

# WHY FOCUS ON STRENGTHS?



Churchill focuses on "what is right with people," based on global research from positive psychology and Gallup. Our Churchill teams are strengths experts using tools such as CliftonStrengths® to empower clients to harness their untapped talent for greater motivation and more sustainable results.



## BECOME A STRENGTHS-BASED ORGANIZATION FOR ACCELERATED GROWTH & PERFORMANCE

### WHY SHOULD COMPANIES BECOME STRENGTHS-BASED?



ENGAGE EMPLOYEES



MAXIMIZE POTENTIAL



ACCELERATE RESULTS

**"People are most engaged when they have the opportunity to do what they do best every day."**

However, **only ~20%** of people are using their strengths each day at work. Unfortunately, we live in a world that is fascinated by our weaknesses and takes our strengths for granted.

Churchill helps you change that! We know from experience, and a wealth of research, that strengths-accelerated development has a positive impact on employee engagement, workplace culture, and performance. If we use our strengths every day:

- We are more engaged in our work;
- Perform better and deliver on expectations;
- And are more likely to stay with our current employer.

Moreover, organizations whose managers received strengths-based feedback have:

- Increased productivity;
- And higher profitability within their business units.

### Strengths-Based Organizations See:

**6X**

more likely to be engaged on the job

**12.5%**

greater productivity

**8.9%**

greater profitability

\*Source: Gallup Ongoing Workplace Research 2012

“*The Churchill Leadership Group has a rare and tremendous ability to help leaders in many professions unlock hidden talents and undiscovered potential. They motivate leaders and teams through the strategic exploration of qualities, roles, and unseen or otherwise unknown strengths. I am personally impressed by the potency of their mission and, more importantly, the measure of their fulfillment.*”

- **Chad, Summit Wealth**



# THE EVIDENCE BEHIND OUR METHODOLOGY

## ENGAGEMENT: PEOPLE WHO USE THEIR STRENGTHS ARE MORE ENGAGED AT WORK

Gallup, Inc. completed extensive research (2015), where they studied 49,495 business units with 1.2 million employees in 22 organizations across 45 countries and found that, on average, **90% of work groups that received strengths intervention increased their employee engagement anywhere between 9% and 15%.**

In addition, Gallup found that **67% of employees who have a manager who focuses on their strengths or positive characteristics are more engaged.**

What's more, in a case study, Gallup reported a company that focused on improving employee engagement **generated an estimated \$82 million in profit growth over a four-year period.**

Finally, another case study where Gallup evaluated Mary Lanning Healthcare and its improvements after implementing engagement-centered programs to become a strengths-based organization, showed that **within five years, employee engagement grew from 2.5:1 (2.5 engaged employees to every 1 disengaged employee) to 18:1!**

## PERFORMANCE: PEOPLE WHO USE THEIR STRENGTHS PERFORM BETTER AND DELIVER ON EXPECTATIONS

Based on its research, Gallup reported that only 14% of employees strongly agree that a performance review inspires them to improve.

On the other hand, according to Investing in Strengths by Donald O. Clifton and James K. Harter, looking at a group of 2,000 managers in the Gallup database, researchers found that **managers using a strengths-based approach were 1.9x more likely to be successful than those who don't.**

In the Gallup report, "Why Your Best Employees are Leaving," research shows that employees have an **18% higher performance rate** when they have a combination of three factors, including high engagement.

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*I strongly recommend Churchill Leadership Group for any organization looking to get the best out of self, direct reports or overall team. They helped us align our strategy, match talents and strengths to most appropriate functions, and leverage individual and unique talents within the team in order to achieve desired results and overall success. Churchill is simply Awesome!*

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**--Rachid CEO Sentinel Screening, Inc**



## THE EVIDENCE BEHIND OUR METHODOLOGY

### RETENTION: PEOPLE WHO USE THEIR STRENGTHS ARE MORE LIKELY TO STAY WITH THEIR EMPLOYER

According to the US Department of Labor, the number one reason why people leave their jobs is that they do not feel appreciated. An article from Business News Daily in 2013 also indicated that 50% of people said that appreciation from a manager would have made them stay longer at a company.

In a study of 65,672 employees, Gallup found a **14.9% lower turnover rate in employees who receive strengths feedback from their managers** compared to employees who received no feedback.

Additionally, Gallup also found that in **organizations that focus on strengths, 85% of employees plan to be with their same company in 12 months**, versus the 37% in organizations who do not focus on strengths.

### PRODUCTIVITY: TEAMS WHO USE THEIR STRENGTHS HAVE INCREASED PRODUCTIVITY

Among its research, Gallup collected data from its clients to explore the benefits of strengths-based development. When looking at performance measures of 11 companies in five different industries, where 530 business units reported productivity data, those whose managers received strengths feedback showed a **12.5% increase in productivity**.

Gallup also studied the productivity of 1,874 individual employees and found that those who received strengths training **improved their productivity by 7.8%** compared to those who did not.

In her book “Profit From the Positive”, Margaret Greenberg also noted that managers who frequently gave recognition and genuine encouragement saw a **40% increase in employee productivity**.

### PROFITABILITY: TEAMS WHO USE THEIR STRENGTHS HAVE GREATER PROFITABILITY

Among its large research study, profit data were available for 469 business units ranging from retail stores to manufacturing facilities. Those **business units with managers receiving strengths feedback showed 8.9% greater profitability** compared to managers not using strengths.

Also, referring back to the Mary Lanning Healthcare case study, including other gains, the hospital finally turned a profit (after implementing engagement-centered programs) with an operating margin of approximately 5.7%, which was up from the -0.2% just five years prior.

# OUR METHODOLOGY FOR DELIVERING YOU SUCCESS

When you start to ask "What is right with us?" and "How can we harness untapped talent more?" possibilities open up. Churchill partners with you to become a Strengths-Based Organization with 3 critical phases:

## 1) Discovery Phase:

1. Visioning and planning to align on desired outcomes.
2. A change management and communication plan to engage and excite your people.
3. Assessments and reports to discover strengths and a measure of Employee Engagement with Q12.

## 2) Deployment Phase:

1. Apply strengths to accelerate business goals with "Discovery & Application" workshops, coaching, and tools.
2. Employee Engagement training for managers.
3. Accelerate Strengths with "Skill Development" workshops, webinars, coaching, and tools.
4. Ingrain strengths into your processes for sustainability.

## 3) Measure Success Phase:

1. From start to finish, identify how to best measure progress, mitigate risk, stay agile, and celebrate success!

**Ready to Become A Strengths-Based Organization ?**

Contact us today to discuss your needs.

[Solutions@Churchill-LG.com](mailto:Solutions@Churchill-LG.com)

888-486-8884

# WHY CHOOSE CHURCHILL...

- ✓ **Real-world leadership experience.** Our 200+ Executive Coaches, Consultants and Trainers have rich leadership experience in private and public sectors as well as coaching and training certifications.
- ✓ **Strengths-accelerated approach.** Using CliftonStrengths® we accelerate the natural untapped talent in your people, for more authentic and sustainable growth, and to maximize new leadership mindsets, skills and capability.
- ✓ **A focus on outcomes.** We have high standards for our clients, and expect your organization to receive significant benefits from our partnership. As such we have a methodology for measuring results.
- ✓ **Global footprint.** Churchill's team is diverse with experts across North and Latin America, Europe, Middle East and Asia-Pacific. We can scale delivery to meet your regional and cultural needs.
- ✓ **An agile and flexible partner.** Through building a high trust partnership we meet you where you are, to provide you what you need. We collaborate to deliver constant improvement and a laser focus on your unique needs.

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*Our company has contracted with Churchill for over 4 years to work with myself & the GTE Teams on improving our leadership and management skills. From day one, Churchill began to help us outline a strategy with the focus on "our strengths", I knew we had found the right partner. Through team sessions or 1-on-1 coaching, each of us has embraced and found value in the tools provided. We have improved our internal communications - a key to success. There is no doubt Churchill has assisted us in helping to further strengthen the foundation of our business.*

**-Michael, President, Gas Turbine Efficiency**

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