DISCOVER YOUR STRENGTHS; UNLOCK YOUR POTENTIAL

Caribbean Tourism Organization Cayman Islands Department of Tourism
9th Annual Tourism HR Conference

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Country	Focused on A's	Focused on F's
UK	22%	52%
Japan	18%	43%
China	8%	56%
France	7%	87%
US	7%	77%
Canada	6%	83%

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Traditional Approaches

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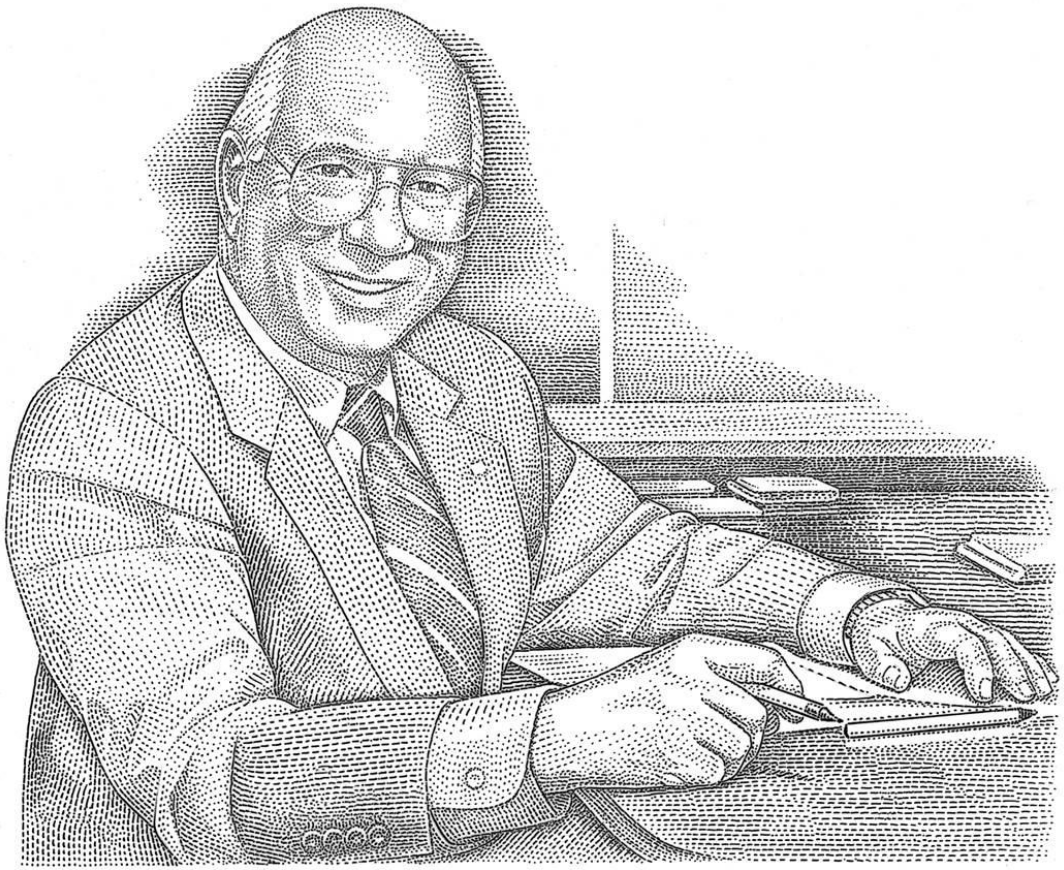

Donald O. Clifton, Ph.D.
Father of Strengths-Based Psychology
Inventor of the StrengthsFinder

"What would happen if we focused on what's **RIGHT** with people instead of what's wrong?

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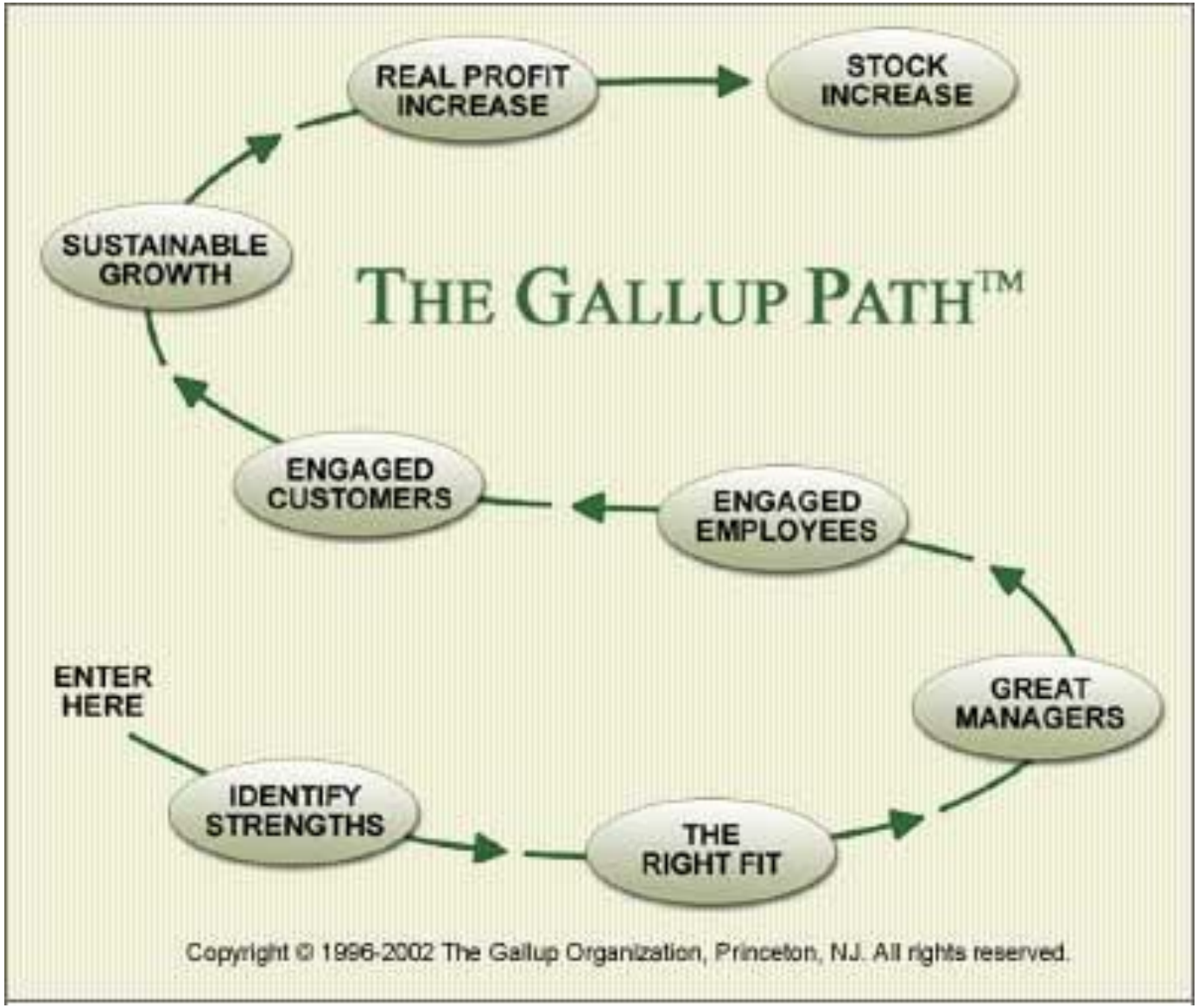

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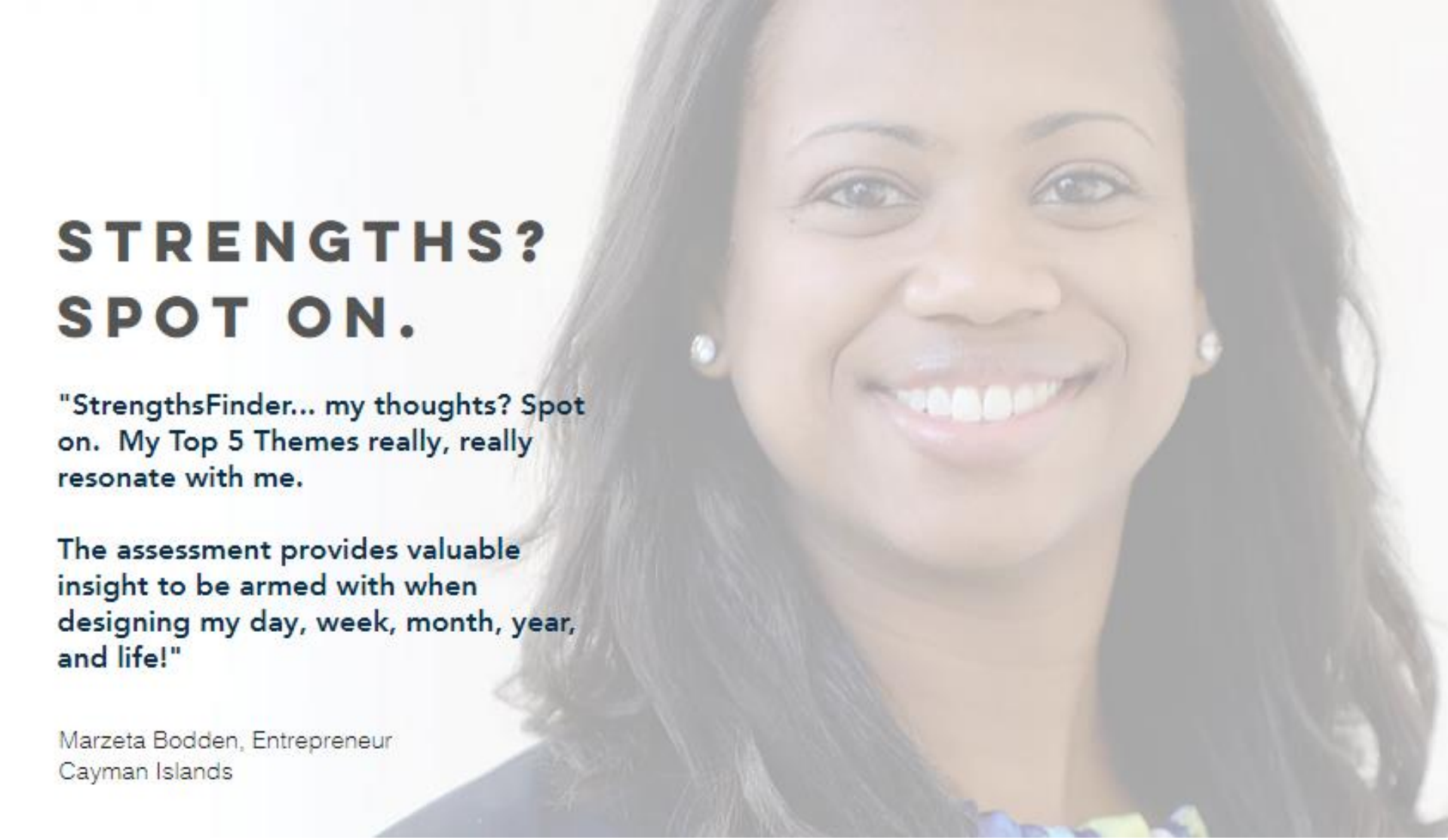

Strengths Testimonials

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IMPROVING EFFICIENCIES...

"I consider myself lucky to have worked with Tara. The StrengthsFinder program helped me and my team focus on what we do best while improving interactions and efficiencies. Tara's advice on personal brand management has helped me expand my network, leading to increased business opportunities. Challenging work but well worth it in the end!"

Miguel DaPonte, CFA
SVP, Investments
BF&M Insurance Group
Bermuda

Strengths Testimonials

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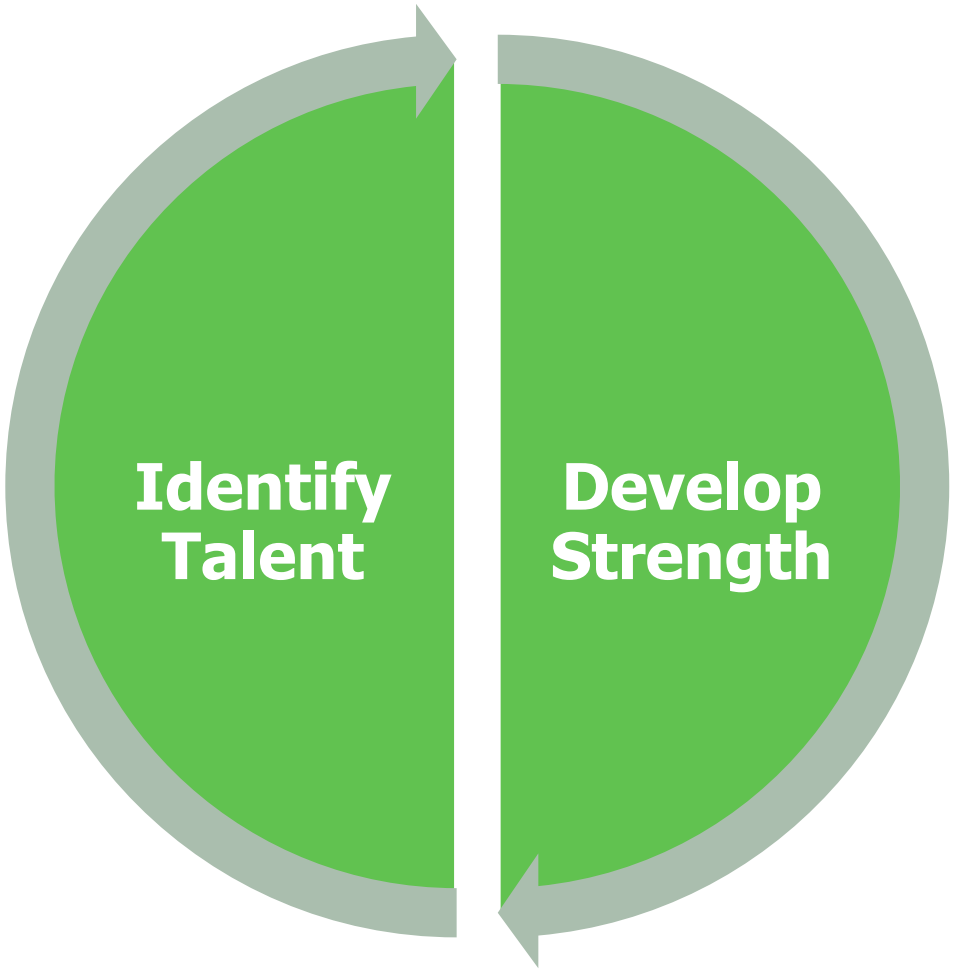
Strength Based Approach



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Talent: A naturally recurring pattern of thought, feeling or behavior that can be productively applied.

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Talent: Potential
Strength: Performance

Talent: See
Strength: Say

Talent: Being
Strength: Doing

Talent: Soul
Strength: Role

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The CLIFTON STRENGTHSFINDER®

is the code that cracks open your awareness of your unique talents.

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Strengths Discussion

1. What theme you identify with most? Why?

2. Which theme do you most want to be known for? Why?

3. What themes are you currently using in your role?

4. Are there any of your Top 5 themes that are being underutilized in your role?

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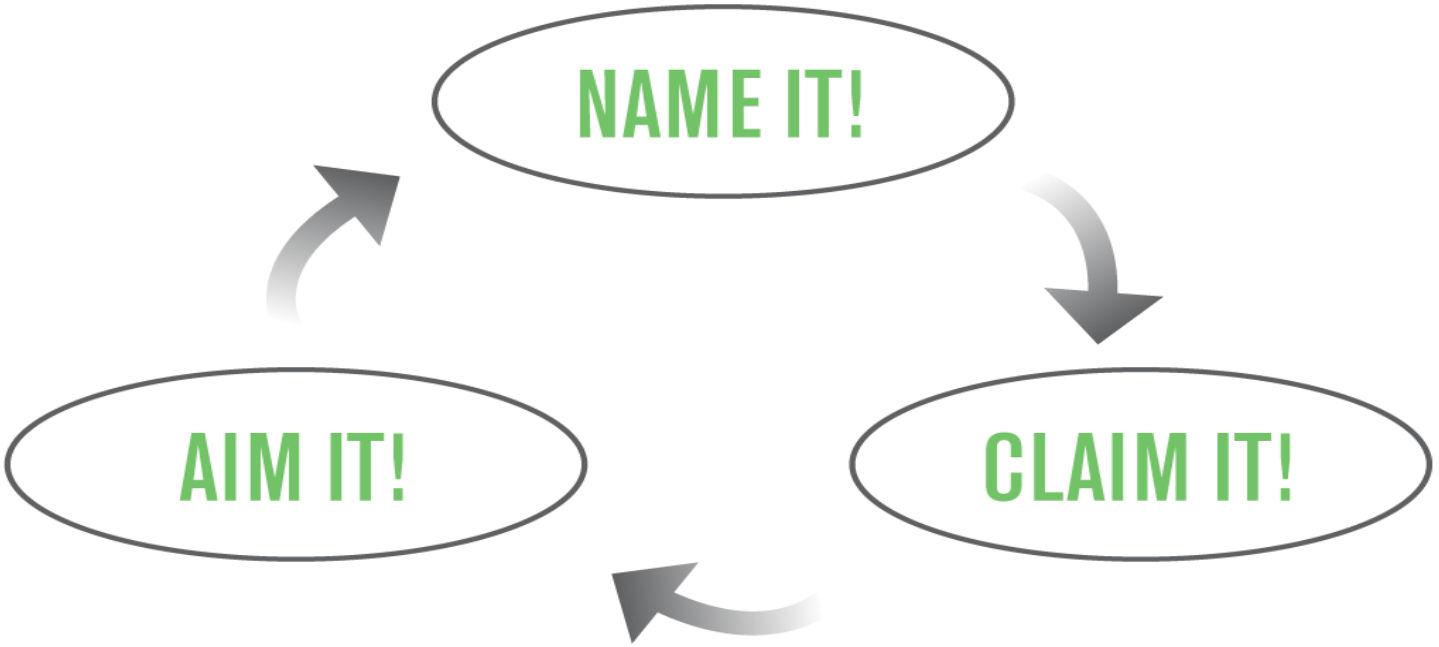
Strengths Based Development



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The Formula

TALENT

(a natural way of thinking, feeling, or behaving)

X

INVESTMENT

(time practicing, developing skills and knowledge base)

=

STRENGTH

(the ability to consistently provide near-perfect performance)

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Refining Talent

Balcony

- Self Awareness
- Self Expression
- Self Regulation
- Power and Edge

Basement

- Vulnerabilities/Tired
- Ineffectively Communicated
- Mistakenly Devalued
- Misused/Overused

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4 Domains of Team Strength

EXECUTING	INFLUENCING	RELATIONSHIP BUILDING	STRATEGIC THINKING
People with dominant Executing themes know how to make things happen.	People with dominant Influencing themes know how to take charge, speak up, and make sure the team is heard.	People with dominant Relationship Building themes have the ability to build strong relationships that can hold a team together and make the team greater than the sum of its parts.	People with dominant Strategic Thinking themes help teams consider what could be. They absorb and analyze information that can inform better decisions.

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SquarePeg Services

Innovative, practical, and applicable ways to use StrengthsFinder within your organization:

- ✓ Self-Development
- ✓ Team Building
- ✓ Leadership Development
- ✓ Understanding and Leveraging the "DNA" of Your Team
- ✓ Assigning Roles and Responsibilities
- ✓ Developing employee goal plans and objectives

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