

# STRENGTHS · PROFILE

**Jón Agnar Stefánsson**

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Your top realised strength  
**PERSISTENCE**

Your top unrealised strength  
**PRIDE**

Your top learned behaviour  
**WORK ETHIC**

Your top weakness  
**CENTRED**

# Your Unique Quadrant Profile

Congratulations on starting your strengths journey.

By realising your strengths, you can understand your uniqueness, what motivates you and what you love to do. Use these insights to shape your personal and career success by being your authentic Best Self every day.

Strengths Profile assesses 60 strengths. Your most significant results are included within your unique Quadrant Profile below. This reveals, in ranked order, up to 7 realised strengths, up to 7 unrealised strengths, up to 4 learned behaviours and up to 3 weaknesses.

If you have less than these in any quadrant, it simply means that your responses were more aligned to the other quadrants.

Use your Quadrant Profile, and the advice that follows, to help you work on the right things now and in the future.

REALISED STRENGTHS

Strengths you use and enjoy

Perform well    Energising    Higher use

Use wisely

1

Persistence

2

Personal Responsibility

3

Mission

4

Authenticity

5

Humour

6

Resolver

7

Resilience

UNREALISED STRENGTHS

Strengths you don't use as often

Perform well    Energising    Lower use

Use more

1

Pride

2

Service

3

Equality

4

Innovation

5

Compassion

6

Explainer

7

Adventure

LEARNED BEHAVIOURS

Skills you've learned to do but may not enjoy

Perform well    De-energising    Variable use

Use when needed

1

Work Ethic

2

Self-belief

3

Listener

4

Rapport Builder

WEAKNESSES

Skills you find hard and don't enjoy

Perform poorly    De-energising    Variable use

Use less

1

Centred

2

Action

3

Adaptable

## Realised Strengths - Use Wisely

- Develop them even further
- Dial them up and down depending on the situation

### 1 Persistence



- You pride yourself on being able to keep going in the face of difficult challenges and frustrations.
- You understand that success in the face of adversity requires extra effort and determination.
- You never give up! Ever.

**Use wisely** - Share your approaches to keep going when faced with challenges to encourage them. And remember, sometimes it may be healthy to concede defeat and learn from failure.

### 2 Personal Responsibility



- You are always true to your word, knowing that if you make a promise, then you are sure to keep it.
- You never blame others, but take ownership of everything that you do.
- You are seen as someone who is always prepared to do what you have committed to do.

**Use wisely** - When did you last delegate or say no? As you always deliver on your commitments, it might be a good idea to practice saying these or even push back sometimes.

### 3 Mission



- You derive great fulfilment from doing things that give your life meaning and purpose.
- You could be focused on one or many different things that provide purpose.
- How you spend your time, your decisions and your future plans are all aligned to your sense of mission and purpose in life.

**Use wisely** - Meaning doesn't always have to be long term or earth-shattering. What are the small things in life to which you can attribute meaning and purpose? What makes a good day for you?

### 4 Authenticity



- Whatever you do, you do it with genuine conviction and without pretence.
- You always keep to your own values and beliefs, no matter what other people may want you to do.
- You are proud to stand up for what you believe in, doing things in a way that is right for you.

**Use wisely** - Know when you need to stand strong, as well as when you need to flex a little. Remember that not everyone holds the same values as you.

### 5 Humour



- You love making people laugh and look for every opportunity to do so.
- You are able to see the funny side of things and like to share this with others.
- You have the ability to crack a joke or tell a story that lightens the mood and gives enjoyment to others.

**Use wisely** - Practice reading your audience and the situation to understand when it is appropriate to use your Humour. Think of ways you can really add value with your talent in your workplace.

### 6 Resolver



- You love solving problems. The more complicated the problem, the better.
- You will always go the extra mile to find a solution, getting to the root of the problem.
- You're never beaten by a problem, but the problems are often beaten by you.

**Use wisely** - Remember to spot when a problem can't be resolved and giving up is the best option. You can also ask for help too!

### 7 Resilience



- You have a tremendous ability to overcome adversity and take setbacks in your stride.
- You find the resources you need and pick yourself back up, even in difficult circumstances.
- You know that you have the strength to cope with, and recover from, anything that life throws at you.

**Use wisely** - The way you cope will be a role model to others. Balance this by showing how you sometimes need a moment to recover, or show your emotional side when appropriate.

## Unrealised Strengths - Use More

- Look for new ways to use them
- Align them to your goals

### 1 Pride



- You take pride in what you do.
- You like to deliver work that is of the highest standard and quality, getting it right first time.
- You tend to set high standards for yourself, and like the recognition of others for the quality of your work.

**Use more** - How can you set high standards for others, creating processes or ways of working to improve the current quality of output at work?

### 2 Service



- You can feel compelled to help people, and often strive to go above and beyond what you need to do.
- You tend to be focused on satisfying people's needs and meeting their requirements.
- Rarely is something too much trouble for you when it comes to helping others.

**Use more** - Work with groups or individuals who you might not have helped before. You might learn something on the way, as well as experiencing that intense satisfaction that you can feel!

### 3 Equality



- Being fair and equitable is a key part of who you are.
- You consider everyone to be your equal and give attention to issues of fairness and equality.
- You like to ensure that your own actions and decisions are as fair and equitable as possible.

**Use more** - Look for opportunities where you can focus on rectifying situations of unfairness or injustice. Give a voice to others, or represent and argue their case for them.

### 4 Innovation



- You tend to want to invent things that are better than what has been done before.
- You have the ability to look at things from a different perspective to others and to think 'out of the box'.
- You like to look beyond what exists when coming up with new ideas, inventions and approaches.

**Use more** - Pay attention to the stories and feedback you hear, from customers and colleagues. Is there anything that is not working in an ideal way? What can you do to take action!

### 5 Compassion



- You want the best for everyone and offer sympathy and support to others.
- When people are unhappy, you tend to look for the right thing to say.
- You often take action to help people in whatever way you can.

**Use more** - Look out for those you can reach out to and support. Focus on those who have had a significant absence of support in the past.

### 6 Explainer



- You like to simplify things so that a wide range of people can easily understand them.
- You can take a complex idea and express it simply and clearly.
- You enjoy coming up with different ways of explaining the same thing.

**Use more** - Get involved! Training new members of your team, helping others to present complex reports, simplifying answers to questions for the young and older generations?

### 7 Adventure



- You quite like the risk of the untried and can look forward to being outside of your comfort zone.
- Challenging scenarios provide ways for you to understand what you can and can't do.
- You may like to push the boundaries and see what life will throw at you.

**Use more** - Make a list of all the things you would love to do but haven't as yet. Start with the easy ones first to build up your adventurous streak!

## Your Potential - Ideas to use your unrealised strengths more

Your unrealised strengths are your greatest area for your future success. Use the ideas below to support your potential and growth.

### 1 Pride



- Be proactive in recognising and celebrating Pride in others. Encourage the sharing of tips for all to enjoy to build a quality culture.
- Before beginning a difficult task, clarify what a high-quality piece of work would look like in the time available. Ask for examples.
- Take a task that is in need of improvement and determine your own standards. Produce simple guidelines to help people stick to this quality.

### 2 Service



- Lead on a project involving customer feedback. Devise a strategy to improve the service provided that benefits both the customer and your business.
- Identify areas where meeting the needs of others could add value to you. Get a plan together that sees everyone involved in making this difference.
- Be more curious about the motivations of others so you can support them personally. Involve others so you can offer a more effective solution.

### 3 Equality



- Support situations where there is likely to be conflict or sensitivity. Ensure everyone is listened to and do your utmost to obtain a fair outcome.
- Ask others to share their rationale, facts and evidence when communicating important decisions so you can support the decision making quicker.
- Support sensitive decision-making with a view to fairness. Consider distribution of popular tasks, emotional policies or rules impacting others.

### 4 Innovation



- Be a sounding board for new ideas at the start of projects or when reviewing them. Stretch the thinking to make a bigger impact in the longer term.
- All ideas need research, data and a plan. Be prepared before discussing your ideas to show their value and get help with seeing them through.
- Investigate a long-standing challenge that you or others face. Consider new solutions and use your other strengths to try something different.

## 5 Compassion



- Take an active role in designing initiatives that will improve wellbeing across a group, community or society. Focus on the long-term not just today.
- Enable people to come together to offer greater value through collective support. Try buddies, mentors or support champions in the community or at work.
- Get feedback on the impact your caring has had on others' wellbeing and success. You can use this to validate your time and gain permission for further use.

## 6 Explainer



- Challenge your skills further by presenting information to a variety of new and different audiences. Consider more senior people or larger groups.
- What are the FAQs within your business, customers or products? Help with existing or new guidelines to support the simplicity and consistency of these.
- Ask lots of questions so you understand key messages, objectives and outcomes so you can have clarity in your communication tasks.

## 7 Adventure



- Seek clarity on when routine tasks are a priority so you know when to dedicate time on more adventurous approaches. Then the sky is the limit!
- Get involved in helping projects off the ground. You can help weigh up the benefits to those who are risk adverse when choosing alternative approaches.
- Take risks through the use of your diverse range of strengths to ensure they are informed and you have the motivation to see them through.

## Learned Behaviours - Use When Needed

- Try not to use them too much
- Use your strengths to support you

### 1 Work Ethic



- You have learned to work hard, putting a lot of effort and energy into your work.
- Experience has shown you that working hard is important.
- You don't mind working longer hours when necessary, but work is probably not the thing for which you live.

**Use when needed** - Don't beat yourself up, you are far from lazy! Remember only to work longer hours when necessary. Don't forget that playing to your strengths is much less effort!

### 2 Self-belief



- You have learned how to be more confident in your own abilities.
- You try to believe in yourself, knowing that this will help you to achieve your goals.
- You know that if you set your mind to something and work hard, you are more likely to achieve it.

**Use when needed** - What would make this a little less effort? Playing to strengths ensures success, as does the right recognition for your work and accurate feedback so you can grow.

### 3 Listener



- You have learned to take an interest in what people have to say.
- You know it is important to listen - not just to the words, but to how those words are used.
- You try to listen to everything that someone says.

**Use when needed** - Paying full attention for long periods of time can be tiring. When it's necessary, take a step back and just enjoy the conversation as it is.

### 4 Rapport Builder



- You have learned how to start conversations with people quickly and easily.
- You are comfortable meeting people for the first time.
- You are able quickly to find something that is of interest to you both, helping to establish a relationship.

**Use when needed** - If it's tiring, avoid situations where you have to do this daily. Focus on doing this well when you need to, doing so for shorter periods of time.

## Weaknesses - Use Less

- Delegate to others who have this as a strength
- Use your strengths to compensate

### 1 Centred



- You may not feel confident in all situations. There may be times when you feel less composed and self-assured.
- You may find that you come up against challenges which cause you to feel anxious.

**Use less** - What things make you feel less self-assured? Don't take on any additional tasks that fall into this category. Consider what would make you more confident in this area.

### 2 Action



- You are uncomfortable taking action without having had time to reflect.
- You sometimes find it hard to get started on your ideas.

**Use less** - Ease your decision making by gathering facts together before meetings, or bouncing ideas around with others first.

### 3 Adaptable



- You may not be skilled at rearranging resources, preferring to stick with what has worked before.
- You may find it hard to adjust, and avoid adapting plans to meet any changing demands.

**Use less** - What would make you more comfortable when something changes quickly? Are there any preparations or plans you could do in advance to help? Try focusing on the positive outcome.



## Your Strengths Career Guide

Whether you’re just starting out in your career or looking to gain experience in a new area, choosing a role that aligns to your strengths improves how successful you are and how much you enjoy the work you do. We’ve reviewed years of data across success, roles and strengths use and carefully selected 43 sectors. Below (in alphabetical order, not ranked) are the 6 sectors that most utilise your realised strengths and 2 sectors that most utilise your unrealised strengths. Use it as a guide to help you in your future career choices.

### Career Suggestions

For your realised strengths – what you perform well at, enjoy and use often



#### Accounting & Tax

Accounting professionals are responsible for managing, reporting and auditing a business or client's accounts on a domestic or global scale. Tax Specialists provide advice around the rules and regulations of tax law in their areas.



#### Administration

Administrative professionals provide support for the day-to-day running of organisations or individuals by organising, maintaining and overseeing tasks and procedures essential to the continuation of the business.



#### Animal Welfare

Animal Welfare involves protecting, treating and caring for animals both in and out of their natural habitats, including work in veterinary, breeding, pet and companionship programmes and captive wildlife.



#### Facilities

Facilities professionals ensure that buildings and services meet the needs of the people who occupy them and are kept in suitable working condition for either employees or residents. This includes maintenance and security.



#### Retail

Retail professionals facilitate the sale of products or services by ordering, organising, presenting, marketing and selling goods to customers. This can be achieved in a physical location or as part of an online service.



#### Sport & Recreation

Sport & Recreation spans a wide variety of roles connected to the sporting industry including professional athletes, coaches, trainers, sports event coordinators and managers, and gym and fitness professionals.

### Potential Career Suggestions

For your unrealised strengths – what you perform well at, enjoy and use less often



#### Education & Teaching

Education professionals teach a variety of learning and skills to expand a person's knowledge and potential. This could include academia, personal development, vocational, community or life skills, and covers all age ranges.



#### Social Care

Social Care professionals provide care and practical assistance to their service users, whose needs can include physical or learning disabilities, mental ill health and drug or alcohol dependencies.

## What Next?

### For Individuals

#### The Strengths Profile Book

An in-depth guide helping you to explore the language, coaching questions and development advice for each of the 60 strengths.

#### Upgrade to Expert

Build a complete picture of all sixty of your strengths, revealing each feature within the four categories and the five Strengths Families.



### For Coaches

#### Coaching Toolkit

An invaluable coaching resource featuring 18 strengths conversations including improving Confidence, Wellbeing, Leadership and Careers.

#### Accreditation

Explore the theory and best practice behind coaching with strengths that will help you develop the self-assurance to coach and develop individuals.



### For Educators

#### Career Development Toolkit

Worksheets and workshop slides for 13 different career coaching conversations to make applying the strengths-based approach to your students easy.

#### Best SELF

Free online resources designed to help individuals become their best SELF, by realising and developing their strengths further to get the most from their career.



### For Organisations

#### Team Profile

Revealing your team's top realised and unrealised strengths, learned behaviours and weaknesses, it will identify hidden talents, opportunities and risks within the team.

#### Team Toolkit

Tips, best practices and a team facilitator guide with over 30 strengths development exercises for workshops – with topics such as leadership, goal achievement, and complementary partnering.



## Strengths Definitions

**Action**

You feel compelled to act immediately and decisively, being happy to learn as you go.

**Adaptable**

You love to meet changing demands and find the best fit for your needs.

**Adherence**

You love to follow processes, operating firmly within rules and guidelines.

**Adventure**

You love to take risks and stretch yourself outside your comfort zone.

**Authenticity**

You are always true to yourself, even in the face of pressure from others.

**Bounceback**

You use setbacks as springboards to go on and achieve even more.

**Catalyst**

You love to motivate and inspire others to make things happen.

**Centred**

You have an inner composure and self-assurance, whatever the situation.

**Change Agent**

You are constantly involved with change by advocating and making it happen.

**Compassion**

You really care about others, doing all you can to help and sympathise.

**Competitive**

You are constantly competing to win, wanting to perform better than others.

**Connector**

You make connections between people, instinctively making links and introductions.

**Counterpoint**

You always bring a different viewpoint to others, whatever the situation or context.

**Courage**

You overcome your fears and do what you want to do in spite of them.

**Creativity**

You strive to produce work that is original by creating and combining things in imaginative ways.

**Curiosity**

You are interested in everything, constantly seeking out new information and learning more.

**Detail**

You naturally focus on the small things that others easily miss, ensuring accuracy.

**Drive**

You are self motivated and push yourself hard to achieve what you want out of life.

**Emotional Awareness**

You are acutely aware of the emotions and feelings of others.

**Empathic**

You feel connected to others through your ability to understand what others are feeling.

**Enabler**

You create the conditions for people to grow and develop for themselves.

**Equality**

You ensure that everyone is treated equally and pay attention to fairness.

**Esteem Builder**

You help others to believe in themselves and see what they are capable of achieving.

**Explainer**

You are able to simplify things so that others can understand.

**Feedback**

You provide fair and accurate feedback to others to help them develop.

**Gratitude**

You are constantly thankful for the positive things in your life.

**Growth**

You are always looking for ways to grow and develop, whatever you are doing.

**Humility**

You are happy to stay in the background, giving others credit for your contributions.

**Humour**

You see the funny side of almost everything that happens - and make a joke of it.

**Improver**

You constantly look for better ways of doing things and how things can be improved.

## Strengths Definitions



### Incubator

You love to think deeply about things to arrive at the best conclusion.



### Innovation

You approach things in ingenious ways, coming up with new and different approaches.



### Judgement

You enjoy making decisions and are able to make the right decision quickly and easily.



### Legacy

You want to create things that will outlast you, delivering a sustainable positive impact.



### Listener

You are able to focus on and listen intently to what people say.



### Mission

You pursue things which give you a sense of meaning and purpose in your life.



### Moral Compass

You have a strong ethical code, always acting in accordance with what you believe is right.



### Narrator

You love to tell stories and see the power of them to convey insights.



### Optimism

You always maintain a positive attitude and outlook on life.



### Organiser

You are exceptionally well organised in everything you do.



### Persistence

You achieve success by keeping going even when things are difficult.



### Personal Responsibility

You take ownership of your decisions and hold yourself accountable for your promises.



### Personalisation

You recognise everyone as a unique individual, noticing their subtle differences.



### Persuasion

You enjoy bringing others round to your way of thinking, to win agreement from them.



### Planner

You make plans for everything you do, covering all eventualities.



### Prevention

You think ahead, to anticipate and prevent problems before they happen.



### Pride

You strive to produce work that is of the highest standard and quality.



### Rapport Builder

You establish rapport and relationships with others quickly and easily.



### Relationship Deepener

You have a natural ability to form deep, long lasting relationships with people.



### Resilience

You take hardships in your stride, recovering quickly and getting on with things again.



### Resolver

You love to solve problems, the more difficult the better.



### Self-awareness

You know yourself well, understanding your own emotions and behaviour.



### Self-belief

You are confident in your own abilities, knowing that you can achieve your goals.



### Service

You are constantly looking for ways to serve and help others.



### Spotlight

You love to be the focus of everyone's attention by speaking up.



### Strategic Awareness

You pay attention to the wider factors and bigger picture to inform your decisions.



### Time Optimiser

You maximise your time, to get the most out of whatever time you have available.



### Unconditionality

You accept people for who and what they are, without ever needing to judge them.



### Work Ethic

You are very hard working putting a lot of effort into everything you do.



### Writer

You love to write, conveying your thoughts and ideas through the written word.