

FACT SHEET

CliftonStrengths™ (also known as Clifton StrengthsFinder® and StrengthsFinder®)

The DNA Project's strengths-based coaching packages start with the renowned CliftonStrengths™ assessment, which:

- was created by Dr Donald O. Clifton (1924–2003), who was recognized as the Father of Strengths-Based Psychology by an American Psychological Association Presidential Commendation
- is the leading tool in identifying the areas where an individual has the greatest potential to develop strengths
- uses a language of 34 talent themes
- is based on more than 50 years of research by Gallup, which has involved more than 2 million individuals, includes data from over 100,000 talent-based interviews, and has encompassed 48 countries
- has been used by more than 16 million individuals to date.#

Talent themes

All 34 talent themes are present in every person but differ in their level of intensity from one individual to the next. Identifying your top themes and developing your innate talents within them into strengths can transform every aspect of your life. The combination of talent, skills, knowledge and practice builds true strengths. Every person has a unique combination of strengths, made up of the following 34 talent themes:

Achiever®	Activator®	Adaptability®	Analytical®	Arranger®	Belief®	Command®	Communication®	Competition®
Connectedness®	Consistency™	Context®	Deliberative™	Developer®	Discipline™	Empathy™	Focus™	Futuristic®
Harmony®	Ideation®	Includer®	Individualization®	Input®	Intellection®	Learner®	Maximizer®	Positivity®
Relator®	Responsibility®	Restorative™	Self-Assurance®	Significance™	Strategic™	Woo™		

CliftonStrengths™ recognizes the individuality and uniqueness of us all. The chances of meeting someone with the same Top 5 talent themes as you is 1 in 275,000. The chances of meeting someone with the same Top 5 talent themes and in the same order as you is 1 in 33.4 million.#

Develop your strengths

To help people truly maximize the benefits of the CliftonStrengths™ online assessment, The DNA Project uses strengths-based coaching conversations and tools designed to assist and empower individuals, partnerships, teams and groups to leverage their natural talents, knowledge and skills to their advantage.

When skills, knowledge and practice are added to a dominant talent, and that talent is developed into a true strength, it is possible to achieve exceptional results and extraordinary growth. Gallup research shows that “each person has greater potential for success in specific areas, and the key to human development is building on who you *already are*”.# Successful people focus on improving their dominant talents and building their strengths.

Why waste your time focusing your efforts on fixing a weakness, potentially dedicating hours of time to only achieve mediocrity? By using CliftonStrengths™, “you cannot be anything you want to be — but you can be a lot more of who you already are”.# Because your strengths are based on your innate talents, they are easy to use and can be powerfully motivating, energizing and rewarding.

The power of CliftonStrengths™

When people discover and learn how to use their unique talents, develop them into strengths, and use them every day, they:#

- are **6 x** more likely to be engaged in their work
- are **3 x** more likely to say they have an excellent quality of life
- are more productive and achieve more on a daily basis
- have more positive, creative and innovative moments
- look forward to going to work
- treat customers better
- tell their friends they work for a great company.

In addition, teams that focus on their strengths every day are 12.5% more productive.#

Invest in your strengths. Contact us today.

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