

GALLUP CLIFTONSTRENGTHS®

White Paper



According to the world-renowned research organization, Gallup, Inc.:

- *One-third of global employees strongly agree with the statement, “The mission and purpose of my organization makes me feel my job is important.”*
 - *By moving that ratio to eight in 10 employees, business units have realized a 51% reduction in absenteeism, a 64% drop in safety incidents and a 29% improvement in quality.*

Imagine if we lived in a world where everyone is fully engaged and passionate about not only their work but their day-to-day lives because they are operating from their strengths’ zones.

That was the dream of Don Clifton (February 5, 1924 – September 14, 2003.) He was an American psychologist, educator, author, researcher, and entrepreneur. He founded Selection Research, Inc., which later acquired Gallup Inc., where he became chairman, and developed CliftonStrengths, Gallup’s online psychological assessment. Clifton was recognized with a presidential commendation from the American Psychological Association as “the father of strengths-based psychology and the grandfather of positive psychology”.

Very early in his career, Don pondered the question: “What would happen if we actually studied what is right with people?”

Don’t focus on bettering your so-called weaknesses. Forget about wishing that you were more of this or were better at that by comparing yourself to “John or Betty.” There are other people who love to do what you absolutely abhor or don’t gravitate to, so why should you beat yourself up about it? When you’re in a place where you know that you know that you know, then everything just flows out of you with ease. That’s the strengths zone; it’s a place where your uniqueness exists because it is derived from the way that you are hardwired at birth.

When you can “Name, Claim and Aim” (a Gallup phrase) your talents and truly double down on them by building them up through intentional use each day as you encounter the smallest and largest of tasks, then you can appreciate that they are as unique to you as your thumbprint and only then can they be called strengths. (Similar to a muscle, if a talent is unused then it weakens and actually can work against you.)

According to [Gallup’s Web site](#), the CliftonStrengths assessment has been taken by more than 26 million people worldwide. People who know and use their CliftonStrengths are:

- 6X more likely to be engaged at work;
- 7.8% more productive in their role;
- 3X more likely to have an excellent quality of life; and
- 6X more likely to do what they do best every day.

By embedding the CliftonStrengths assessment within an organization, it creates a common language, empathy, and awareness of the worth of each team member’s talents. Rather than concentrating on our weaknesses, it asks us to embrace who we are and operate from the areas in which we are strongest and most engaged. It sees our strengths as our superpowers and encourages us to proactively and positively lean on our fellow team members to advance our mission/vision.

Gallup’s classic question has always been: “Do you have the opportunity to do what you do best every day?” Just imagine how much you and your teams would accomplish if you all did...