



## **#1: Introduction to Strengths at CMA**

Your best performance will come from using your talents, so identify, aim, and grow them.

Strengths are a foundation for critical business areas such as everyday work, team collaboration, performance management, meaningful coaching conversations, process of work via Working Genius, and personal issues including relationships, stress management, conflict, and more.

Benefits of Strengths include advantages in life quality, engagement, productivity, interactions with coworkers, customer service, company loyalty, creativity, and profitability.

***Question: Which of these benefits would make the biggest difference for you? Why is that?***

“Talent” is naturally recurring patterns of thought, feeling, or behavior that can be productively applied. Examples of talent include easily starting conversations, thinking orderly, influencing others, seeing patterns in data, and having a positive outlook on life.

Signs of talent include rapid learning, better results, getting lost in the flow, having a sense of purpose, and confirmation by others.

***Question: When is a time that you showed a talent?***

The CliftonStrengths® assessment measures talent among 34 areas, and is group into four categories: executing tasks, thinking purposefully, influencing others, and relating to people.

Every associate can take the assessment and be trained in a variety of ways. The Strengths page on CMA People is the place to request individual codes, group codes, and team workshops.

***Question: How do you understand yourself better because of this session?***