



## StrengthsFinder 2.0 Report

**Matt**

## Your Top 5 Themes

---

Positivity  
Includer  
Maximizer  
Relator  
Woo

## 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

### 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 naturally gravitate to situations where you can be your true self. You feel life is wonderful when people listen as you share stories about your successes, failures, talents, limitations, hopes, or fears. Instinctively, **you compliment and applaud the good work of your coworkers, teammates, or classmates**. When you acknowledge their contributions and talents, many individuals probably favor you with their loyal friendship. Chances are good that you find it difficult to say what is bothering you, but you usually feel better about yourself when you speak with candor. Because of your strengths, you might be **enthusiastic about certain types of contests or tournaments. Perhaps you aim to finish first or be declared the best**. By nature, **you frequently notice what makes each person unique or special**. Armed with these insights, you probably inspire many individuals to move into action. You realize life is more fulfilling for people who choose tasks and are given assignments that closely match their talents. You often notice the different moods, need for information, or preferred forms of recognition for the people in your life.

#### 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?

## Includer

---

### Shared Theme Description

People who are especially talented in the Includer theme are accepting of others. They show awareness of those who feel left out, and make an effort to include them.

### Your Personalized Strengths Insights

*What makes you stand out?*

Driven by your talents, you may be described as someone who makes an exceptional contribution to the group. Perhaps you produce some of your finest results when you can work shoulder to shoulder with teammates. Having to work alone for hours, days, weeks, or months might cause you to be less productive. Because of your strengths, you might do some of your best work late in the day, especially when you are making upgrades or changes to enhance the quality or quantity of your outcomes. Chances are good that you find a way to involve everyone so each person has a good experience. You strive to create a sense of belonging and acceptance. When someone feels left out, you often are the person who finds a way to engage that individual in the group's activities and conversations. Instinctively, you sometimes find something to like in certain people you meet. You may be comfortable welcoming different sorts of individuals into your circle of acquaintances, family, teammates, or friends. By nature, you may brighten a room by simply entering it. Sometimes your upbeat attitude is contagious. Particular people respond to your friendly, sociable, lively, or animated personality. Possibly finding something to like in just about every person you meet is easy for you. Consequently, certain people might enjoy your companionship.

### 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?

## Maximizer

---

### Shared Theme Description

People who are especially talented in the Maximizer theme focus on strengths as a way to stimulate personal and group excellence. They seek to transform something strong into something superb.

### Your Personalized Strengths Insights

*What makes you stand out?*

Because of your strengths, you sometimes use your talents to advance personally or professionally. Perhaps you practice doing something you already do well. Once in a while, you ask yourself, “Can I do this better? Am I as good as I can be?” You may argue that being satisfied with your past accomplishments or natural abilities is risky. Such thinking might cause you to drift into mediocrity. You try to keep this from happening. Driven by your talents, you are likely to **do your best work when someone truly recognizes your strengths.** **You want to be appreciated for the talents you own, the skills you possess, and the knowledge you have acquired.** Chances are good that you may concentrate on what you do well. You might **feel that by using your talents, you enhance your chances of success.** It’s very likely that you may multiply the power of your strengths by sharing them with your teammates. Occasionally you argue that **a group is more important than any one person.** Perhaps you want everyone to produce outstanding results. **Your desire to be on a winning team might be amplified when scores, ratings, or rankings determine the championship. Instinctively, you sometimes pause to savor or simply reflect on your current accomplishments.**

### 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?

## Relator

---

### Shared Theme Description

People who are especially talented in the Relator theme enjoy close relationships with others. They find deep satisfaction in working hard with friends to achieve a goal.

### Your Personalized Strengths Insights

*What makes you stand out?*

It's very likely that you have the ability to instruct, train, or offer suggestions to people who look to you for assistance. Because of your strengths, you are naturally open and honest about who you are, what you have done, what you can do, and what you cannot do. Your straightforward explanations and stories help listeners see you as you see yourself. You reveal your strengths and limitations. You are forthright and plainspoken. People generally seek your company and want to work with you. Many are impelled to move into action by your words and examples. Instinctively, you sometimes offer guidance to friends who seek your assistance. Maybe you keep your opinions, recommendations, or suggestions to yourself until you are invited to share them. By nature, you might be well-read in particular subjects. Some people whom you have befriended may turn to you for guidance. By referring to something you have read, occasionally you can help a person see a specific situation or a particular problem from a different perspective. For you, reading might be a key that opens the door to a world of fresh ideas. Maybe you collect them, never knowing whether something you read will benefit someone else. Chances are good that you may be convinced that you are measuring up to your potential. Perhaps you know when you are doing your best work or earning the highest grades you possibly can.

### 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?

## Woo

---

### Shared Theme Description

People who are especially talented in the Woo theme love the challenge of meeting new people and winning them over. They derive satisfaction from breaking the ice and making a connection with another person.

### Your Personalized Strengths Insights

*What makes you stand out?*

By nature, you sometimes are expected to be the talkative and sociable member of the team. Perhaps your friendly disposition helps particular people feel comfortable enough to join in group activities or discussions. It's very likely that you might naturally spark others' interest with your keen wit or sociable nature. **You may be able to establish an easy rapport with individuals by telling a joke, smiling, introducing yourself, or giving a compliment.** Perhaps you realize that laughter is a universal language. Instinctively, you periodically alleviate — that is, **lighten or reduce** — some of the stress and tension in your life by **diving into conversations with outsiders or newcomers.** Perhaps these individuals appreciate your friendliness, your smile, your compliments, or your interest in what they say. **Chatting with strangers might increase your energy instead of draining it.** Because of your strengths, you sometimes like to help people overcome obstacles that prevent them from linking up with one another. This partially explains why you engage certain newcomers or outsiders in small talk as well as serious discussions. Driven by your talents, you may take advantage of opportunities to engage newcomers and/or outsiders in small talk or serious discussions. Perhaps this approach works well for you. Why? You might realize your chance of meeting the person again is remote unless you introduce yourself, ask some non-threatening questions, then listen attentively. To some extent, **you want to transform strangers into acquaintances.** You might want a few of these acquaintances to become your friends.

### 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

### 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.

## Includer

---

### Ideas for Action:

- ☐ Consider roles in which you can take responsibility for representing voices that are not usually heard. You will derive a great deal of satisfaction from being a spokesperson for these people.
- ☐ Look for opportunities to bring together people of diverse cultures and backgrounds. You can be a leader in this area.
- ☐ Help those who are new to an organization or group get to know other people. You will always be adept at quickly making people feel accepted and involved.
- ☐ An anti-elitist, you may clash with those who feel they have earned the right to perks and power. Rather than disputing their claim, use your Includer insights to help everyone find common ground and value in their contributions.
- ☐ Acknowledge the dissonance you feel when you must be the bearer of bad news. Look for partners who can help you justify your position so you don't apologize or soften the message too much.
- ☐ Not every person is lovable or even likeable. While many of your friends or colleagues may be put off by difficult people, you have a natural capacity to truly care for all people. Let others know that if they ever come to the end of their rope with a problematic individual, they can call on you to step in.
- ☐ Choose roles in which you are continuously working and interacting with people. You will enjoy the challenge of making everyone feel important.
- ☐ Partner with someone who has dominant Activator or Command talents. This person can help you when you have to deliver news that might hurt someone's feelings.
- ☐ Realize that people will relate to each other through you. You are a conduit for information. You can interact with all parts and all people in a group and keep them effectively connected to each other.
- ☐ Explain what we all have in common. Help others understand that to respect the differences among us (our diversity), we must begin by appreciating what we all share (our similarity).

### 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.

## Maximizer

---

### Ideas for Action:

- ☐ Once you have identified your own greatest talents, stay focused on them. Refine your skills. Acquire new knowledge. Practice. Keep working toward strength in a few areas.
- ☐ Develop a plan to use your most powerful talents outside of work. In doing so, consider how your talents relate to the mission in your life and how they might benefit your family or the community.
- ☐ Problem solving might drain your energy and enthusiasm. Look for a restorative partner who can be your chief troubleshooter and problem solver. Let that person know how important your partnership is to your success.
- ☐ **Study success.** Deliberately spend time with people who have discovered their strengths. The more you understand how marshaling strengths leads to success, the more likely you will be to create success in your own life.
- ☐ Explain to others why you spend more time building on great talent rather than fixing weaknesses. Initially, they might confuse what you are doing with complacency.
- ☐ Don't let your Maximizer talents be stifled by conventional wisdom, which says you should find what is broken and fix it. **Identify and invest in the parts of your organization or community that are working. Make sure that most of your resources are spent in the build-up and build-out of these pockets of excellence.**
- ☐ Keep your focus on long-term relationships and goals. Many make a career out of picking the low-hanging fruit of short-term success, but your Maximizer talents will be most energized and effective as you turn top potential into true and lasting greatness.
- ☐ See if you can make some of your weaknesses irrelevant. For example, find a partner, devise a support system, or use one of your stronger talents to compensate for one of your weaker ones.
- ☐ **Seek roles in which you are helping people succeed.** In coaching, managing, mentoring, or teaching roles, your focus on strengths will prove particularly beneficial to others. Because most people find it difficult to describe what they do best, start by arming them with vivid descriptions.
- ☐ Devise ways to measure your performance and the performance of others. These measures will help you spot strengths, because the best way to identify a strength is to look for sustained levels of excellent performance.

### 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.

## Relator

---

### Ideas for Action:

- ☐ Find a workplace in which friendships are encouraged. You will not do well in an overly formal organization. In job interviews, ask about work styles and company culture.
- ☐ Deliberately learn as much as you can about the people you meet. You like knowing about people, and other people like being known. By doing this, you will act as a catalyst for trusting relationships.
- ☐ Let it be known that you are more interested in the character and personality of others than in their status or job title. This is one of your greatest talents and can serve as a model for others.
- ☐ Let your caring show. For example, find people in your company to mentor, help your colleagues get to know each other better, or extend your relationships beyond the office.
- ☐ No matter how busy you are, stay in contact with your friends. They are your fuel.
- ☐ Be honest with your friends. True caring means helping the other person be successful and fulfilled. Giving honest feedback or encouraging your friend to move out of a role in which he or she is struggling is a compassionate act.
- ☐ You probably prefer to be seen as a person, an equal, or a friend, rather than as a function, a superior, or a title. Let people know that they can address you by your first name, rather than formally.
- ☐ You might tend to withhold the most engaging aspects of your personality until you have sensed openness from another person. Remember, building relationships is not a one-way street. Proactively “put yourself out there.” Others will quickly see you for the genuine individual you are, and you will create many more opportunities to cultivate strong, long-lasting connections.
- ☐ Make time for family and close friends. You need to spend quality moments with those you love in order to “feed” your Relator talents. Schedule activities that allow you to get even closer to the people who keep you grounded and happy.
- ☐ Make an effort to socialize with your colleagues and team members outside of work. It can be as simple as lunch or coffee together. This will help you forge more connected relationships at work, which in turn can facilitate more effective teamwork and cooperation.

### 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.

## Woo

---

### Ideas for Action:

- ☐ Choose a job in which you can interact with many people over the course of a day.
- ☐ Deliberately build the network of people who know you. Tend to it by checking in with each person at least once a month.
- ☐ Join local organizations, volunteer for committees, and find out how to get on the social lists of the influential people where you live.
- ☐ Learn the names of as many people as you can. Create a file of the people you know, and add names as you become acquainted. Include a snippet of personal information — such as their birthday, favorite color, hobby, or favorite sports team.
- ☐ In social situations, take responsibility for helping put reserved people at ease.
- ☐ Find the right words to explain that networking is part of your style. If you don't claim this theme, others might mistake it for insincerity and wonder why you are being so friendly.
- ☐ Partner with someone with dominant Relator or Empathy talents. This person can solidify the relationships that you begin.
- ☐ Your Woo talents give you the ability to quicken the pulse of your surroundings. Recognize the power of your presence and how you open doors for an exchange of ideas. By simply starting conversations that engage others and bring talented people together, you will take performance up a notch — or several.
- ☐ The first moments of any social occasion are crucial to how comfortable people will be and how they will remember the event. Whenever possible, be one of the first people others meet. Your capacity for meeting and greeting new people will help to quickly put them at ease.
- ☐ Practice ways to charm and engage others. For example, research people before you meet them so you can talk about your common interests.

### 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.

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.”

**Includer sounds like this:**

Harry B., outplacement consultant: “Even as a child, although I was very shy, I always made sure that I was the one inviting others to play. When picking teams or sides in school, I never wanted anyone not to participate with us. In fact, I can remember when I was ten or eleven, I had a friend who was not a member of our church. We were at a church banquet, and he showed up at the door because typically we had our youth activity at the church on that night. Immediately, I got up, brought him over to our family, and sat him down at the table.”

Jeremy B., defense lawyer: “When I first started this job, I met people and became fast, furious friends with them almost on day one, only to find out later that, you know, this person’s got a lot of issues, and I’ve already included them in dinner parties and our social circle. My partner, Mark, is like, ‘What is it exactly that made you want to include this person?’ And then it’s a matter of figuring out what pushed my buttons when I first met them, what made me enjoy them so much. And, you know, making sure that this is the aspect of them that Mark and I focus on . . . because once I include someone in my circle, I don’t dump them.”

Giles D., corporate trainer: “In class, I seem to be able to sense when someone is disengaging from the group discussion, and I immediately draw them back into the conversation. Last week, we got into a lengthy discussion about performance appraisals, and one woman wasn’t talking at all. So I just said, ‘Monica, you’ve had performance appraisals. Any thoughts on the subject?’ I really think this has helped me as a teacher because when I don’t know the answer to something, very often it is the person I pull in who supplies the answer for me.”

**Maximizer sounds like this:**

Gavin T., flight attendant: “I taught aerobics for ten years, and I made a point of asking people to focus on what they liked about themselves. We all have parts of our body that we would like to change or that we would like to see differently, but to focus on that can be so destructive. It becomes a vicious cycle. So I would say, ‘Look, you don’t need to be doing that. Instead, let’s focus on the attribute you like about yourself, and then we’ll all feel better about expending all of this energy.’”

Amy T., magazine editor: “There is nothing I hate more than having to fix a poorly written piece. If I have given the writer a clear focus and she comes back with a piece that is completely off the mark, I almost can’t bring myself to write comments on it. I’m more inclined to just hand it back to her and say, ‘Just please start again.’ On the other hand, what I love to do is take a piece that is so close and then refine it to make it perfect. You know, just the right word here, a little cut there, and suddenly it’s a brilliant piece.”

Marshall G., marketing executive: “I am really good at setting a focus for people and then building a sense of team spirit as we all march forward. But I am not so good at strategic thinking. Fortunately, I have a boss who understands that about me. We have been working together for quite a few years. He has found people who play the strategic role, and at the same time, stretches me to be even better at the focus and team-building role. I’m so lucky to have a boss who thinks this way. It’s made me more secure and made me charge ahead much faster, knowing that my boss knows what I am good at and what I’m not good at; he doesn’t bother me with the latter.”



**Relator sounds like this:**

Gavin T., flight attendant: “I have many wonderful acquaintances, but as for true friends that I hold dear, not very many. And I’m real okay with that. My best times are spent with the people I’m tightest with, like my family. We are a very tight-knit Irish Catholic family, and we get together every chance we can. It’s a large family — I have five brothers and sisters and ten nieces and nephews — but we all get together about once a month and yuk it up. I’m the catalyst. When I’m back in Chicago, even if there is no birthday or anniversary or whatever, I become the excuse for getting together and hanging out for three or four days. We really enjoy one another’s company.”

Tony D., pilot: “I used to fly in the Marines, and, boy, you had better be comfortable with the word ‘friend’ in the Marines. You had better feel good about trusting someone else. I can’t tell you how many times I put my life in someone else’s hands. I was flying off my friend’s wing, and I’d be dead if he couldn’t get me back safely.”

Jamie T., entrepreneur: “I’m definitely selective about my relationships. When I first meet people, I don’t want to give them very much of my time. I don’t know them; they don’t know me — so let’s just be pleasant and leave it at that. But if circumstances make it so that we get to know each other better, it seems like a threshold is reached where I suddenly start wanting to invest more. I’ll share more of myself, put myself out for them, do things for them that will bring us a little closer, and show that I care. It’s funny because I am not looking for any more friends in my life. I have enough. And yet with each new person I meet, as soon as that threshold is reached, I feel compelled to go deeper and deeper. Now I have ten people working for me, and I would call each of them my very good friend.”

**Woo sounds like this:**

Deborah C., publishing executive: “I have made best friends out of people that I have met passing in the doorway. I mean, it’s awful, but wooing is part of who I am. All my taxi drivers propose to me.”

Marilyn K., college president: “I don’t believe I’m looking for friends, but people call me a friend. I call people and say, ‘I love you,’ and I mean it because I love people easily. But friends? I don’t have many friends. I don’t think I am looking for friends. I am looking for connections. And I am really good at that because I know how to achieve common ground with people.”

Anna G., nurse: “I think I am a little shy sometimes. Usually I won’t make the first step out. But I do know how to put people at ease. A lot of my job is just humor. If the patient is not very receptive, my role becomes that of a stand-up comedian. I’ll say to an eighty-year-old patient, ‘Hi, you handsome guy. Sit up. Let me get your shirt off. That’s good. Take your shirt off. Whoa, what a chest on this man!’ With kids, you have to start very slowly and say something like, ‘How old are you?’ If they say, ‘Ten,’ then I say, ‘Really? When I was your age, I was eleven’ — silly stuff like that to break the ice.”

## 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?