CliftonStrengths® for Managers

Welcome to CliftonStrengths for Managers, the report that guides you through your unique talents and how you can use those talents to succeed in your role.

We designed this report to make your days easier, bring clarity to your role and strengthen your management practice.

Use this report to learn about your results and better understand what you naturally do best as a manager. Then, go implement the action items into your role responsibilities — starting today.

YOUR TOP 10 THEMES

1. Futuristic

Share your visions of a better future.

2. Restorative

Remember that every problem has a solution. Find the answers.

3. Command

Be ready to take charge when others waver.

4. Strategic

Always have at least three options in mind so you can adapt if circumstances change.

5. Learner

Use your passion for learning to add value to your own and others' lives.

6. Ideation

Refine your creativity to inspire and energize yourself and others.

7. Analytical

Use your logical, objective approach to make important decisions.

8. Significance

Look for opportunities to do important work where you can help others raise the bar.

9. Belief

Honor your values; they keep you on course during tough times.

10. Focus

Set specific goals with timelines to motivate yourself.

Each Theme Fits Into a Leadership Domain

- **EXECUTING** themes help you make things happen.
 - INFLUENCING themes help you take charge, speak up
- **RELATIONSHIP BUILDING** themes help you build strong relationships that hold a team together.
 - **STRATEGIC THINKING** themes help you absorb and analyze information that informs better decisions.

and make sure others are heard.

Better Management Starts Here



- 1. Futuristic
- 2. Restorative
- 3. Command
- 4. Strategic
- 5. Learner
- 6. Ideation
- 7. Analytical
- 8. Significance
- 9. Belief
- 10. Focus

The role most critical for success in any organization is that of a manager. Your role is essential — and challenging — and we know that the best way to *lead confidently* and *lead well* is to lead with your strengths.

Your distinct CliftonStrengths profile sets you apart from every other manager. Above is your talent DNA, shown in order based on your responses to the assessment.

Learn About Your Most Powerful Strengths

The first 10 themes are your most dominant. This report outlines how each of those gives you an advantage in your management practice. But to fully understand your talent DNA, you must know that your top five themes — the ones that shine through in almost everything you do — are the *most powerful* of your dominant 10. Take the time to learn more about them.

Discover Practical Ways to Apply Them

Incorporate your strengths into your day-to-day routine: from the one-on-one conversations you're already having and team meetings you're already running to the way you're strategically planning and overseeing processes.

Each theme page includes:

- How that theme contributes to your success
- How that theme could get in the way of your success
- Action items that you can implement immediately

Use Them

The most important expectation of an excellent manager is to have **one meaningful conversation every week with each team member about their goals**. Keep reading this report to learn how to best apply your strengths in every one of those conversations to work with your team members to achieve those goals.

Whether you're looking for a better way to more confidently manage a meeting that starts in 30 minutes or for long-term solutions or strategies, the theme of this report is clear: **Use your strengths to become a better manager.**



1. Futuristic

You are inspired by the future and what could be. You energize others with your visions of the future.

How This Theme Contributes to Your Success

You think more about what *can be* than what *is*. When you share this curiosity about the future with others, you push your team to think beyond today and find new and smarter ways of working

Today's events are leading *somewhere*, and you focus on what that somewhere could be. Team members benefit from hearing your ideas about what's coming and feel inspired by understanding how their work will secure future success.

Likely, your team members always go to you when they need a gut reaction or opinion about something related to the future. These discussions help you better understand their passion and guide their development toward their ideal future.

- Some employees might be concerned or anxious about your vision of the future because change intimidates them. Know when you need to further explain your plans and ideas or when you need to slow down.
- Spending too much time dreaming about the future can discourage others. If your team members' day-to-day
 responsibilities take up all of their time, they might see your visualizing as downplaying the importance of their
 current struggles or workloads.
- Your vision of the future is so clear that you may move forward without giving your team more context about it.
 Ensure that you create alignment with your team members on where you are going by describing why you are excited about your vision.

How to Apply Futuristic as a Manager

Describe what the ideal picture of success looks like Because you have a firm grasp of what the future could team's current work and its future successes. This will smission.	be	, you can make this vision a reality by connecting your
•	e th	nink of them, what words do they associate with them? The
Connect your team's work with the organization's procused on the bigger picture and their role — both as a success.		_
A lack of options for development is one of the main rea	whe asc	ere they want to be in a year, and then make them happen. ons employees leave their organization.
Reflect to P	'lar	for Action
What new goals and ideas have you been considering recently?		How do you communicate new ideas and plans to your team?



EXECUTING

2. Restorative

You are adept at dealing with problems. You are good at figuring out what is wrong and resolving it.

How This Theme Contributes to Your Success

Your team members know that they can come to you with their problems. Not only are you OK with this, but you also encourage it. You try to find issues and look to resolve them. While some perceive their team's setbacks as tiring, seeking resolutions to difficulties energizes you.

Your approach to processes emphasizes efficiency and wholeness, which means no broken parts. This frees employees to do their job with excellence, knowing that things are as they should be and that the moment something breaks, you can fix it.

You're relatively unconcerned with potential risks or roadblocks because you focus on the problems happening now. If something breaks — a process, a project, an idea or a person — you want to fix it, no matter how complex.

- People might think of you as being negative or pessimistic because you see problems that others don't. Bringing
 these issues to team members' attention can catch them off guard.
- You might be overly critical of yourself, constantly looking for things to fix and checking for areas where you feel deficient. If left unchecked, this can distract you from focusing on your team members' development and leave you feeling overwhelmed by all the things you perceive as problems.
- Your team could feel frustrated because you see everything as a problem worth fixing. Don't spend time fixing things that are working well for team members without first consulting them. They will tell you whether they believe it's an issue you need to address.

How to Apply Restorative as a Manager

Look for shortcomings that limit performance developmental goals and find ways to meet every mem	fessional potential. Identify gaps in your team members'
	ution keeps team members confident when unexpected
it. Ask team members what challenges them, and then o	ues. Then, find the cause of the problem and solutions to fix each them through a solution by asking what they want to cus more on solutions to the problems than the problems
Ask for team members' perspectives when you are alone just for the sheer joy of problem-solving. But doin increase their problem-solving ability. Involving them in the sheet in the sheet problem in the sheet problem in the sheet problem.	
Reflect to P	an for Action
Where are your team members currently experiencing problems, and how can you help?	How do you approach a nearly impossible problem?



INFLUENCING

3. Command

You have presence. You can take control of a situation and make decisions.

How This Theme Contributes to Your Success

You say what's on your mind, and others hear your opinions clearly. This means that your team is a part of everything all the time. Team members are aware of your goals, expectations and ideas as well as the reasons behind them. Your confidence gives your team confidence.

You know your team better than anyone, and your assertive nature inspires you to defend your team members and fight for the resources they need to do their jobs with excellence. Your team members are loyal to you because of this.

Your team members value your opinion and input. They understand your confidence and trust you to take control of situations and make the best decisions for the team. You excel at aligning each of their individual actions with team or organizational goals.

- Voicing their concerns and opinions may not come naturally to some team members, so set aside time to listen to them. Be open during these conversations because they might worry about your reaction to their opinions, especially if those ideas contradict yours.
- Your team members may feel like you try to control how they work, approach problem-solving or have conversations. Employees who feel micromanaged for an extended period might start resenting your opinions
 — even the helpful ones — and become disengaged.
- Your Command talents might push you to be both the first and last person to speak on a touchy or widely debated topic. Try letting your team members share their ideas first. Having them share before you do means you will more likely hear everyone's true opinions instead of ideas influenced by your thoughts.

How to Apply Command as a Manager

Challenge your team's goals. Growth requires risk, a these new challenges.	nd	your fearless attitude inspires team members to embrace
Have conversations with disengaged individuals a assess your team for actively disengaged members. You could solve a problem that others may have ignored.		
		ngs. Listen to all ideas and opinions before deciding on the ll appreciate the ability to contribute to the discussion and
Give your team members everything they need to for your team members to get them exactly what they coach to resolve any resource problems.		their jobs. You won't mind taking a stand or working hard ed. You know how to involve yourself as an advocate or
Reflect to	Pla	n for Action
How do your opinions influence your team's decisions?		How can you include more of your team members' opinions at work?



4. Strategic

You create alternative ways to proceed. Faced with any given scenario, you can quickly spot the relevant patterns and issues.

How This Theme Contributes to Your Success

Because you know that multiple paths, scenarios and plans can lead to similar outcomes, you easily move your team forward by quickly finding the most effective one. These choices and complexities might overwhelm your team, but you see the line that cuts through the mess and leads to a clear path to success.

You instinctively have an alternate strategy when the first plan doesn't look like it will work out. As a result, team members are confident in your ability to lead them because they know you've thought of multiple ways to achieve success.

Your natural ability to see possible complications helps your team stay focused on the most important goals while you strategize how to avoid any obstacles. You help them navigate the course, adjusting the route as needed.

- Because you can quickly evaluate options, others might not feel that you are considering every choice fairly. Your team could feel like you missed something when you don't intentionally outline each path you've considered.
- Slowing down and explaining your strategy to your team members can help them fully understand your decisions. Without clarification, your plan could overwhelm others. They need to see the patterns in your thinking.
- You tend to completely change a strategy in the middle of a project. This could make others feel like you are critical of their original plan or the work they've done to get there. Not every decision needs to result in a significant change of direction but sometimes only needs minor tweaks.

How to Apply Strategic as a Manager

1111	3 theme gives you arreage There 3 how you carrase it	•	
	the best two or three options and let them have an opi	g team members to your desired choice or path, show them inion on what is best. You sort through scenarios and s buy-in creates a shared strategy that can ensure the path to	
	_	ls. Ask them how they plan to achieve their aspirations and ler how to accomplish their career objectives, your Strategic achieve their goals.	
	Tell your team that you are a <i>thinking resource.</i> When stumped by a particular problem or hindered by an obstacle, be a mentor for your team members. Your strategic thinking is beneficial and effective when team members know that they have an issue but can't find a way forward.		
		goals. Help team members navigate <i>and</i> thrive during times of see patterns where others see chaos and complexity. Set the	
	Reflect to I	Plan for Action	
	How do you figure out what is the best or clearest path forward?	When do you know that it is time to move to the next plan?	



5. Learner

You have a great desire to learn and want to continuously improve. The process of learning, rather than the outcome, excites you.

How This Theme Contributes to Your Success

You are a catalyst for learning. Whether it's information about the work your organization does, industry trends or something completely unrelated to your role, you enjoy figuring out the processes that keep your team at the forefront of new information, which can lead to greater success.

You are an expert in team development. You push others outside of their comfort zone so that they can develop in their role. The way you see it is simple: You can't learn what you already know, so you can't stay exactly where you are. Continued learning and personal and professional development are values that guide your team.

Being always willing to learn new things means you are a reliable manager during times of change. Whether change comes easily for you isn't the point, the point is that you excel at challenging others to learn and grow despite their circumstances. And what better opportunity to do that than in the face of change?

- Not everyone loves to learn. You often forget that not everyone has the same innate desire for more knowledge
 as you do. Adding extra pressure to learn more could make team members feel like you're dissatisfied or
 disappointed in their development.
- When you're learning, you don't always focus on team outcomes or goals. While not all your education needs to be work-, industry- or team-related, most of it should be. If something you've learned is relevant, share it with team members who could benefit from it.
- The way you learn is unique to you. Be careful not to force others to learn the same way as you. Take inventory of your team's learning styles so that you account for everyone when you share your knowledge with them.

How to Apply Learner as a Manager

١		e th	e to read about a topic, while others ask questions; some ne first to try something new. Knowing your team members' eep them developing.
ŀ			edge will affect business outcomes. This proves the nent in your team members' role. Research supports the
}		kea	ur team. Challenge yourself to sort through everything aways with your team. Realizing what's most important to f what you're learning.
ć	-		their motivations, areas of expertise, values and career ss every day and collaborate with them on their long-term
	Reflect to F	Pla	n for Action
	Where do you see opportunities for performance development on your team?		How do you learn best?



6. Ideation

You are fascinated by ideas. You are able to find connections between seemingly disparate phenomena.

How This Theme Contributes to Your Success

Although ideas begin in your head, they certainly don't stay there. Chances are you enjoy sharing your thoughts with your team members and want to inspire them to do the same. You can then help team members connect what they do every day to these new ideas to see the broader view of their own work.

Your team members are comfortable bringing you their original ideas. They know you naturally consider issues and plans from multiple perspectives. Your willingness to hear and accept new ideas improves communication and helps your team members feel their opinions are valid.

You don't get caught up in "this is how we've always done it" thinking. You keep your team moving forward by introducing and advocating for innovative ideas. You're not afraid to challenge the status quo with an intriguing or provocative concept.

- Sometimes, you might find yourself having new ideas after you and your team have already committed to a plan.
 While it may be tempting to start fresh or change course, consider sticking to the original plan. Consult with your team members they'll be honest about whether they agree with your idea.
- Straying from what's conventional could cause anxiety or frustration among team members. Your unconventional approach makes it difficult to predict your next move. To ease any uncertainties, keep your team involved in your thought processes and communicate only your best ideas.
- Other team members might enjoy generating new ideas too. Make sure you're giving others a way to share their thoughts, and ensure that they know you heard and considered their views.

How to Apply Ideation as a Manager

•	am members have process-oriented ideas; others have ideas encourage all team members to use their distinctive thinking
•	ow what step to take next, "what if" questions help them
Discuss the issues that affect team performance. A concern, large or small, to a team meeting. Have team performance. As a team, think of ways to fix the issue.	as an assignment, ask every team member to bring one members focus on the ideas that could negatively affect
or situations. Understand employees' roles, and then c team members confidence and boosts their performan	ers don't and have a talent for simplifying complex concepts larify and connect them to higher-level goals. This gives your
	FIGHT OF ACTION
	Who should be involved in the
How does your team react to new ideas and changing plans?	brainstorming process for long-term goal setting?



7. Analytical

You search for reasons and causes. You have the ability to think about all of the factors that might affect a situation.

How This Theme Contributes to Your Success

Before making a decision for your team or organization, you gather as much information as possible to compare different options. This need to analyze is your way of maintaining credibility and proving to yourself and others that you've made the best choice. Having time to think isn't a *want* — it's a *need*.

Your evidence-based approach to coming to a conclusion helps your team members trust that you'll make the right decision without personal biases or prejudices getting in the way. You insist that team members have thorough and concrete ideas.

You can manage team members' emotions with objectivity and logic. You believe focusing solely on emotions won't guide anyone to a healthy or satisfactory conclusion. You bring clarity and balance to your team.

- Because logic and objectivity influence your approach to decision-making and search for deeper meaning, your team members and colleagues may perceive you as harsh, emotionless or distrusting. Be open about why you're constantly asking pointed questions, and communicate your thinking so that your team knows your approach isn't void of emotion — just practical.
- While your calculated approach to most things brings much-needed order and logic, your team members need emotional stability and guidance from you every so often. Try being more open about your feelings to encourage the same thing from your team members.
- When you decide on a plan, you act quickly and decisively often alone which means your decision could surprise others. Letting your team members know what you're thinking at every point of the process helps them better understand your thoughts.

How to Apply Analytical as a Manager

Break down new processes, technology or system	ıs i	nto their most basic parts. Train your team using this
approach. Your ability to simplify the complex will incre		
		h your team. Establish these questions as criteria for all es. This will help your team quickly reach an agreement
Have frequent question-and-answer sessions with your team. Before this meeting, have team members give you questions to answer or have them bring at least one to the discussion. These sessions will energize you and develop your team members' ability to think critically.		
Help your team members become more aware of the Create and present charts or graphs that show quarter Data are powerful, so use them to show the team how future.	ly į	orogress toward team goals and year-over-year successes.
Reflect to I	Pla	n for Action
How does your objective approach to your job help you achieve your goals?		What is your approach to simplifying complex tasks?



INFLUENCING

8. Significance

You want to make a big impact. You are independent and prioritize projects based on how much influence they will have on your organization or people around you.

How This Theme Contributes to Your Success

You are determined to make a difference, and your team feels it. By focusing on the outcomes of your work, you help team members be proud of the work they do every day.

Your desire to leave a legacy inspires your team. By encouraging your employees to think about the lasting effect of their work, you push them to do great things. Your quest for long-lasting significance keeps your team focused on the future and how it connects to the current moment.

You strive to make your people better professionally *and* personally. Continuing to set high standards for what you and your employees do further solidifies your lasting outcomes.

- As a manager, you might not receive recognition for your success, but that's OK. Appreciate your team members' efforts and make sure they receive the praise they deserve. Concern yourself less with your own recognition, and keep the focus on your team.
- When you believe someone downplays your contribution, you are more likely than others to become frustrated. Thinking about your team's successes will help keep this frustration from derailing your progress.
- When you focus on making a difference, you tend to overlook accomplishments that some might put great value on. Engaging others in a discussion about what they see as important can help you take pride in their achievements.

How to Apply Significance as a Manager

Understand how team members want to be known. role? What are you known for? What would you like to be employees' expectations and give you insights into coa	· · · · · · · · · · · · · · · · · · ·
team member the following questions: Whose approval	eam members consider the most important. Ask each do you value most? Whose feedback do you appreciate Use this information to ensure employees get the recognition
	ployees. When your team members hear your objectives for their work to meet those goals and prioritize their projects ess.
advocate. When the team reaches a goal, ensure that a motivates team members to higher levels of productivit	I involved know about it. Getting credit for the work they do y and excellence.
Reflect to F	lan for Action
How do you enjoy both giving and receiving recognition?	Where can you create a clear connection between team projects and organizational goals?



EXECUTING

9. Belief

You have certain core values that are unchanging. Out of these values emerges a defined purpose for your life.

How This Theme Contributes to Your Success

Where others see gray areas, you see black and white. You have a natural ability to quickly determine the integrity of a situation — and don't have trouble calling it out — which positions you as your team's and organization's conscience.

Your team knows what you stand for because your core values never change, meaning team members always know what to expect from you. In an environment where things are constantly changing, those beliefs give your team much-needed stability and confidence.

You appreciate responsibility and ethics; it's a standard you have set for yourself and an example for others to follow. This commitment to your beliefs can raise the bar for those on your team and your entire organization.

- Your values may not always align with your employees'. But if your employees don't feel like they have the freedom to hold different beliefs than yours, they might feel alienated. Stay true to your values while encouraging your team members to do the same.
- The passions and convictions you closely identify with may come across to others as judgment. Make sure you rely on objective data or evidence when evaluating performance and not solely on alignment with how you would do things.
- While it may feel natural to view the importance of mission over the desire to earn money, make sure you don't pit them against each other as competing outcomes. Ensuring a profitable operation allows you and your team to fulfill the mission you care so deeply about.

How to Apply Belief as a Manager

Clarify the rationale behind a new project before star organization's bottom line, mission or overall success. Dethey fit in and add value to the organization — both collections.	Describing the overall goal helps your team members see how	
Ask each team member where they are feeling connected members to see how their work connects to the organization understand their engagement and coach them to a place		
Create a list of team values with your employees' help. On this list, write what the team stands for, the ideal way for team members to work together, what ethics guide the team and areas of debate. These shared values will unify your team members by building their trust in each other.		
Find out what each team member believes is the most rewarding aspect of their job. As you coach them, connect performance objectives and developmental goals to these values. In this way, your team members understand how their jobs enrich their lives, which helps them figure out their ideal work-life balance.		
Reflect to Pla	lan for Action	
Which of your values could you apply to the team?	How can your strong beliefs encourage your team members to meet their goals?	



EXECUTING

10. Focus

You can take a direction, follow through and make the corrections necessary to stay on track. You prioritize, then act.

How This Theme Contributes to Your Success

Your Focus theme helps you prioritize, then act. First, you easily decide whether a task is necessary — if it's not helping, it's not needed. Second, you determine in what order you should complete the most important tasks. This doesn't always come easily for others, but it helps you guide your team toward success.

You prefer to work toward a specific objective and want your team to do the same. Because you know where you're headed every day, you can easily help your team and each individual set goals that align with your expectations and other organizational objectives.

When projects derail — no matter how chaotic or cluttered — you know how to get the team headed in the right direction again. Because you can easily assess a situation to determine the priority, your team members know that they can depend on you for the directions to success.

- Sometimes, you get engrossed in your work, which can make you feel unreachable to your team. Employees might feel like they can't talk to you and then decide to deal with their wants and needs alone. Remember to set aside time to walk away from your work to check on your team.
- You have little patience for delays and obstacles, but you can't guarantee that both won't occur. Practice adjusting your focus to the things that matter most in the moment. As long as you shift your attention, your expertise and ability to prioritize can save the team from being overcome by difficulties.
- Your individual goals are so strong that team members who set less ambitious goals could frustrate you. But instead of being disappointed, coach employees to see the importance of individual goals that align with organizational success, even if they don't share your commitment to them.

How to Apply Focus as a Manager

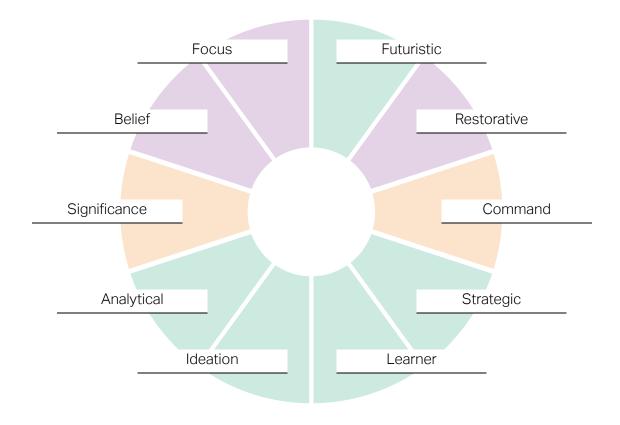
team should meet to review and reflect on progress. No	ed expectations. Include how often and at what points the lo matter how well you organize your project, new conditions gauge improvement increases your team's ability to stay	3
	Team members rely on you to keep them focused on what	
Learn when each team member feels the most produced members stay focused. Ask team members to describe enthusiastic. Re-create those circumstances to help the	-	
every project and each piece of communication feels in	ith competing priorities. In a matrixed work environment, increasingly important. If team members feel overwhelmed, them complete tasks and meet priorities more efficiently.	
D 61		
Reflect to F	Plan for Action	
Reflect to F How do you prioritize projects and goals?	Plan for Action Where can you clarify expectations for your team members?	

Accomplish Your Goals

As the manager, you are responsible for 70% of the variance in employee engagement on your team. This means you have the power to change the trajectory of your team's performance.

With a commitment to using your strengths, this report becomes the first step you take on the road to exceptional management.

Write your most meaningful goal in the center of the circle. Next, think about the themes you can use to achieve this goal to help you answer the questions below.



How will you use your strengths to reach this goal?
How will you know you have been successful?