

Gallup Created the Science of Strengths

For decades, the Clifton StrengthsFinder assessment has helped people excel. From top business executives and managers to salespeople, nurses, teachers, students, pastors, and others, **millions of people have realized the benefits** of leading with their strengths.

PEOPLE WHO USE THEIR
CLIFTONSTRENGTHS ARE:

6X

AS LIKELY TO BE ENGAGED
IN THEIR JOBS

6X

AS LIKELY TO DO WHAT THEY
DO BEST EVERY DAY

3X

AS LIKELY TO HAVE AN EXCELLENT
QUALITY OF LIFE

TEAMS THAT USE THEIR
CLIFTONSTRENGTHS EXPERIENCE:

10%-19%

AS LIKELY TO BE ENGAGED
IN THEIR JOBS

14-29%

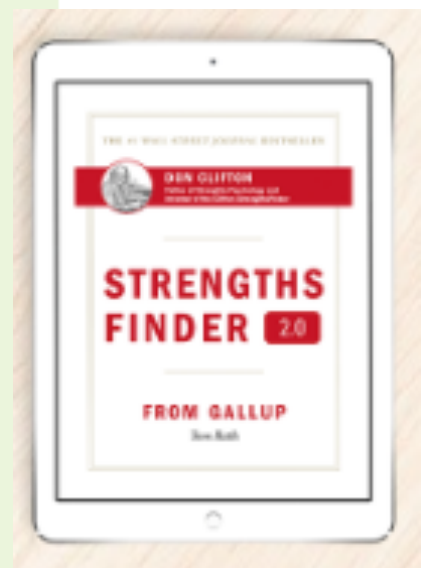
INCREASED PROFIT

14%-29%

INCREASE IN ENGAGED EMPLOYEES

26%-72%

LOWER TURNOVER



Additional research finds people who know and use their strengths every day are more likely to experience positive emotions (energetic, well-rested, happy, respected) and less likely to experience negative ones (stress, worry, anger, sadness).

Achieving these benefits and more starts with the 177-question online Clifton StrengthsFinder assessment. In less than 30 minutes, people who take the assessment receive:

- A measure of their natural talents within 34 themes
- A life-changing lens for self-awareness
- A language to more accurately describe what they do best
- Action items and in-depth information to use as they set out to accomplish their goals

Individuals, teams and organizations alike use Clifton StrengthsFinder to empower personal growth and boost business outcomes. And they've been doing so since 2001, thanks to Gallup and its former chairman Don Clifton.

