

---

Anita Career

# Strengths Insight and Action-Planning Guide

SURVEY COMPLETION DATE: 08-22-2014



DON CLIFTON

Father of Strengths Psychology and  
Inventor of CliftonStrengths

# Anita Career

SURVEY COMPLETION DATE: 08-22-2014

## YOUR TOP 5 THEMES

1. Responsibility
2. Woo
3. Strategic
4. Communication
5. Achiever

---

## 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

---

### Responsibility

#### SHARED THEME DESCRIPTION

People who are especially talented in the Responsibility theme take psychological ownership of what they say they will do. They are committed to stable values such as honesty and loyalty.

#### YOUR PERSONALIZED STRENGTHS INSIGHTS

##### **What makes you stand out?**

By nature, you may enjoy hearing people describe you as more serious than some of your colleagues, classmates, teammates, friends, or coworkers. Instinctively, you may have a reputation for exhibiting more adult-like behavior than a few of your colleagues, teammates, classmates, friends, or others. Some individuals regard you as an expert in your field. Perhaps they notice you are talented, skilled, and/or knowledgeable. When certain people appreciate these traits, you might be motivated to use them on a daily basis. It's very likely that you volunteer for additional duties. You really enjoy being given authority over projects, individuals, or groups. You expect to be held accountable for the results you produce as well as your words and deeds. Because of your strengths, you are consistent in your core values and predictable in your actions. People are likely to know that you go to great lengths to do things right and to behave in an ethical manner. Driven by your talents, you periodically derive satisfaction from pulling newcomers or outsiders into discussions or friendly chitchat. Over time, you may have become more aware of your abilities or more accountable for your words and deeds. Maybe you claim to be more grown up than some of your coworkers, teammates, family members, classmates, or 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?

---

## 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?

Chances are good that you may spread good cheer just about everywhere you go. Perhaps meeting certain people, talking about particular topics, or sharing your upbeat attitude energizes you as well as some of those with whom you interact. Driven by your talents, you may be lighthearted and cheerful. Perhaps you feel elated when you can start a friendly exchange of ideas with someone you are meeting for the first time. Instinctively, you attract people by being good-natured. You automatically engage them in conversations or involve them in activities. They probably play games for fun just like you do. You likely realize there is much more to life than winning every contest you enter. It's very likely that you now and then delve into interesting concepts and talk about thought-provoking topics. Maybe a spirited conversation with specific colleagues or classmates adds a little gusto to your life. If people feel compelled to explain why something cannot be done, perhaps you offer reasons why certain plans are neither outlandish nor impossible. Because of your strengths, you periodically draw newcomers and/or outsiders into discussions. When you do, a burst of adrenalin may prompt you to introduce yourself to other strangers. Perhaps you rely on a standard set of questions to put strangers at ease. Maybe you concentrate your attention on one person at a time. This approach might work well for you.

### 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

### 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?

It's very likely that you can reconfigure factual information or data in ways that reveal trends, raise issues, identify opportunities, or offer solutions. You bring an added dimension to discussions. You make sense out of seemingly unrelated information. You are likely to generate multiple action plans before you choose the best one. By nature, you demonstrate an ease with language. You effortlessly verbalize your thoughts. You relish the opportunity to share your insights. You derive pleasure from actively participating in conversations when group members propose ideas, seek solutions, or debate issues. Chances are good that you select the right combination of words to convey your ideas or feelings. In the middle of discussions, your vocabulary provides you with precise phrases and terminology. You probably express yourself with ease and grace. Driven by your talents, you may see solutions before other people know there is a problem. You might start formulating answers before your teammates, coworkers, or classmates understand the question. Sometimes you generate numerous ideas before sorting to the one that makes the most sense in a particular situation.

### 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?

---

## Communication

### SHARED THEME DESCRIPTION

People who are especially talented in the Communication theme generally find it easy to put their thoughts into words. They are good conversationalists and presenters.

### YOUR PERSONALIZED STRENGTHS INSIGHTS

#### What makes you stand out?

Driven by your talents, you enjoy sharing ideas, exchanging information, and trading stories. During conversations, you usually are the person who simplifies complicated details. You can help individuals understand intricate procedures, theories, regulations, or plans. Because of your strengths, you gravitate to situations where you will be in the company of others. You are much less inclined to be solitary or a loner. Chances are good that 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. By nature, you rely on the diverse viewpoints of your teammates to spark conversations that produce exciting ideas. You agree that “The whole is greater than the sum of its parts.” When everyone asks questions, offers solutions, describes situations, and raises issues, the group’s collective intelligence far exceeds that of any single person. Instinctively, you occasionally search for the right words to make your point. Even so, few people even notice your momentary struggle. Perhaps being able to put friends or strangers at ease quickly is one of your special gifts.

### 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?

---

## Achiever

### SHARED THEME DESCRIPTION

People who are especially talented in the Achiever theme have a great deal of stamina and work hard. They take great satisfaction from being busy and productive.

### YOUR PERSONALIZED STRENGTHS INSIGHTS

#### What makes you stand out?

Instinctively, you set very high expectations for yourself. Typically you push yourself until you reach your goals. You are not content unless you deliver the best performance or produce the most outstanding results. Because of your strengths, you might have more staying power than some of the people with whom you interact. Perhaps you choose to expend your physical or mental energy on selected issues, chores, projects, or activities. Chances are good that you excel at launching new projects, assignments, jobs, and other activities. Many times, you are the person who motivates people to begin tasks. You prefer difficult-to-reach goals. You prefer to take charge. You forge ahead rather than wait for someone in authority to give you permission to start. It's very likely that you are an enterprising person. You effortlessly launch new ventures. You are likely to measure your progress on a regular basis. This information probably inspires you to work even harder. Driven by your talents, you typically immerse yourself in intense activities. Preferring a fast pace, you thrive on excitement. You appreciate being surrounded by like-minded individuals. They motivate you to expend even more energy accomplishing whatever needs to be done. You stay busy and work hard whenever it is necessary.

### 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

---

### Responsibility

#### IDEAS FOR ACTION:

Emphasize your sense of responsibility when job hunting. During interviews, describe your desire to be held fully accountable for the success or failure of projects, your intense dislike of unfinished work, and your need to “make it right” if a commitment is not met.

Keep volunteering for more responsibility than your experience seems to warrant. You thrive on responsibility, and you can deal with it very effectively.

Align yourself with others who share your sense of responsibility. You will flourish when working with people who share your determination to get things done.

Tell your manager that you work best when given the freedom to follow through on your commitments — that you don’t need to check in during a project, just at the end. You can be trusted to get it done.

Push yourself to say no. Because you are instinctively responsible, it might sometimes be difficult to refuse opportunities. For this reason, you must be selective. Ask for more responsibility in only the areas that matter most to you.

You naturally take ownership of every project you are involved in. Make sure that your capacity to own does not keep you from sharing responsibility. Allow others the opportunity to experience the challenges of ownership. In doing so, you will contribute to their growth and development.

Learn to manage your Responsibility talents by considering whether you really are the person who should be handling a particular issue. Defer to your existing responsibilities and goals before undertaking additional burdens, as you may end up skimping on quality if you have too many tasks or competing demands.

Partner with someone especially talented in Discipline or Focus. This person can help you stay on track and prevent you from becoming overloaded.

Working with a like-minded, responsible colleague is satisfying for you. Be sure to clarify expectations and boundaries so that each person can feel ownership for his or her particular tasks — without stepping on each other’s toes.

Responsible individuals like to know they have “delivered” on their commitments, so create metrics and goals to gauge how effectively you meet your obligations. Also, make sure you have explicit and concrete expectations so that there is no question regarding quality outcomes and so that you can hit the mark as promised.

## 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.

---

## Strategic

### 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.

---

## Communication

### IDEAS FOR ACTION:

You will always do well in roles that require you to capture people's attention. Think about a career in teaching, sales, marketing, ministry, or the media. Your Communication talents are likely to flourish in these areas.

Start a collection of stories or phrases that resonate with you. For example, cut out magazine articles that move you, or write down powerful word combinations. Practice telling these stories or saying these words out loud, by yourself. Listen to yourself actually saying the words. Refine.

When you are presenting, pay close attention to your audience. Watch their reactions to each part of your presentation. You will notice that some parts are especially engaging. Afterwards, take time to identify the moments that particularly caught the audience's attention. Draft your next presentation around these highlights.

Practice. Improvisation has a certain appeal, but in general, an audience will respond best to a presenter who knows where he or she is headed. Counterintuitively, the more prepared you are, the more natural your improvisations will appear.

Identify your most beneficial sounding boards and audiences — the listeners who seem to bring out your best communication. Examine these individuals or groups to learn why you are so good when you speak with them or to them, and look for the same qualities in potential partners and audiences.

Keep getting smarter about the words you use. They are a critical currency. Spend them wisely, and monitor their impact.

Your Communication talents can be highly effective when your message has substance. Don't rely on your talents alone; take your communication to the level of strength by developing your knowledge and expertise in specific areas.

You are gifted in fostering dialogue among peers and colleagues. Use your Communication talents to summarize the various points in a meeting and to build consensus by helping others see what they have in common.

If you enjoy writing, consider publishing your work. If you enjoy public speaking, make a presentation at a professional meeting or convention. In either case, your Communication talents will serve to assist you in finding just the right way to frame your ideas and state your purpose. You delight in sharing your thoughts with others, so find the medium that best fits your voice and message.

Volunteer for opportunities to present. You can become known as someone who helps people express their thoughts and ambitions in a captivating way.

## 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.

---

## Achiever

### IDEAS FOR ACTION:

Select jobs that allow you to have the leeway to work as hard as you want and in which you are encouraged to measure your own productivity. You will feel challenged and alive in these environments.

As an achiever, you relish the feeling of being busy, yet you also need to know when you are “done.” Attach timelines and measurement to goals so that effort leads to defined progress and tangible outcomes.

Remember to build celebration and recognition into your life. Achievers tend to move on to the next challenge without acknowledging their successes. Counter this impulse by creating regular opportunities to enjoy your progress and accomplishments.

Your drive for action might cause you to find meetings a bit boring. If that’s the case, appeal to your Achiever talents by learning the objectives of each meeting ahead of time and by taking notes about progress toward those objectives during the meeting. You can help ensure that meetings are productive and efficient.

Continue your education by attaining certifications in your area or specialty in addition to attending conferences and other programs. This will give you even more goals to achieve and will push your existing boundaries of accomplishment.

You do not require much motivation from others. Take advantage of your self-motivation by setting challenging goals. Set a more demanding goal every time you finish a project.

Partner with other hard workers. Share your goals with them so they can help you to get more done.

Count personal achievements in your scoring “system.” This will help you direct your Achiever talents toward family and friends as well as toward work.

More work excites you. The prospect of what lies ahead is infinitely more motivating than what has been completed. Launch initiatives and new projects. Your seemingly endless reserve of energy will create enthusiasm and momentum.

Make sure that in your eagerness to do more at work, you do not skimp on quality. Create measurable outcome standards to guarantee that increased productivity is matched by enhanced quality.

## 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.

### RESPONSIBILITY SOUNDS LIKE THIS:

Nigel T., sales executive: “I used to think that there was a piece of metal in my hand and a magnet on the ceiling. I would just volunteer for everything. I have had to learn how to manage that because not only would I end up with too much on my plate, but I would also wind up thinking that everything was my fault. I realize now that I can’t be responsible for everything in the world — that’s God’s job.”

Kelly G., operations manager: “The country manager in Sweden called me in November and said, ‘Kelly, could you please not ship my inventory until January 1.’ I said, ‘Sure. Sounds like a good plan.’ I told my people about the plan and thought I had all the bases covered. On December 31, however, when I was checking my messages while on a ski slope, making sure everything was hunky-dory, I saw that his order had already been shipped and invoiced. I had to call immediately and tell him what happened. He’s a nice man, so he didn’t use any four-letter words, but he was very angry and very disappointed. I felt terrible. An apology wasn’t enough. I needed to fix it. I called our controller from the chalet, and that afternoon we figured out a way to put the value of his inventory back on our books and clean it off his. It took most of the weekend, but it was the right thing to do.”

Harry B., outplacement consultant: “I was just a young bank manager in one of the branches when the president of the company decided that he wanted to foreclose on a property. I said, ‘That’s fine, but we have a responsibility to give the people full value for their property.’ He didn’t see it that way. He wanted to sell the property to a friend of his for what was owed, and he said my problem was that I couldn’t separate my business ethics from my personal ethics. I told him that was correct. I couldn’t because I didn’t believe — and still don’t believe — that you can have two standards. So I quit the firm and went back to earning five dollars an hour working for the forestry service picking up trash. Since my wife and I were trying to support our two kids and make ends meet, it was a hard decision for me to make. But looking back, on one level, it really wasn’t hard at all. I simply couldn’t function in an organization with those kinds of ethics.”

### 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."

### 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."

### COMMUNICATION SOUNDS LIKE THIS:

Sheila K., general manager of a theme park: "Stories are the best way to make my point. Yesterday I wanted to show my executive committee the impact we can have on our guests, so I shared this story with them: One of our employees brought her father to the flag-raising ceremony we have for Veterans Day here at the theme park. He was disabled during World War II, and he now has a rare form of cancer and has had a lot of surgery. He's dying. At the start of the ceremony, one of our

employees said to the group, ‘This man is a World War II veteran. Can we give him a hand?’ Everybody cheered, and his daughter started crying. Her dad took off his hat. He never takes off his hat because of the scars on his head from the war and the cancer surgery, but when the national anthem started, he took off his hat and bowed his head. His daughter told me later that it was the best day he’s had in years.”

Tom P., banking executive: “My most recent client thought that the flow of capital toward Internet stocks was just a passing phase. I tried using a rational argument to change his mind, but he couldn’t or wouldn’t be convinced. In the end, as I often do when faced with a client in denial, I resorted to imagery. I told him that he was like a person sitting on a beach with his back to the sea. The Internet was like a fast-rising tide. No matter how comfortable he felt right now, the tide was rising with each crashing wave, and very soon, one of those waves would come crashing down over his head and engulf him. He got the point.”

Margret D., marketing director: “I once read a book about giving speeches that gave two suggestions: Talk only about things you’re really passionate about, and always use personal examples. I immediately started doing that, and I found lots of stories because I have kids and grandkids and a husband. I build my stories around my personal experiences because everyone can relate to them.”

### ACHIEVER SOUNDS LIKE THIS:

Melanie K., ER nurse: “I have to rack up points every day to feel successful. Today I’ve been here only half an hour, but I’ve probably racked up thirty points already. I ordered equipment for the ER, I had equipment repaired, I had a meeting with my charge nurse, and I brainstormed with my secretary about improving our computerized logbook. So on my list of ninety things, I have thirty done already. I’m feeling pretty good about myself right now.”

Ted S., salesperson: “Last year I was salesperson of the year out of my company’s three hundred salespeople. It felt good for a day, but sure enough, later that week, it was as if it never happened. I was back at zero again. Sometimes I wish I wasn’t an achiever because it can lead me away from a balanced life and toward obsession. I used to think I could change myself, but now I know I am just wired this way. This theme is truly a double-edged sword. It helps me achieve my goals, but on the other hand, I wish I could just turn it off and on at will. But, hey, I can’t. I can manage it and avoid work obsession by focusing on achieving in all parts of my life, not just work.”

Sara L., writer: “This theme is a weird one. First, it’s good because you live in pursuit of the perpetual challenge. But in the second place, you never feel as though you’ve reached your goal. It can keep you running uphill at seventy miles an hour for your whole life. You never rest because there’s always more to do. But, on balance, I think I would rather have it than not. I call it my ‘divine restlessness,’ and if it makes me feel as if I owe the present everything I have, then so be it. I can live with that.”

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?