



# STRENGTHS FINDER 2.0

## StrengthsFinder 2.0 Report

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### Your Top 5 Themes

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Ideation  
Input  
Futuristic  
Strategic  
Learner

### What's in This Guide?

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#### [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

### Ideation

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#### 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?*

It's very likely that you are apt to be the person teammates, classmates, or coworkers pull into brainstorming sessions. Why? You have the assertiveness to speak up when you think of something. You also generate more ideas than most people do. You are creative. You are imaginative. You are not embarrassed to think out loud. Chances are good that you traditionally figure out what you need to do better by evaluating data, evidence, or facts. Because of your strengths, you usually have more innovative ideas or original suggestions than others in the group. You are delighted to participate in forums where you can present your creative concepts. Others are likely to share your desire to improve things. This explains why many individuals welcome your suggestions. Driven by your talents, you often are the originator of fresh ideas for brand-new campaigns, business ventures, initiatives, or special events. Instinctively, you are sometimes aware of the opinions people have of you. Maybe you know when individuals approve or disapprove of your contributions, accomplishments, talents, shortcomings, words, or deeds.

#### 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?

## Input

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### Shared Theme Description

People who are especially talented in the Input theme have a craving to know more. Often they like to collect and archive all kinds of information.

### Your Personalized Strengths Insights

*What makes you stand out?*

Driven by your talents, you have a strong need to know that you are taking the proper course of action before you begin. Without a doubt, your hunger for evidence, data, or background information is immense. Whether your sources of knowledge are people, classes, books, the Internet, or discussions, you are hardwired to be as informed as you possibly can be prior to starting most ventures. You probably prefer to be overly prepared rather than risk being poorly prepared. Instinctively, you can help people understand the details of an elaborate process. You probably describe how all the elements interact with one another. By nature, you put yourself in the middle of mentally stimulating conversations. You want to gather new ideas, discover new approaches, hear about new theories, consider new concepts, or apply new technologies. Often you are one of the early discoverers of innovations. Others can lag behind if they wish, but you consistently acquire knowledge. You exhibit little need to know precisely where all this information ultimately will lead you. Because of your strengths, you gravitate to conversations in which intelligent, unemotional, and reasonable thoughts are freely exchanged. These give-and-take sessions inspire you to consider what you need to upgrade, perfect, or raise to excellence. It's very likely that you pay close attention to current events. Numerous people merely recount what they heard, saw, or read. Typically you dive deeper into the topic. You are likely to generate theories, concepts, or philosophies to explain the reasoning behind newsmakers' decisions. You routinely gather information about events, policy statements, people, or crises. Your fresh insights are likely to draw equally engaged thinkers into the conversation.

### 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?

## Futuristic

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### Shared Theme Description

People who are especially talented in the Futuristic theme are inspired by the future and what could be. They inspire others with their visions of the future.

### Your Personalized Strengths Insights

*What makes you stand out?*

By nature, you envision what you can accomplish tomorrow, next week, next month, next year, or in the coming decades. Your goals and aspirations motivate you to keep moving forward. The tension you feel when a deadline is fast approaching forces you to concentrate on the right activities, discard irrelevant information, and not waste time on intriguing distractions. Your one aim is to reach your objectives. Driven by your talents, you have a capacity for envisioning what the coming months, years, or decades could, should, or will be like. Frequently you are prompted to transform your ideas into things you can touch, taste, see, smell, or hear. It's very likely that you are a visionary thinker. Your vivid mental images of the coming months, years, or decades often impel you to move into action. Because of your strengths, you intentionally spend a lot of time pondering the behaviors, activities, skills, knowledge, processes, and ideas you want to perfect in the coming months, years, or decades. Instinctively, you regularly set aside the majority of your time to contemplate what the world could be like years or decades from today. Ideas come to you when you are in the company of visionary thinkers. These individuals often stimulate your inventiveness.

### 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

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### 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?*

Driven by your talents, you long to know more so you remain on the cutting edge of your field or areas of interest. Your inventive mind usually generates more possibilities than you can handle or fund. Nonetheless, you are committed to acquiring knowledge and/or skills. You study everything involved in a situation and conceive entirely new ways of seeing or doing things. What you already know prompts you to ask questions and delve even deeper into a subject or problem. Instinctively, you invent original ideas of your own. Your imagination is typically stimulated when you collaborate — that is, team up — with future-oriented thinkers. Chances are good that you generate ideas quickly. You draw clever linkages between facts, events, people, problems, or solutions. You present others with numerous options at a pace some find dizzying. Your innovative thinking tends to foster ongoing dialogue between and among the group's participants. Because of your strengths, you may be inclined to examine the basic elements of certain types of problems. You might attempt to understand how and why things work or fail to work. These insights might stimulate your thinking. Then you try to generate a few alternative plans. Considering prevailing circumstances, available resources, and time constraints, you might narrow down your options. Perhaps the plan that offers the best chance of solving the problem naturally reveals itself. By nature, you automatically generate numerous ways to enhance, upgrade, revise, correct, or revamp a process, action plan, or itinerary. Your suggestions often influence how a project will unfold in the coming months, years, or decades. You tend to find fault with your own and even other people's talents, skills, and/or knowledge. Fixing people or things ranks high on your favorite activities.

### 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?

## Learner

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### 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?*

Driven by your talents, you have little difficulty giving intense effort to projects, problems, or opportunities that capture and keep your attention. By nature, you desire to take in additional facts, data, or background information. These insights probably permit you to assist others whenever the opportunity presents itself. Instinctively, you may see some value in continuous education. Perhaps this reflects your interest in particular topics. Sometimes you are fascinated with the process of acquiring knowledge or skills. Because of your strengths, you usually equate education — formal and informal — with understanding more about something today than you understood about it yesterday. It's very likely that you enjoy pondering what you can revise, correct, renovate, upgrade, or relocate. When you are curious about a person, event, topic, project, activity, or idea, you devote much energy and time to studying it.

### 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

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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

### Ideation

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#### 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.
2. How will you commit to taking action? Write your own personalized action item that you will take in the next 30 days.

## Input

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### Ideas for Action:

- ☐ Look for jobs in which you are charged with acquiring new information each day, such as teaching, research, or journalism.
- ☐ Devise a system to store and easily locate information. This can be as simple as a file for all the articles you have clipped or as sophisticated as a computer database.
- ☐ Partner with someone with dominant Focus or Discipline talents. This person will help you stay on track when your inquisitiveness leads you down intriguing but distracting avenues.
- ☐ Your mind is open and absorbent. You naturally soak up information in the same way that a sponge soaks up water. But just as the primary purpose of the sponge is not to permanently contain what it absorbs, neither should your mind simply store information. Input without output can lead to stagnation. As you gather and absorb information, be aware of the individuals and groups that can most benefit from your knowledge, and be intentional about sharing with them.
- ☐ You might naturally be an exceptional repository of facts, data, and ideas. If that's the case, don't be afraid to position yourself as an expert. By simply following your Input talents, you could become known as the authority in your field.
- ☐ Remember that you must be more than just a collector of information. At some point, you'll need to leverage this knowledge and turn it into action. Make a point of identifying the facts and data that would be most valuable to others, and use this information to their advantage.
- ☐ Identify your areas of specialization, and actively seek more information about them.
- ☐ Schedule time to read books and articles that stimulate you.
- ☐ Deliberately increase your vocabulary. Collect new words, and learn the meaning of each of them.
- ☐ Identify situations in which you can share the information you have collected with other people. Also make sure to let your friends and colleagues know that you enjoy answering their questions.

### Questions

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2. How will you commit to taking action? Write your own personalized action item that you will take in the next 30 days.

## Futuristic

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### Ideas for Action:

- ☐ Choose roles in which you can contribute your ideas about the future. For example, you might excel in entrepreneurial or start-up situations.
- ☐ Take time to think about the future. The more time you spend considering your ideas about the future, the more vivid your ideas will become. The more vivid your ideas, the more persuasive you will be.
- ☐ Seek audiences who appreciate your ideas for the future. They will expect you to make these ideas a reality, and these expectations will motivate you.
- ☐ Find a friend or colleague who also has powerful Futuristic talents. Set aside an hour each month for “future” discussions. You can push each other to greater heights of creativity and vividness.
- ☐ Partner with someone with strong Activator talents. This person can remind you that you do not discover the future, you create it with the actions you take today.
- ☐ You inspire others with your images of the future, yet your thinking may be too expansive for them to comprehend. When you articulate your vision, be sure to describe the future in detail with vivid words and metaphors. Make your ideas and strategies more concrete via sketches, step-by-step action plans, or mock-up models so that others can readily grasp your intent.
- ☐ Surround yourself with people who are eager to put your vision into motion. They will feel exhilarated by your Futuristic talents, and you can harness their energy to propel the vision toward reality.
- ☐ Be prepared to provide logical support for your futuristic thinking. Your exciting visions of future success will be best received when rooted in real possibility.
- ☐ Your Futuristic talents could equip you to be a guide or coach for others. Unlike you, they might not be able to easily see over the horizon. If you catch a vision of what someone could be or do, don’t assume that he or she is aware of that potential. Share what you see as vividly as you can. In doing so, you may inspire someone to move forward.
- ☐ Musing about the future comes naturally to you. Read articles about technology, science, and research to gain knowledge that will fuel your imagination.

### 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

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### 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.

## Learner

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### 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.

### Section III: Achievement

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

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.”

**Input sounds like this:**

Ellen K., writer: “Even as a child, I found myself wanting to know everything. I would make a game of my questions. ‘What is my question today?’ I would think up these outrageous questions, and then I would go looking for the books that would answer them. I often got in way over my head, deep into books that I didn’t have a clue about, but I read them because they had my answer someplace. My questions became my tool for leading me from one piece of information to another.”

John F., human resources executive: “I’m one of those people who thinks that the Internet is the greatest thing since sliced bread. I used to feel so frustrated, but now if I want to know what the stock market is doing in a certain area or the rules of a certain game or what the GNP of Spain is or other different things, I just go to the computer, start looking, and eventually find it.”

Kevin F., salesperson: “I am amazed at some of the garbage that collects in my mind, and I love playing Jeopardy and Trivial Pursuit and anything like that. I don’t mind throwing things away as long as they’re material things, but I hate wasting knowledge or accumulated knowledge or not being able to read something fully if I enjoy it.”

### Futuristic sounds like this:

Dan F., school administrator: “In any situation, I am the guy who says, ‘Did you ever think about . . . ? I wonder if we could . . . I don’t believe it can’t be done. It’s just that nobody has done it yet. Let’s figure out how we can.’ I am always looking for options, for ways not to be mired by the status quo. In fact, there is no such thing as the status quo. You are either moving forward, or you are moving backward. That’s the reality of life, at least from my perspective. And right now, I believe that my profession is moving backward. State schools are being out-serviced by private schools, charter schools, home schools, Internet schools. We need to free ourselves from our traditions and create a new future.”

Jan K., internist: “Here at the Mayo Clinic, we are launching a group called the Hospitalists. Rather than having patients handed off from one doctor to another during their stay in the hospital, I envision a family of providers. I envision fifteen to twenty MDs, of various genders and races, with twenty to twenty-five nurse practitioners. There will be four to five new hospital services, most of which will work with surgeons and will provide para-operative care as well as care for the hospitalized elderly. We are redefining the model of care here. We don’t just take care of the patients when they are in the hospital. If a patient comes in for a knee replacement, a member of the Hospitalist team would see him before the surgery, follow him from the day of surgery through the days of hospitalization, and then see him when he comes in six weeks later for his postoperative check. We will provide patients with a complete episode of care so that they don’t get lost in the handoffs. And to get the funding, I just saw the detailed picture in my head and kept describing this picture to the department chair. I guess I made it seem so real that they had no choice but to grant me the funds.”



**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.”

**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.”

## Questions

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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?