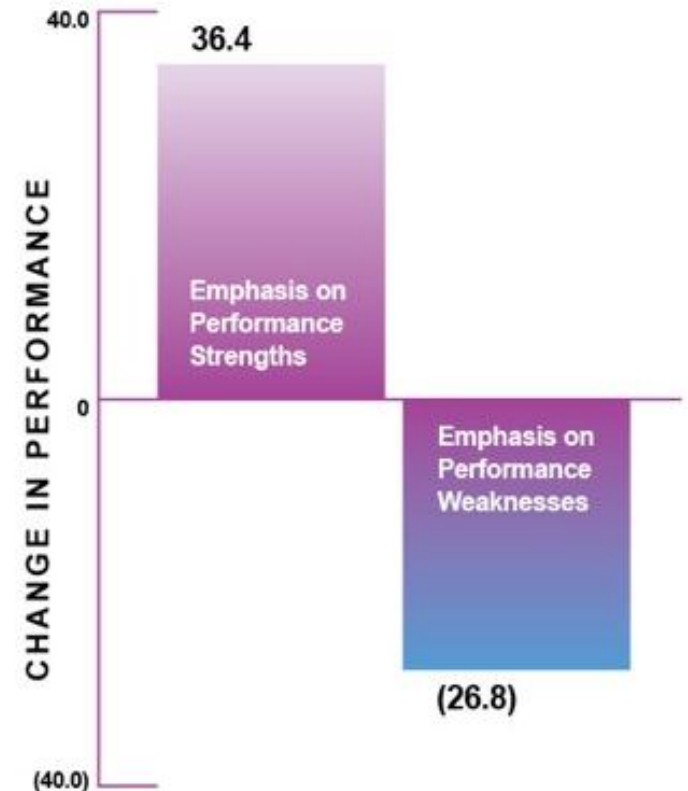




WHAT'S THE EVIDENCE?

- When an organization focuses on strengths, employee engagement may increase from a range of **9% to 73%** (Rath and Conchie, 2008)
- Departments supporting their people to use their strengths have:
 - **38% higher** probability of greater **productivity**
 - **44% higher** probability of **customer loyalty and employee retention** (Harter et al, 2002)
- Focusing on strengths in appraisals leads to a 36% jump in performance vs. a 27% decline when focusing on weaknesses (Corporate Leadership Council, 2002)

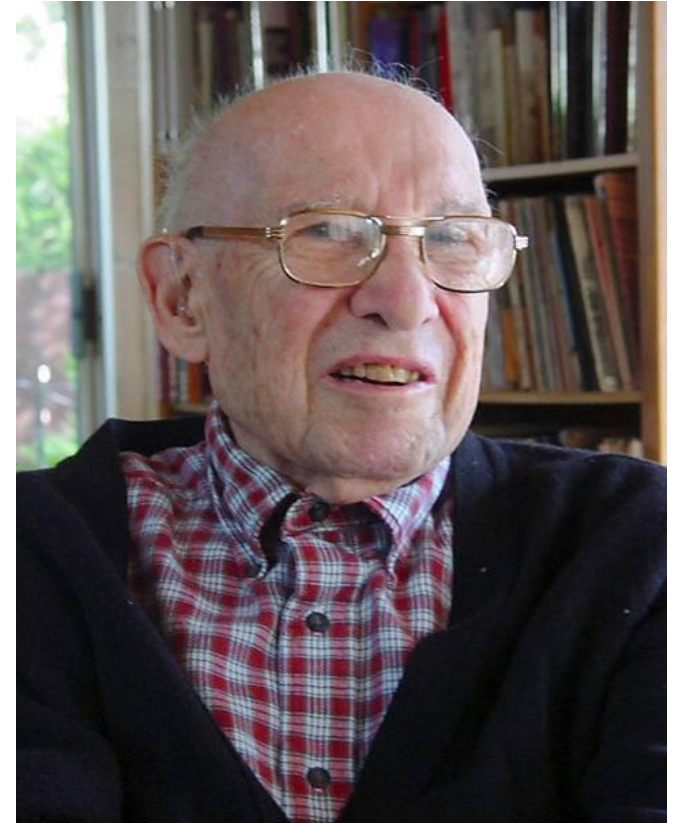


Corporate Leadership Council, 2002

THESE IDEAS HAVE BEEN AROUND A WHILE!

“The effective executive makes strengths productive. (S)he knows that one cannot build on weaknesses. To achieve results, one has to use all the available strengths – the strengths of associates, the strengths of the superior, and one’s own strengths. These strengths are the true opportunities.”

Peter Drucker, Management Guru, 1967.



Zone of Peak Performance

