



be strong(er)



Simply **Strengths**[™]

2-DAY TOTAL IMMERSION WORKSHOP

*Find a small stream in which your Strengths can flow and
then see if you can carve it into the Mississippi.*

~Marcus Buckingham



SimplyStrengths™

TOTAL IMMERSION WORKSHOP

The Simply Strengths Total Immersion Workshop is a two-day focused training program that enables individuals to identify and leverage their Strengths at work so that they can make their greatest contributions to their teams, companies, and customers. Years of research have shown that individuals and teams playing to their Strengths significantly outperform those who don't. A Gallup study of more than 8,000 teams, involving hundreds of thousand of employees, showed that teams in which people feel they have the opportunity to play to their Strengths every day are 50% more likely to work in business units with lower employee turnover, 38% more likely to work in more productive business units, and 44% more likely to work in business units with higher customer satisfaction scores. The Simply Strengths Total Immersion Workshop teaches participants simple strategies for identifying their Strengths and putting them to use every day.

FEATURES OF THE SIMPLY STRENGTHS PROGRAM

- Cutting-edge content focused on taking advantage of Strengths in the workplace, supported by 30 years of research on how to best maximize a person's potential.
- A six-part short film series entitled Trombone Player Wanted™, featuring Marcus Buckingham sharing core Strengths concepts.
- A step-by-step process that will assist people in creating a vision for identifying, growing, and applying the Strengths to be more engaged and productive in and outside of work.
- An accountability system that will support, challenge, and keep you on track throughout the program.

THE STRENGTHS TRIAD: YOUR DISCIPLINE

The Simply Strengths Program teaches individuals and teams a new discipline:

IDENTIFY • CHANGE • GROW

PHASE 1: IDENTIFY

Individuals need to identify those activities that invigorate them.

- **BUST THE MYTHS:** This first step looks at the psychological outlook people need in order to play to their Strengths at work. There are many social and cultural factors that drive people to focus on Weaknesses. This step helps people overcome any limiting beliefs that can get in the way of moving forward on their Strengths journey.
- **GET CLEAR:** This step helps participants increase their consciousness of those activities they do at work and their emotional reaction to them. Some activities will make a person feel empowered and engaged; other activities drain energy. Participants follow a process that helps them get clear on what their specific Strengths are.

PHASE 2: CHANGE

People need to change their actions or perceptions so that they are spending a majority of time playing to their Strengths.

- **FREE YOUR STRENGTHS:** In this step, people learn four different strategies to help them leverage their Strengths in the workplace.
- **STOP YOUR WEAKNESSES:** Step four supports people in getting comfortable talking about their Weaknesses. People will learn to identify the activities that weaken them and then learn four strategies that can minimize either the amount of time they spend on weakening activities, or the impact those activities have on them.





PHASE 3: GROW

People grow on their Strengths path by learning to communicate Strengths and Weaknesses to colleagues and elicit their support.

- **SPEAK UP:** This step teaches people how to share their Strengths and Weaknesses with colleagues, to offer up their Strengths to make a bigger contribution, and to get help with their Weaknesses. Then they explore how to have a successful conversation with a manager to further increase their contributions.
- **BUILD STRONG HABITS:** The final step explores the processes and discipline participants need to put in place to be sure they are staying on their Strengths path and sustaining their increased contributions.

HOW IT WORKS

1. FILM/DVD

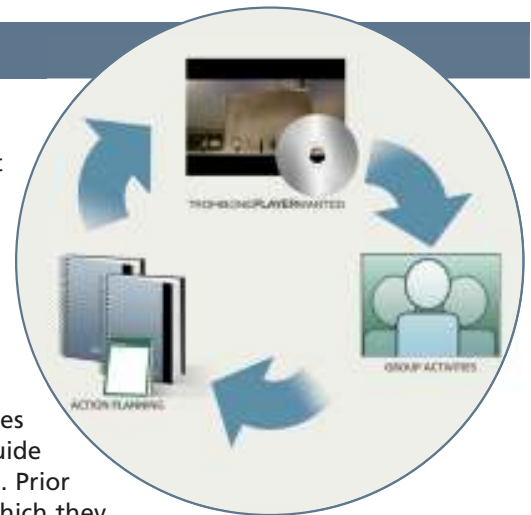
Trombone Player Wanted™ is a short film divided into six chapters of about 10–15 minutes each. Each chapter of the film serves as an introduction to the concepts to be discussed in the next step of the workshop. Marcus Buckingham outlines key Strengths concepts as viewers follow the compelling story of Ewan, a young student struggling to pursue his Strengths.

2. DISCUSSION/GROUP ACTIVITIES

After each film segment, participants will discuss their thoughts and responses to the film and complete some highly interactive exercises designed to guide them through the process of identifying and maximizing their Strengths. Prior to starting the workshop, individuals will do a Strengths inventory, in which they take note of the specific activities that they love and loathe. This data will be used in the workshop to help people apply what they learn to the actual activities they are doing in their work.

3. ACTION PLANNING

By the end of the workshop, participants will have a comprehensive action plan to help them continue using the tools they have learned and apply them in their work. This plan will support them in taking the actions they need to maximize their Strengths and manage around their Weaknesses in the workplace.



YOUR MATERIALS

BEFORE THE PROGRAM, YOU WILL RECEIVE PRE-WORK MATERIALS:

- Your World@Work (handout)
- reMEMO® pad (note pad)

ON SITE YOU WILL RECEIVE:

- Simply Strengths Workbook
- Trombone Player Wanted™ (DVD)

PRE-WORK ASSIGNMENTS

1. COMPLETE THE WORLD@WORK ACTIVITY — 30 MINUTES (HANDOUT)

In your participant kit there is a fold-out document called World@Work. In this activity you capture your division, team and individual business objectives. This provides the context and focus for why and where you should leverage your Strengths.

2. REMEMO YOUR ACTIVITIES — 60 MINUTES (NOTE PAD)

Over the next two weeks, pay close attention to the daily activities you do in your work. Using your reMEMO pad, capture the specific activities you love on the green pages and the specific activities that you loathe on the red pages. Remember to bring the reMEMO pad with you to the workshop. The data you collect in the reMEMOing process provides an essential foundation for the work you will be doing. More detailed directions on how to reMEMO will be provided in your reMEMO pad.

For information on different delivery options and pricing please contact:

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