



# Start With the CEO or Executive Sponsor

**Leadership involvement aligns strengths with the culture of the organization. Strengths must be important to leaders for it to be important to the organization.**

- Strengths is a business strategy.
- Executive leadership needs to explain how applying the strengths of each person in the organization will enable the company to achieve its purpose and business objectives.
- Executive leadership should share their strengths with others and communicate how they use them.
- A strengths-based culture hinges on leadership alignment.

## Roles of Executive Leaders

- Learn how a strengths-based culture produces exceptional business outcomes.
- Articulate how the strengths initiative ties to the organization's identity (purpose, brand, culture).
- Use strengths to create effective partnerships with other leaders.
- Infuse strengths into their leadership brand.
- Integrate a focus on strengths into their communications and behaviors.

## STRENGTHS AND ENGAGEMENT

My organization is committed to building the strengths of each associate.

This strengths orientation index item is the most highly correlated to the overall engagement of an individual.

When leaders truly build a **culture of strengths**, it is constantly top of mind for them. They think about the people they are talking to at any given time and consider how their talent DNA is at work.

Committed executive leaders are **intentional about strengths** when working with teams, during onboarding, while positioning people for success in a role, and when facilitating individual and collective developmental discussions around talent.

## TAKE ACTION

1

*Decide the best approach for introducing strengths to the executive team.*

2

*Equip executive leaders with one-on-one strengths coaching and/or an executive team strengths session.*

3

*Define why you are embedding strengths into your culture and outline the impact on performance and business outcomes that you aim to achieve.*

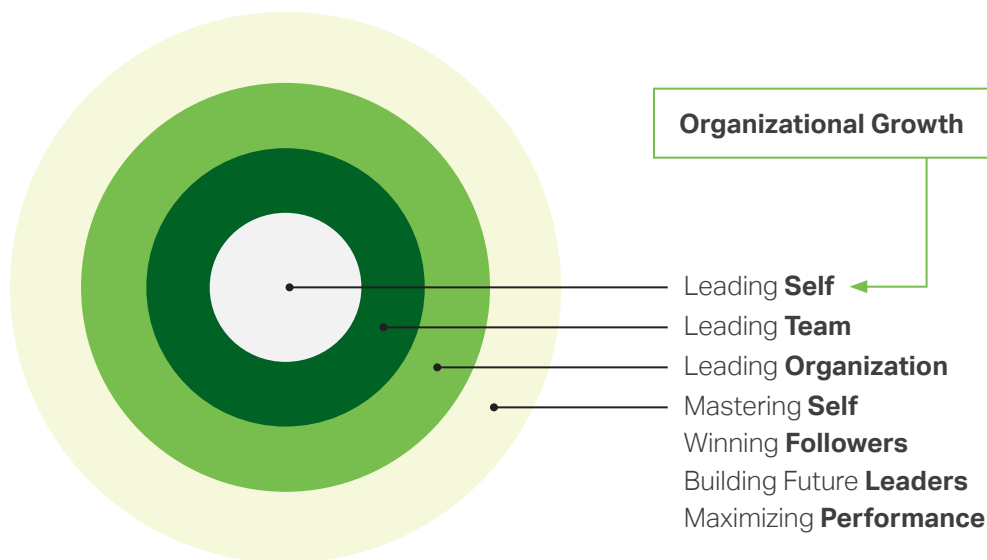
4

*Create talking points for the strengths rollout for executive leaders to communicate with their managers and teams.*

5

*Begin to infuse strengths into the executive team's external communications.*

## SUPPORT LEADERS WITH COACHING



## HOW GALLUP CAN HELP

### CliftonStrengths® On-Site Consulting

Ensures the best solutions for creating leadership alignment

### Executive Leadership Team Strengths Session

Helps the executive team members learn their strengths and how they apply their strengths in their roles by:

- examining team dynamics and the behaviors that exemplify various talents
- exploring partnerships and transforming conversations in the organization, from project planning to implementing internal programs to integrating strengths into performance management
- setting a foundation for leadership transition — helping onboard new leaders and discussing how the transition affects team dynamics

### CliftonStrengths Feedback Session for Leaders

Provides one-on-one coaching to each member of the executive team, helping them discover their unique contributions to the team and apply their strengths to their leadership roles every day

**Visit [Gallup.com](https://www.gallup.com) for more information about how to build a strengths-based culture at your organization.**