

Effectively Engaging and Communicating to Others' Strengths
by Dr. Scott Gostchock and Peter Wolfgramm

Strength	Key ways to engage and energize this strength
Achiever (Driving)	Loves to finish things and is energized when all tasks are completed Great at helping others finish projects too Conversation Starter: Would you help me finish this project?
Activator (Traction)	Loves to be moving and active Great at getting things started Conversation Starter: How should I get this project started?
Adaptability (Lifestyle)	Loves to have flexibility in their schedule Great at being flexible in handling change Conversation Starter: By the end of the week, we need these projects completed.
Analytical (Seeing & Problem Solving)	Loves to dig deep into the micro data Great at providing day-to-day details leading to longer term goals Conversation Starter: Please help us figure out why we should do this project and the proper steps for completion.
Arranger (Problem Solving)	Loves the flexibility to move from one task to another Great at multi-tasking and putting “puzzle pieces” in place Conversation Starter: Can you help me organize this complex managerial situation?
Belief (Lifestyle)	Loves to view the world through the lens of personal values and beliefs Great at starting and finishing projects when task aligns with value system Conversation Starter: Which of these projects best aligns with your values? Why?
Command (Traction)	Loves to take charge of situations Great at getting those situations mobilized and into action Conversation Starter: Can you take charge of this situation to get it moving?
Communication (Wild Card)	Loves to share thoughts verbally and to elaborate on discussions Great at expressing ideas clearly through written and oral means Conversation Starter: What is the best way to get this message out?
Competition (Driving)	Loves to win Great at exceeding goals Conversation Starter: The team needs to accomplish these goals. Can you make sure we meet or exceed them?
Connectedness (Seeing)	Loves to unite people, programs, and ideas Great at seeing the big picture Conversation Starter: Our departments seem disjointed. Can you help bring everything together?
Consistency (Lifestyle)	Loves to work within proven policies, procedures, and guidelines Great at treating everyone equally Conversation Starter: How do the current policies state we should address these situations and people?
Context (Seeing)	Loves to study and look to the past Great at seeing the past to inform the present to shape the future Conversation Starter: Have you ever seen this situation before? What was done then? What could be done now? What can lead us forward?

Effectively Engaging and Communicating to Others' Strengths

by Dr. Scott Gostchock and Peter Wolfgramm

Deliberative (Seeing & Problem Solving)	Loves to gather information, data, facts, and figures Great at avoiding pitfalls, pot holes, and other disasters in actions taken Conversation Starter: What direction and steps should be taken in this project to avoid calamity and failure?
Developer (Interpersonal)	Loves to help people take forward, positive steps in the journey of life as they grow Great at seeing the potential in every person and encouraging next growth steps Conversation Starter: What is the best way to help this person tap into their potential and take their first steps towards success and fulfillment?
Discipline (Lifestyle)	Loves to have a structured, well-organized environment/life Great at providing structure and positive routines Conversation Starter: How could we provide a positive routine to benefit our environment and our people?
Empathy (Interpersonal)	Loves to live the feeling with people and connect emotionally with others Great at understanding people's feelings – the emotions underlying the situation Conversation Starter: What are the emotions present in the room currently?
Focus (Traction)	Loves to initiate movement on ideas Great at starting the idea currently at the forefront of their mind Conversation Starter: What are you thinking we need to get started right now?
Futuristic (Seeing)	Loves to cast a vision for the future Great at seeing the future for a family or organization Conversation Starter: Where do you see this plan ending up?
Harmony (Lifestyle)	Loves to help everyone work together as a true team Great at bringing peace to conflicted situations Conversation Starter: How can I bring peaceful resolution to this tension-filled situation?
Ideation (Seeing & Problem ID)	Loves contemplating ideas and sharing them Great at thinking through numerous possibilities Conversation Starter: What ideas do you have on this project?
Includer (Interpersonal)	Loves to engage people that others might overlook – get people in a “seat on the bus” Great at engaging people in a role that fits their strengths Conversation Starter: Who do you think we are leaving out of this project and/or decision? Who are we ignoring?
Individualization (Interpersonal)	Loves to find the best way to help, serve, and motivate distinctively different people Great at seeing the unique gifts of each person Conversation Starter: What do you think would help this person the most?
Input (Problem Solving)	Loves to gather information across a wide variety of topics Great at providing specific, factual information to help solve problems Conversation Starter: We have a family going through this specific situation, what are the first steps we should take to help them through their troubles?
Intellection (Problem Identification)	Loves to think and reflect Great at processing information to identify the real underlying issue Conversation Starter: What do you think is causing the problem we are facing?
Learner (Wild Card)	Loves to go deep and into detail about a chosen topic Great at taking risks because they learn how to succeed Conversation Starter: What would you do in this situation?

Effectively Engaging and Communicating to Others' Strengths
by Dr. Scott Gostchock and Peter Wolfgramm

Maximizer (Driving) (Interpersonal)	Loves to be fully utilized and to do tasks at a high level Great at getting the best out of others Conversation Starter: How do you see this person being utilized to the most?
Positivity (Lifestyle)	Loves to lift-up a room and point all to the “silver lining in the cloud” Great at making sure everyone sees the “light at the end of the tunnel” Conversation Starter: Please make sure everyone leaves the meeting understanding all will be “ok” and there is hope for the future no matter the information presented.
Relator (Interpersonal)	Loves to work with close collegial partners Great at going deep with people and truly understanding every individual Conversation Starter: Can you please talk with this person to help solidify a long-lasting and meaningful relationship?
Responsibility (Lifestyle)	Loves to know they have finished, succeeded, and not let others down Great at taking ownership of a project and seeing it to completion Conversation Starter: Can you help me complete this project on time?
Restorative (Problem Solving)	Loves to fix things or people Great at providing quick and immediate solutions Conversation Starter: What is the solution to this specific issue?
Self-Assurance (Driving)	Loves to help lead to correct conclusions Great at using confidence to finish tasks – guiding all to completion Conversation Starter: What project are you certain the team needs to finish?
Significance (Driving)	Loves to be a part of a project making the biggest difference for all Great at helping achieve something bigger and better than anyone expected Conversation Starter: How can our team make the greatest impact?
Strategic (Seeing & Problem ID)	Loves being asked “Why?” and the opportunity to set things up for a solution Great at helping others prioritize Conversation Starter: What is the most important step at this point?
Woo (Interpersonal)	Loves to meet and greet new people Great at connecting with others Conversation Starter: Would you help me network with this group of people?