

SBC

NAME + KNOW +
USE YOUR STRENGTHS

BLUEPRINT





INTRODUCTION

Did you know that only about 10% of people can accurately identify their top strengths?

Are you surprised to know that most people struggle to identify what they are truly good at and how to make the most of their talents? This is a significant issue, as being able to identify and understand your strengths is essential for personal and professional growth. When you can name and understand your strengths, you are better able to put yourself in situations where you are more likely to succeed and thrive, and you are also better equipped to navigate challenges and setbacks. In addition to these practical benefits, being able to identify and use your strengths can also improve your overall well-being and sense of purpose. When you understand and actively utilize your strengths, you can tap into a sense of purpose and fulfillment that can enrich your life. You will become more confident and capable, and you'll be able to achieve success more easily and with less effort.

However, it's easy to fall into the trap of trying to fix your weaknesses or trying to be someone you're not. You might compare yourself to others and feel inadequate, which drains your energy and motivation and holds you back from reaching your full potential. Instead of hyper-focusing on your weaknesses, it's important to embrace and leverage your unique abilities. By doing so, you can not only excel in your career and personal life, but you can also make a meaningful impact on the world around you. It's time for you to discover your strengths and start using them to create a fulfilling and meaningful life.

By understanding and focusing on what you excel at, you can feel more confident, motivated, and fulfilled. In this blueprint, we will explore how you can identify, understand, and use your strengths to achieve your goals and improve your overall well-being.



SECTION 1

Naming Your Strengths

Before you can understand and use your strengths, it's important to first identify and name them. There are several ways you can do this, including taking an assessment or asking friends, family, or colleagues for their observations. Some popular assessments for identifying strengths include the Enneagram, the CliftonStrengths and the Values in Action (VIA) survey. These assessments can help you to understand your core motivations and personality traits, and can provide insight into areas of growth for personal and professional development. Here's a brief overview of each assessment:



Enneagram Assessment: The Enneagram is a system for classifying personality types based on nine different types. It is a strength-based assessment that provides insight into core motivations and personal development. **Pros:** The Enneagram is widely respected and widely used, and it is also free to take. **Cons:** Some people may find the nine types to be too limiting, and the assessment may not provide as much depth as some other assessments.



CliftonStrengths: This assessment is based on the idea that everyone has a unique combination of 34 strengths, and it helps people to identify and understand their top five strengths. **Pros:** The CliftonStrengths assessment is highly regarded and widely used, and it provides a detailed analysis of individual strengths. **Cons:** It can be expensive to take the assessment, and some people may find the number of strengths overwhelming.



Values in Action (VIA) Survey: The VIA survey is a free assessment that measures 24 character strengths, and it helps people to identify and understand their top five strengths. **Pros:** The VIA survey is widely respected and is also free to take. **Cons:** Some people may find the number of strengths to be too limiting, and the assessment may not provide as much depth as some other assessments.

Keep in mind that each of these assessments has its own pros and cons, and the best assessment for you will depend on your needs and preferences. It's a good idea to consider the goals you have for understanding your strengths, as well as the time and resources you have available, when deciding which assessment is right for you.



SECTION 2

Understanding Your Strengths

Once you have identified your strengths, it's important to take the time to understand what they mean and how they contribute to your success. This may involve reading more about the specific strengths that you have identified, or seeking feedback from others who are familiar with your strengths. It can also be helpful to think about specific times in your life when you have excelled and how your strengths may have contributed to those successes.



SECTION 3

Using Your Strengths in Your Personal and Professional Life

Now that you have a better understanding of your strengths, it's important to actively seek out opportunities to use them in your personal and professional life. This may involve seeking out new challenges or roles that allow you to utilize your strengths, or finding ways to incorporate your strengths into your current responsibilities. By leveraging your strengths, you will be more likely to excel and find fulfillment in your endeavors.

It can also be helpful to surround yourself with people who have complementary strengths, as this can help to create a strong and effective team.

For example, if one of your strengths is communication, you might benefit from working with someone who has strong analytical or technical skills. "Together, you could use your communication skills to clearly articulate complex ideas and information, while your teammate could use their analytical or technical skills to provide detailed analyses or implement solutions."



SECTION 4

Continually Reflect on and Refine Your Understanding of Your Strengths

It is important to remember that your strengths can evolve and change over time. It is helpful to regularly reflect on your strengths and how you are using them in your personal and professional life.

This can help you continue to grow and develop, and ensure that you are making the most of your unique abilities. It can also be helpful to seek out new experiences and challenges that can help you to further develop and refine your strengths.



By following this blueprint and actively working to understand and use your strengths, you can achieve personal and professional growth, improve your overall well-being, and create a more fulfilling and meaningful life.






Name + Know + Use Your Strengths Checklist





Identify Your **Strengths**

-  Take a strength-based assessment such as the Enneagram, CliftonStrengths assessment, or Values in Action VIA survey.
-  Ask friends, family, or colleagues for their observations about your strengths.

Reflect on Your **Strengths**



-  Consider times when you have used your strengths effectively and think about what made those experiences enjoyable or fulfilling.
-  Think about times when you have struggled to use your strengths and try to understand why that was the case.
-  **Ask reflective questions such as:** What are the earliest memories you have of using your strengths? What activities or tasks give you the most energy and enjoyment? Who were you before the world told you who to be? When, if ever, have your strengths gone “dark” or been less effective? Why?

Seek Feedback from **Others**



-  Ask friends, family, or colleagues for their observations about your strengths.
-  Consider seeking feedback from a mentor or coach, or soliciting feedback through a structured process such as a 360-degree review.





Experiment with **New Activities**

-  Try out new activities or hobbies that allow you to use your strengths in different ways.
-  Reflect on how your strengths manifest in different situations and how they contribute to your enjoyment and success in these activities.

Reflect on Your **Values**

-  Consider what values are most important to you, and think about how your strengths align with those values.
-  This can help you to understand what motivates you and what is most meaningful to you.









Consider Your Goals and **Aspirations**

-  Think about what you want to achieve in your personal and professional life, and consider how your strengths can help you to pursue those goals.
-  This can help you to understand how your strengths can be applied in different areas of your life.





Use Your **Strengths**

-  **Share your strengths with others**, particularly in professional settings.
-  **Help others to identify their strengths.**
-  **Be more balanced:** Focus on what's working for you and what your strengths are, rather than solely on deficits and areas of weakness.
-  **Notice what energizes you:** Pay attention to what activities or tasks give you energy and enjoyment, and try to incorporate more of these into your life.
-  **Re-examine your work from a lens of your strengths:** Consider how you can use your strengths in your current role or job, and think about how you can leverage your strengths to add value.
-  **Identify opportunities to use your strengths:** Look for ways to use your strengths in your personal and professional life, and seek out opportunities that allow you to do so.
-  **Seek out activities that align with your strengths:** Consider hobbies or activities that allow you to use your strengths, and try to incorporate more of these into your life.
-  **Use your strengths to help others.**

