



StrengthsFinder 2.0 Report

Strengths Insight and Action-Planning Guide

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Lucidio Kuhn

Your Top 5 Themes

Learner
Ideation
Individualization
Positivity
Strategic

What's in This Guide?

[Section I: Awareness](#)

- A brief Shared Theme Description for each of your top five themes
- Your Personalized Strengths Insights, which describe what makes you stand out from others with the same theme in their top five
- Questions for you to answer to increase your awareness of your talents

[Section II: Application](#)

- 10 Ideas for Action for each of your top five themes
- Questions for you to answer to help you apply your talents

[Section III: Achievement](#)

- Examples of what each of your top five themes "sounds like" -- real quotes from people who also have the theme in their top five
- Steps for you to take to help you leverage your talents for achievement

Section I: Awareness

Learner

Shared Theme Description

People who are especially talented in the Learner theme have a great desire to learn and want to continuously improve. In particular, the process of learning, rather than the outcome, excites them.

Your Personalized Strengths Insights

What makes you stand out?

Instinctively, you periodically investigate the “hows” and “whys” of a given situation. You might find relationships between the final result and the events preceding it. Perhaps these links enable you to understand how things came into being. You may draw logical conclusions that can broaden your knowledge base. Driven by your talents, you endorse the importance of acquiring additional knowledge and gaining new skills. You regard education as an ongoing activity. By nature, you feel upbeat about life when you can register for demanding and rigorous classes. You probably aspire to enroll in specialized courses. Why? You trust yourself to meet the challenges. You know you will acquire lots of knowledge or special skills. Chances are good that you may diligently examine what needs to be revamped, revised, modified, or fixed. Periodically you give all your attention to a single problem. It might be related to your personal life, your job, or your studies. It’s very likely that you usually equate education — formal and informal — with understanding more about something today than you understood about it yesterday.

Questions

1. As you read your personalized strengths insights, what words, phrases, or lines stand out to you?
2. Out of all the talents in this insight, what would you like for others to see most in you?

Ideation

Shared Theme Description

People who are especially talented in the Ideation theme are fascinated by ideas. They are able to find connections between seemingly disparate phenomena.

Your Personalized Strengths Insights

What makes you stand out?

Instinctively, you might be the member of the team who suggests creative ways to do things. Perhaps you propose more innovative ideas than some others in your group. By nature, you sometimes feel comfortable sharing your original ideas with groups. Perhaps they welcome your innovations. Maybe they realize you suggest novel ways of doing things they would never have considered. It's very likely that you have a rich vocabulary upon which to draw. The words you choose often expand and challenge your listeners' or readers' thinking. Because of your strengths, you sometimes have more innovative ideas or original suggestions than others in a group. Perhaps you are delighted to participate in forums where you can present your creative concepts. Some individuals may share your desire to improve things. This might explain why they welcome your suggestions. Driven by your talents, you tune in to people and figure out what they are saying and thinking about you. You are acutely aware of how individuals regard you. You probably curry — that is, try to win — the favor of some and seek to impress others.

Questions

1. As you read your personalized strengths insights, what words, phrases, or lines stand out to you?
2. Out of all the talents in this insight, what would you like for others to see most in you?

Individualization

Shared Theme Description

People who are especially talented in the Individualization theme are intrigued with the unique qualities of each person. They have a gift for figuring out how people who are different can work together productively.

Your Personalized Strengths Insights

What makes you stand out?

Driven by your talents, you periodically help individuals see the humor in particular types of situations. It's very likely that you gain a certain degree of satisfaction when you can be of some service to others. Because of your strengths, you sometimes provide people with the impetus — that is, the driving force or incentive — they need to start working or studying. You might help individuals overcome their resistance to particular ideas, projects, changes, regulations, or proposals. Chances are good that you enjoy working and studying with people whose backgrounds, cultures, talents, or experiences are quite different from one another. You usually are the one who determines how each individual can contribute to the group. Instinctively, you may easily engage others in conversation. You might seek to make discoveries about the unique traits of certain individuals. You might ask questions to understand their hopes, successes, goals, strengths, or special interests.

Questions

1. As you read your personalized strengths insights, what words, phrases, or lines stand out to you?
2. Out of all the talents in this insight, what would you like for others to see most in you?

Positivity

Shared Theme Description

People who are especially talented in the Positivity theme have an enthusiasm that is contagious. They are upbeat and can get others excited about what they are going to do.

Your Personalized Strengths Insights

What makes you stand out?

It's very likely that you are cheerful and easygoing. You typically emphasize what you have in common with people. You diplomatically sidestep areas of disagreement. Your even-tempered nature and friendly disposition cause you to see the good in practically everyone. You probably feel sad for those who consistently look for the worst in individuals and are gleeful when they find it. Because of your strengths, you usually feel better about life when you can figure out how to fit into new situations. As a youth, you were probably determined not to cause any trouble for your family members, classmates, teammates, or teachers. You discovered ways to reduce their stress, frustration, anxiety, or anger. You aimed to keep the adults in your life happy. By nature, you feel life is best when you are truthful about your talents, skills, education, successes, experiences, or background. You are determined to dispel illusions you have about yourself and others have about you. This is likely to be one of your top priorities. As long as you do not pretend to be someone you are not, you are a happier and healthier human being. Chances are good that you might cheer people up by telling jokes or funny stories. Maybe your comedic flair or your clever wit evokes laughter. Sometimes you can make others smile in spite of their trials and tribulations. Driven by your talents, you probably feel very good about yourself and life in general when you know the exact words to express an idea or a feeling. Language has fascinated you since childhood. Your ever-expanding vocabulary often earns you compliments.

Questions

1. As you read your personalized strengths insights, what words, phrases, or lines stand out to you?
2. Out of all the talents in this insight, what would you like for others to see most in you?

Strategic

Shared Theme Description

People who are especially talented in the Strategic theme create alternative ways to proceed. Faced with any given scenario, they can quickly spot the relevant patterns and issues.

Your Personalized Strengths Insights

What makes you stand out?

It's very likely that you may generate numerous ways to enhance, upgrade, revise, correct, or revamp certain processes, action plans, or itineraries. Sometimes your suggestions influence how a project will unfold in the coming months, years, or decades. You might find fault with your own or another person's talents, skills, or knowledge. To some extent, fixing people or things ranks in the top half of your list of favorite activities. Instinctively, you might spot some emerging trends or problems others fail to notice. You sometimes generate innovative ideas before selecting the best option. Perhaps your proposals, coupled with your optimism, ignite people's enthusiasm for certain endeavors. Driven by your talents, you sometimes bring an imaginative game plan to your teammates' attention. You might enjoy partnering with people who rely on you to identify critical and recurring sequences of events, facts, or data. Chances are good that you sometimes delve into opportunities or situations to find clues for handling them. Piecing together patterns of cause and effect from past or current events sometimes allows you to propose alternate routes to a particular goal. Perhaps few things take you by surprise. Why? You might study several options or craft innovative solutions that short-circuit problems before they arise. Because of your strengths, you may be viewed by some people as an innovative and original thinker. Perhaps your ability to generate options causes others to see there is more than one way to attain an objective. Now and then, you help certain individuals select the best alternative after having weighed the pros and cons in light of prevailing circumstances or available resources.

Questions

1. As you read your personalized strengths insights, what words, phrases, or lines stand out to you?
2. Out of all the talents in this insight, what would you like for others to see most in you?

Questions

1. How does this information help you better understand your unique talents?
2. How can you use this understanding to add value to your role?
3. How can you apply this knowledge to add value to your team, workgroup, department, or division?
4. How will this understanding help you add value to your organization?
5. What will you do differently tomorrow as a result of this report?

Section II: Application

Learner

Ideas for Action:

- Refine how you learn. For example, you might learn best by teaching; if so, seek out opportunities to present to others. You might learn best through quiet reflection; if so, find this quiet time.
- Develop ways to track the progress of your learning. If there are distinct levels or stages of learning within a discipline or skill, take a moment to celebrate your progression from one level to the next. If no such levels exist, create them for yourself (e.g., reading five books on the subject or making three presentations on the subject).
- Be a catalyst for change. Others might be intimidated by new rules, new skills, or new circumstances. Your willingness to soak up this newness can calm their fears and spur them to action. Take this responsibility seriously.
- Seek roles that require some form of technical competence. You will enjoy the process of acquiring and maintaining this expertise.
- As far as possible, shift your career toward a field with constantly changing technologies or regulations. You will be energized by the challenge of keeping up.
- Because you are not threatened by unfamiliar information, you might excel in a consulting role (either internal or external) in which you are paid to go into new situations and pick up new competencies or languages quickly.
- Research supports the link between learning and performance. When people have the opportunity to learn and grow, they are more productive and loyal. Look for ways to measure the degree to which you and others feel that your learning needs are being met, to create individualized learning milestones, and to reward achievements in learning.
- At work, take advantage of programs that subsidize your learning. Your organization may be willing to pay for part or all of your instructional coursework or for certifications. Ask your manager for information about scholarships and other educational opportunities.
- Honor your desire to learn. Take advantage of adult educational opportunities in your community. Discipline yourself to sign up for at least one new academic or adult learning course each year.
- Time disappears and your attention intensifies when you are immersed in studying or learning. Allow yourself to “follow the trail” by scheduling learning sessions during periods of time that will not be interrupted by pressing engagements.

Questions

1. Which of these action items speak to you? Highlight the actions that you are most likely to take.
2. How will you commit to taking action? Write your own personalized action item that you will take in the next 30 days.

Ideation

Ideas for Action:

- Seek a career in which you will be given credit for and paid for your ideas, such as marketing, advertising, journalism, design, or new product development.
- You are likely to get bored quickly, so make some small changes in your work or home life. Experiment. Play mental games with yourself. All of these will help keep you stimulated.
- Finish your thoughts and ideas before communicating them. Lacking your Ideation talents, others might not be able to “join the dots” of an interesting but incomplete idea and thus might dismiss it.
- Not all your ideas will be equally practical or serviceable. Learn to edit your ideas, or find a trusted friend or colleague who can “proof” your ideas and identify potential pitfalls.
- Understand the fuel for your Ideation talents: When do you get your best ideas? When you’re talking with people? When you’re reading? When you’re simply listening or observing? Take note of the circumstances that seem to produce your best ideas, and recreate them.
- Schedule time to read, because the ideas and experiences of others can become your raw material for new ideas. Schedule time to think, because thinking energizes you.
- You are a natural fit with research and development; you appreciate the mindset of visionaries and dreamers. Spend time with imaginative peers, and sit in on their brainstorming sessions.
- Partner with someone with strong Analytical talents. This person will question you and challenge you, therefore strengthening your ideas.
- Sometimes you lose others’ interest because they cannot follow your abstract and conceptual thinking style. Make your ideas more concrete by drawing pictures, using analogies or metaphors, or simply explaining your concepts step by step.
- Feed your Ideation talents by gathering knowledge. Study fields and industries different from your own. Apply ideas from outside, and link disparate ideas to generate new ones.

Questions

1. Which of these action items speak to you? Highlight the actions that you are most likely to take.
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Individualization

Ideas for Action:

- Select a vocation in which your Individualization talents can be both used and appreciated, such as counseling, supervising, teaching, writing human interest articles, or selling. Your ability to see people as unique individuals is a special talent.
- Become an expert in describing your own strengths and style. For example, answer questions such as: What is the best praise you ever received? How often do you like to check in with your manager? What is your best method for building relationships? How do you learn best? Then ask your colleagues and friends these same questions. Help them plan their future by starting with their strengths, then designing a future based on what they do best.
- Help others understand that true diversity can be found in the subtle differences between each individual — regardless of race, sex, or nationality.
- Explain that it is appropriate, just, and effective to treat each person differently. Those without strong Individualization talents might not see the differences among individuals and might insist that individualization is unequal and therefore unfair. You will need to describe your perspective in detail to be persuasive.
- Figure out what every person on your team does best. Then help them capitalize on their talents, skills, and knowledge. You may need to explain your rationale and your philosophy so people understand that you have their best interests in mind.
- You have an awareness and appreciation of others' likes and dislikes and an ability to personalize. This puts you in a unique position. Use your Individualization talents to help identify areas where one size does not fit all.
- Make your colleagues and friends aware of each person's unique needs. Soon people will look to you to explain other people's motivations and actions.
- Your presentations and speaking opportunities will be most engaging when you relate your topic to the experiences of individuals in the audience. Use your Individualization talents to gather and share real-life stories that will make your points much better than would generic information or theories.
- You move comfortably among a broad range of styles and cultures, and you intuitively personalize your interactions. Consciously and proactively make full use of these talents by leading diversity and community efforts.
- Your Individualization talents can help you take a different approach to interpreting data. While others are looking for similarities, make a point of identifying distinctiveness. Your interpretations will add a valuable perspective.

Questions

1. Which of these action items speak to you? Highlight the actions that you are most likely to take.
2. How will you commit to taking action? Write your own personalized action item that you will take in the next 30 days.

Positivity

Ideas for Action:

- You probably will excel in any role in which you are paid to highlight the positive. A teaching role, a sales role, an entrepreneurial role, or a leadership role will make the most of your ability to make things dramatic.
- You tend to be more enthusiastic and energetic than most people. When others become discouraged or are reluctant to take risks, your attitude will provide the impetus to keep them moving. Over time, others will start to look to you for this “lift.”
- Plan highlight activities for your friends and colleagues. For example, find ways to turn small achievements into events, plan regular celebrations that others can look forward to, or capitalize on the year’s holidays and festivals.
- Explain that your enthusiasm is not simple naivety. You know that bad things can happen; you simply prefer to focus on the good things.
- You may get your greatest joy by encouraging people. Freely show your appreciation of others, and make sure that the praise is not vague. Consistently seek to translate your feelings into specific, tangible, and personal expressions of gratitude and recognition.
- As you share your Positivity talents, be sure to protect and nurture them. As necessary, insulate yourself from chronic whiners and complainers, and intentionally spend time in highly positive environments that will invigorate and feed your optimism.
- Don’t pretend that difficulties don’t concern you. Other people need to know that while you find the good in virtually every situation, you are not naïve. Recognize challenges, and communicate the reasons for your optimism. Your positive approach will be most powerful when others realize it is grounded in reality.
- Because people will rely on you to help them rise above their daily frustrations, arm yourself with good stories, jokes, and sayings. Never underestimate the effect that you can have on people.
- Avoid negative people. They will bring you down. Instead, seek people who find the same kind of drama and humor in the world that you do. You will energize each other.
- Deliberately help others see the things that are going well for them. You can keep their eyes on the positive.

Questions

1. Which of these action items speak to you? Highlight the actions that you are most likely to take.
2. How will you commit to taking action? Write your own personalized action item that you will take in the next 30 days.

Strategic

Ideas for Action:

- Take the time to fully reflect or muse about a goal that you want to achieve until the related patterns and issues emerge for you. Remember that this musing time is essential to strategic thinking.
- You can see repercussions more clearly than others can. Take advantage of this ability by planning your range of responses in detail. There is little point in knowing where events will lead if you are not ready when you get there.
- Find a group that you think does important work, and contribute your strategic thinking. You can be a leader with your ideas.
- Your strategic thinking will be necessary to keep a vivid vision from deteriorating into an ordinary pipe dream. Fully consider all possible paths toward making the vision a reality. Wise forethought can remove obstacles before they appear.
- Make yourself known as a resource for consultation with those who are stumped by a particular problem or hindered by a particular obstacle or barrier. By naturally seeing a way when others are convinced there is no way, you will lead them to success.
- You are likely to anticipate potential issues more easily than others. Though your awareness of possible danger might be viewed as negativity by some, you must share your insights if you are going to avoid these pitfalls. To prevent misperception of your intent, point out not only the future obstacle, but also a way to prevent or overcome it. Trust your insights, and use them to ensure the success of your efforts.
- Help others understand that your strategic thinking is not an attempt to belittle their ideas, but is instead a natural propensity to consider all the facets of a plan objectively. Rather than being a naysayer, you are actually trying to examine ways to ensure that the goal is accomplished, come what may. Your talents will allow you to consider others' perspectives while keeping your end goal in sight.
- Trust your intuitive insights as often as possible. Even though you might not be able to explain them rationally, your intuitions are created by a brain that instinctively anticipates and projects. Have confidence in these perceptions.
- Partner with someone with strong Activator talents. With this person's need for action and your need for anticipation, you can forge a powerful partnership.
- Make sure that you are involved in the front end of new initiatives or enterprises. Your innovative yet procedural approach will be critical to the genesis of a new venture because it will keep its creators from developing deadly tunnel vision.

Questions

1. Which of these action items speak to you? Highlight the actions that you are most likely to take.
2. How will you commit to taking action? Write your own personalized action item that you will take in the next 30 days.

Section III: Achievement

Look for signs of achievement as you read these real quotes from people who share your top five themes.

Learner sounds like this:

Annie M., managing editor: “I get antsy when I am not learning something. Last year, although I was enjoying my work, I didn’t feel as though I was learning enough. So I took up tap dancing. It sounds strange, doesn’t it? I know I am never going to perform or anything, but I enjoy focusing on the technical skill of tapping, getting a little better each week, and moving up from the beginners’ class to the intermediate class. That was a kick.”

Miles A., operations manager: “When I was seven years old, my teachers would tell my parents, ‘Miles isn’t the most intelligent boy in the school, but he’s a sponge for learning, and he’ll probably go really far because he will push himself and continually be grasping new things.’ Right now, I am just starting a course in business-travel Spanish. I know it is probably too ambitious to think I could learn conversational Spanish and become totally proficient in that language, but I at least want to be able to travel there and know the language.”

Tim S., coach for executives: “One of my clients is so inquisitive that it drives him crazy because he can’t do everything he wants to. I’m different. I am not curious in that broad sense. I prefer to go into greater depth with things so that I can become competent in them and then use them at work. For example, recently one of my clients wanted me to travel with him to Nice, France, for a business engagement. So I started reading up on the region, buying books, and checking the Internet. It was all interesting and I enjoyed the study, but I wouldn’t have done any of it if I wasn’t going to be traveling there for work.”

Ideation sounds like this:

Mark B., writer: “My mind works by finding connections between things. When I was hunting down the Mona Lisa in the Louvre museum, I turned a corner and was blinded by the flashing of a thousand cameras snapping the tiny picture. For some reason, I stored that visual image away. Then I noticed a ‘No Flash Photography’ sign, and I stored that away too. I thought it was odd because I remembered reading that flash photography can harm paintings. Then about six months later, I read that the Mona Lisa has been stolen at least twice in this century. And suddenly I put it all together. The only explanation for all these facts is that the real Mona Lisa is not on display in the Louvre. The real Mona Lisa has been stolen, and the museum, afraid to admit their carelessness, has installed a fake. I don’t know if it’s true, of course, but what a great story.”

Andrea H., interior designer: “I have the kind of mind where everything has to fit together or I start to feel very odd. For me, every piece of furniture represents an idea. It serves a discrete function both independently and in concert with every other piece. The ‘idea’ of each piece is so powerful in my mind, it must be obeyed. If I am sitting in a room where the chairs are somehow not fulfilling their discrete function — they’re the wrong kind of chairs or they’re facing the wrong way or they’re pushed up too close to the coffee table — I find myself getting physically uncomfortable and mentally distracted. Later, I won’t be able to get it out of my mind. I’ll find myself awake at 3:00 a.m., and I walk through the person’s house in my mind’s eye, rearranging the furniture and repainting the walls. This started happening when I was very young, say seven years old.”

Individualization sounds like this:

Les T., hospitality manager: “Carl is one of our best performers, but he still has to see me every week. He just wants a little encouragement and to check in, and he gets fired up a little bit after that meeting. Greg doesn’t like to meet very often, so there’s no need for me to bother him. And when we do meet, it’s really for me, not for him.”

Marsha D., publishing executive: “Sometimes I would walk out of my office and — you know how cartoon characters have those balloons over their head? I would see these little balloons over everyone’s head telling me what was in their minds. It sounds weird, doesn’t it? But it happens all the time.”

Andrea H., interior designer: “When you ask people what their style is, they find it hard to describe, so I just ask them, ‘What is your favorite spot in the house?’ And when I ask that, their faces light up, and they know just where to take me. From that one spot, I can begin to piece together the kind of people they are and what their style is.”

Positivity sounds like this:

Gerry L., flight attendant: “There are so many people on an airplane that I have made it a point over the years to single out one or two on a flight and make it something special for them. Certainly, I will be courteous to everybody and extend to them the kind of professionalism that I would like given to me, but over and above that, I try to make one person or family or small group of people feel particularly special, with jokes and conversation and little games that I play.”

Andy B., Internet marketing executive: “I am one of those people who loves creating buzz. I read magazines all the time, and if I find something fun — some new store, new lip gloss, whatever — I will charge around telling everyone about it. ‘Oh, you just have to try this store. It is so-o-o cool. Look at these pictures. Check them out.’ I am so passionate when I talk about something that people just have to do what I say. It’s not that I am a great salesperson. I’m not. In fact, I hate asking for the close; I hate bothering people. It’s just that my passion about what I say makes people think, ‘Gosh, it must be true.’”

Sunny G., communications manager: “I think the world is plagued with enough negative people. We need more positive people — people who like to zero in on what is right with the world. Negative people just make me feel heavy. In my last job, there was a guy who came into my office every morning just to unload on me. I would purposely dodge him. I’d see him coming, and I’d run to the bathroom or go some other place. He made me feel as if the world was a miserable place, and I hated that.”

Strategic sounds like this:

Liam C., manufacturing plant manager: “It seems as if I can always see the consequences before anyone else can. I have to say to people, ‘Lift up your eyes; look down the road a ways. Let’s talk about where we are going to be next year so that when we get to this time next year, we don’t have the same problems.’ It seems obvious to me, but some people are just too focused on this month’s numbers, and everything is driven by that.”

Vivian T., television producer: “I used to love logic problems when I was a kid — you know, the ones where ‘if A implies B, and B equals C, does A equal C?’ Still today, I am always playing out repercussions, seeing where things lead. I think it makes me a great interviewer. I know that nothing is an accident; every sign, every word, every tone of voice has significance. So I watch for these clues and play them out in my head, see where they lead, and then plan my questions to take advantage of what I have seen in my head.”

Simon T., human resources executive: “We really needed to take the union on at some stage, and I saw an opportunity — a very good issue to take them on. I could see that they were going in a direction that would lead them into all kinds of trouble if they continued following it. Lo and behold, they did continue following it, and when they arrived, there I was, ready and waiting. I suppose it just comes naturally to me to predict what someone else is going to do. And then when that person reacts, I can respond immediately because I have sat down and said, ‘Okay, if they do this, we’ll do this. If they do that, then we’ll do this other thing.’ It’s like when you tack in a sailboat. You head in one direction, but you jinx one way, then another, planning and reacting, planning and reacting.”

Questions

1. Talk to friends or coworkers to hear how they have used their talents to achieve.
2. How will you use your talents to achieve?