

Now, Discover Your Strengths

By Marcus Buckingham & Donald Clifton

Unfortunately, most of us have little sense of our talents and Strengths, much less the ability to build our lives around them. Instead, guided by our parents, by our teachers, by managers, and by psychology's fascination with pathology, we become experts in our weakness and spend our lives trying to repair these flaws, while our strengths lie dormant and neglected.

Marcus Buckingham, coauthor of the national bestseller *First, Break All the Rules*, and Donald O. Clifton, Chair of the Gallup International Research & Educational Center, have created a revolutionary program. At the heart of the book is the internet-based StrengthsFinder® Profile, the product of a 25-year, multimillion-dollar effort to identify the most prevalent human strengths.

The program introduces 34 dominant “themes” with thousands of possible combinations, and reveals how they can best be translated into personal and career success. In developing this program, Gallup has conducted psychological profiles with more than two million individuals to help readers learn how to focus and perfect these themes.

Show how does it work? This book contains a unique identification number that allows you to access the StrengthsFinder Profile on the Internet. This Web-based interview analyzes your instinctive reactions and immediately presents you with your five most powerful signature themes. Once you know which of the 34 themes - such as Achiever, Activator, Empathy, Futuristic, or Strategic – you lead with, the book will show you how to leverage them for powerful results at three levels: for your own development, for your success as a manager, and for the success of your organization.