStrengths® Themes

The 34 CliftonStrengths themes are organized into four domains: Executing, Influencing, Relationship Building, and Strategic Thinking. Scan the QR code next to each domain to learn more about it.

Individuals who focus on their strengths are 6x more likely to be engaged in their work and 3x as likely to report having an excellent quality of life.

### Executing

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

<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



### Influencing

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

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



## Relationship Building

People with dominant Relationship Building themes build strong relationships that hold people together, making the team greater than the sum of its parts.

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



## Strategic Thinking

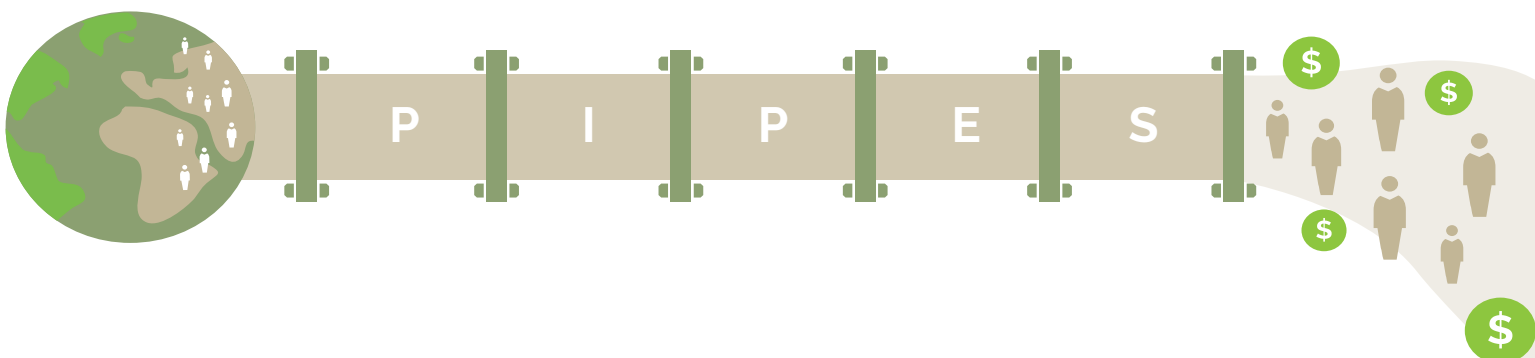
People with dominant Strategic Thinking themes help teams see what's possible. They absorb and analyze information to make better decisions.

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



## How to Use This Guide

Once you know and understand your strengths, you're ready to use them to build your dōTERRA business. This guide will help you apply your strengths to a proven business building framework called **PIPES: Prepare, Invite, Present, Enroll, and Support**. For each step in the framework, you'll find action-step suggestions that best suit your specific strengths. These action steps are based on the collective experiences of dōTERRA leaders and builders and are meant to help you succeed at your business. These suggestions are organized according to the strengths domains: Executing, Influencing, Relationship Building, and Strategic Thinking. Remember, using your strengths is all about acting in a way that's most suited to you, so choose from the examples provided or come up with your own.



# Prepare With Your Strengths



This step helps you set goals for the future and lay the groundwork to share and invite. Follow the vital action steps below to create your personalized approach to the business.

## Vital action steps:



Set clear goals for the coming months.



Establish timelines for your business.



Make a list of people with whom you'd like to talk about dōTERRA® products and the business opportunity.

## Executing



- Communicate your goals with your upline or team members to help keep yourself accountable.
- Record your goals and put them somewhere you will see them daily.



- Plan your next month by scheduling the PIPES actions that you need to take each week.
- Break your timeline down into achievable, daily goals, writing them in your calendar. Track your progress.



- Fill out the Success Tracker in the *Business Building Guide*. Categorize and prioritize your list of people.
- Determine the most effective way for you to reach out to the people on your list.

**What specific Executing strengths will you use to Prepare?**

**How will you use these strengths to Prepare?**

## Influencing



- Determine your overall goal for your dōTERRA business and the difference you want to make in peoples' lives.
- Make personal development a priority.



- Ask your upline what timelines looked like when he or she was where you are now. Use this information as a yardstick to measure your progress.
- Get started now! You can refine and improve your plan as you go.



- Think about the influencers you know whom you'd like to work with, as well as individuals who'd be interested in what you're sharing.
- Determine the best way to connect with people who may be interested. What online groups or forums do they visit?

**What specific Influencing strengths will you use to Prepare?**

**How will you use these strengths to Prepare?**



“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 lives through dōTERRA® products. How many people do you want to help?
- As you set goals for your business, determine how many people you'd like to 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'd enjoy working with to build your dōTERRA business.
- Ask yourself who has complementary strengths and interests and could bring diversity to your team.

**What specific Relationship Building strengths will you use to Prepare?**

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**How will you use these strengths to Prepare?**

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## Strategic Thinking



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



- Once you've established your goal, strategize what you need to accomplish—and when—to reach it. Use tools from the Empowered Success guides, such as rank planners or the 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 products. Bounce ideas off a family member or friend.
- Learn as much as you can about the benefits and properties of essential oils.

**What specific Strategic Thinking strengths will you use to Prepare?**

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**How will you use these strengths to Prepare?**

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# Invite With Your Strengths



This step will help you execute your strategy for sharing samples, stories, and invitations. Everyone has a different way of inviting people to dōTERRA. Follow the action steps below to develop and solidify yours.

## Vital action steps:



Connect with those on your list and discover their interests and needs.



Reach out to people and invite them to learn more about dōTERRA.

## Executing



- Have a system for reaching out to the people on your list to make sure nobody is overlooked.
- Set a goal for giving out a certain number of samples.



- Practice inviting people to events by roleplaying with friends, family, or your upline.
- Set a goal for how many people you'll reach out to every day or week.

**What specific Executing strengths will you use to Invite?**

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**How will you use these strengths to Invite?**

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## Influencing



- Use social media and other networking opportunities to expand your reach.
- Use the products consistently and share how they've helped you meet your wellness goals.



- Watch a dōTERRA leader you admire invite someone to an event.
- Prepare key talking points to use when you extend your invitations.

**What specific Influencing strengths will you use to Invite?**

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**How will you use these strengths to 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.

## Relationship Building



- Personally connect with each person you invite. Take time to build a relationship by listening to and addressing everyone's concerns.
- Find common ground with others. Help them see what they have in common with the dōTERRA mission.



- Consider holding one-on-ones rather than classes.
- Allow yourself to adapt to the path you feel is best in the moment, regardless of what you planned.

**What specific Relationship Building strengths will you use to Invite?**

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**How will you use these strengths to Invite?**

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## Strategic Thinking



- Imagine the conversation you want to have with each person ahead of time. Think through what you'll say and how you'll introduce dōTERRA® products.
- Use your knowledge of essential oils to help people see how dōTERRA products can benefit them and then invite them to learn more.



- Breakdown how many invites you need to extend to reach your goals.
- Use a specific, systematic approach to inviting (one-on-ones, classes, and so on). Track your results and adjust as necessary.

**What specific Strategic Thinking strengths will you use to Invite?**

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**How will you use these strengths to Invite?**

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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!*



# Present With Your Strengths



This step develops your process for and confidence in hosting classes and one-on-ones. Whether your audience is large or small, in person or online, lean into 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



- Track how many classes you are teaching each month and connect it to other goals you have set around new customers and new business builders.
- Follow the *Nature's Solutions* class guide for the product presentation and the *Build* guide for the business opportunity presentation.



- Create an agenda for the class that includes scheduling future classes. You might consider using a calendar with specific dates circled where people can sign up to host a class.
- Have a form ready to gather contact information from people interested in hosting a class. Follow up soon after and schedule the class.

**What specific Executing strengths will you use to Present?**

**How will you use these strengths to Present?**

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



## Influencing



- Engage each person who attends the class in conversation. Help everyone feel comfortable and excited before you begin your presentation.
- Pass around essential oils early in the class to help your audience connect to the products and engage with your presentation.

- Read the room and identify new hosts in each class. Encourage them to host their own class.
- Make it easy for people to say yes to hosting. Anticipate possible objections and find solutions.

**What specific Influencing strengths will you use to Present?**

**How will you use these strengths to Present?**

## Relationship Building



- Connect with people when they walk in the door.
- Help the host make everyone in attendance feel comfortable and special.

- Learn your guests' names and wellness priorities. Ask them if they'd be interested in hosting a class specifically addressing those priorities.
- When you discuss hosting a class, pay attention to reactions. Determine how people feel about it, and if they're nervous, address their concerns.

**What specific Relationship Building strengths will you use to Present?**

**How will you use these strengths to Present?**

## Strategic Thinking



- Prioritize presentation materials 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.

- 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.

**What specific Strategic Thinking strengths will you use to Present?**

**How will you use these strengths to Present?**

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

**Doug Floyd**

# Enroll With Your Strengths



This decisive step will help you create an enrollment plan and successfully place people within your organization. Whatever the goal, enroll customers using your strengths.

## Vital action steps:



Enroll customers



Hold Wellness Consults

## Executing



- Practice your closing plan. Know exactly what you will say and how you will present the benefits of a dōTERRA membership. Consult the *Business Building Guide* or your upline leaders if needed.
- Figure out your success rates with LRP enrollments versus non-LRP enrollments and make adjustments to improve.



- Schedule Wellness Consult immediately after class, allowing enough time for the customer product to arrive first.
- Each week/month set goals of how Wellness Consults can help generate interest in holding additional classes or creating referrals.

**What specific Executing strengths will you use to Enroll?**

**How will you use these strengths to Enroll?**

## Influencing



- Anticipate and address possible objections at the end of the class.
- Use social media to show the best enrollment collections for beginners and explain how easy it is to get started with dōTERRA.



- Maximize the Wellness Consult by helping customers plan their first three months of Loyalty Orders.
- Discuss how dōTERRA represents the opportunity to live a wellness lifestyle and offer that same opportunity to everyone. Invite them to share it with others.

**What specific Influencing strengths will you use to Enroll?**

**How will you use these strengths to Enroll?**

## Relationship Building



- Talk people through their wellness priorities and business goals. Customize collection recommendations based on what you learn from customers.
- Find common ground. Share how your enrollment collection helped you with similar wellness priorities when you started your dōTERRA business.



- Some customers might need more help starting. During the Wellness Consult, let everyone know you'll be there to answer any questions.
- Share your essential oil routine with people. Explain the difference it's made for you.

**What specific Relationship Building strengths will you use to Enroll?**

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**How will you use these strengths to Enroll?**

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## Strategic Thinking



- Address direct solutions by listening and customizing to each individual's wellness priorities. Share your recommendations and why they will be effective.
- Talk through the compensation plan and explain how it could potentially change lives.



- Bring resource materials for new customers at the Wellness Consult. Ensure they have credible sources of information about essential oils.
- Help people see the difference they'll experience when they live a healthy lifestyle with dōTERRA® products. Contrast that with the way they may feel if they continue as they are now.

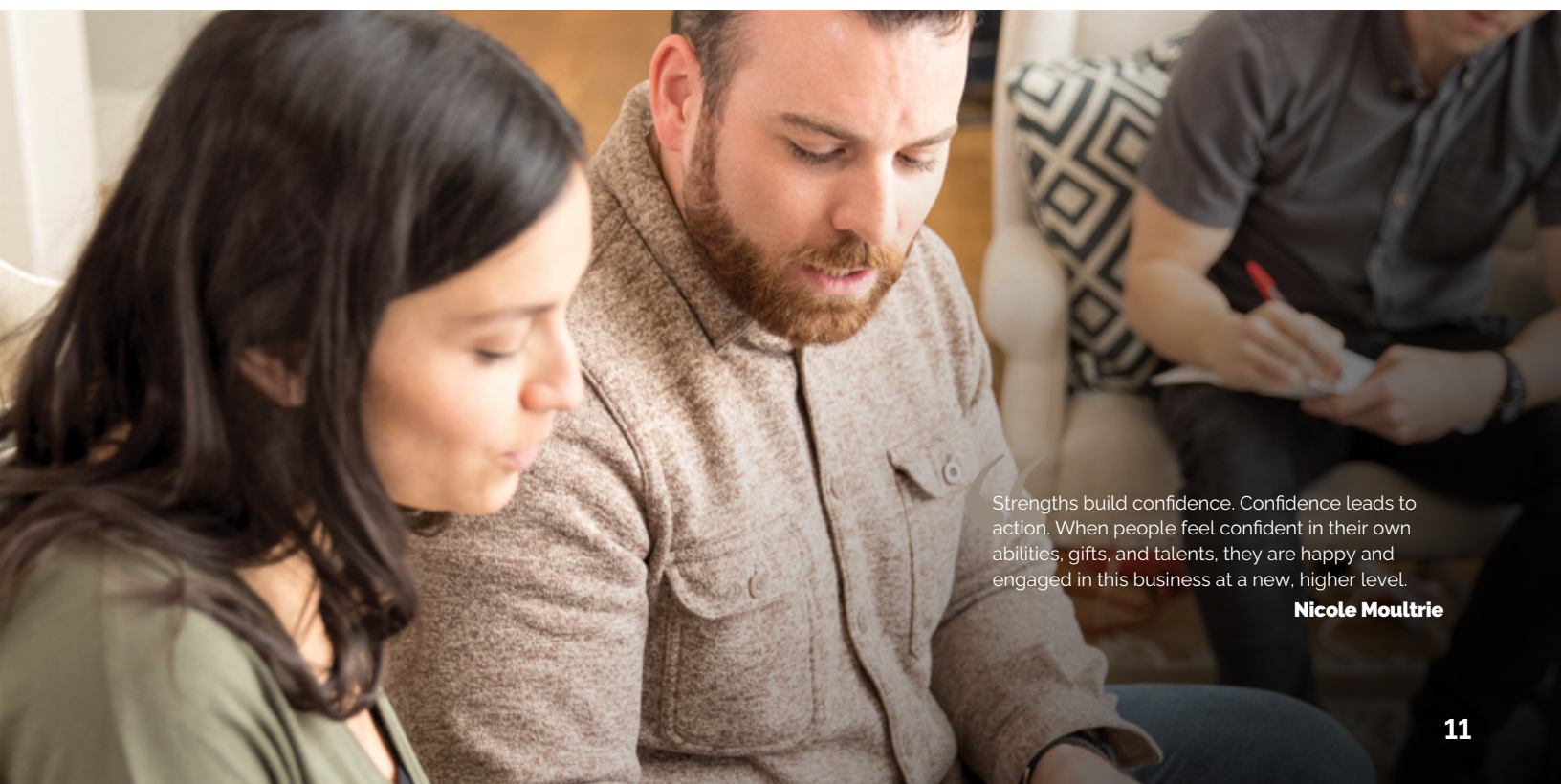
**What specific Strategic Thinking strengths will you use to Enroll?**

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**How will you use these strengths to Enroll?**

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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**

# Support With Your Strengths



This step is about providing important resources and connecting people to the dōTERRA community. By applying your strengths, you'll fine-tune your leadership skills and build a stronger team.

## Vital action steps:



Follow up with members



Find your builders

## Executing



- 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 select another goal that challenges you.
- Implement the *Business Building Guide* with your new builders to ensure consistent accountability and goal setting.

**What specific Executing strengths will you use to Support?**

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**How will you use these strengths to Support?**

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## Influencing



- Share important information with enthusiasm, motivated by genuine love and investment.
- Remind new customers about the benefits of the Loyalty Rewards Program. Show them how easy it is to place an order if they haven't already.



- Encourage others to get started with their own dōTERRA business. Help them get past obstacles and hangups.
- Show potential builders what they can achieve by working with you and why they're a good match for dōTERRA.

**What specific Influencing strengths will you use to Support?**

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**How will you use these strengths to Support?**

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“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 new customers regularly, ensuring their needs are met.
- Find ways to connect with new customers outside of dōTERRA (for example, at the gym, community events, or book club).



- 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.

**What specific Relationship Building strengths will you use to Support?**

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**How will you use these strengths to Support?**

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## Strategic Thinking



- Track and monitor your numbers so you know who needs support. If a customer hasn't placed an order after a couple months, reach out and find out what the situation is.
- 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.
- Help new builders to visualize their future with dōTERRA and encourage them to set goals to achieve.

**What specific Strategic Thinking strengths will you use to Support?**

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**How will you use these strengths to Support?**

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# Lead With Your Strengths

Now that you've completed your strengths building exercise and understand the power and potential of a strengths-based organization, take what you've learned and share it with your team. Below are some ideas for incorporating the strengths philosophy into your team.

## Executing

- Schedule "strengths calls," highlighting a few talents at a time.
- Ensure your leaders have watched the videos about their top talents.
- Email the *Strengths Guide* to your team.

**What specific Executing strengths will you use to Lead?**

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**How will you use these strengths to Lead?**

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## Influencing

- Do a Facebook Live video highlighting the *Strengths Guide*.
- Complete this guide and share how you believe it'll help you personally and in your business.
- Lead by example and begin using your strengths in your daily business. Share how it influences you with others.

**What specific Influencing strengths will you use to Lead?**

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**How will you use these strengths to Lead?**

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

### Relationship Building

- Call each of your qualifying leaders, going over their unique strengths and helping them understand how to use the *Strengths Guide*.
- Create a printed copy of each of your leader's 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.

**What specific Relationship Building strengths will you use to Lead?**

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**How will you use these strengths to Lead?**

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### 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 about how to optimize each other's talents and skills.
- Research and learn more about each of the 34 strengths to become a better mentor.

**What specific Strategic Thinking strengths will you use to Lead?**

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**How will you use these strengths to Lead?**

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“You have gifts that make you unique. It's up to you to turn those gifts into strengths and embrace your limitless potential.”

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Emily Wright

dōTERRA<sup>®</sup>  
pursue what's **pure**<sup>®</sup>