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Know Thyself: Lead with your STRENGTHS

Jennifer Gotkin, GALLUP® Education Consultant
Achiever | Competition | Maximizer | Competition | Woo

Jennifer_Gotkin@gallup.com
Collect the opinions of people all over the world on issues critical to education and student success.

Recruit, select, and develop highly talented teachers and principals.

Build student, teacher, staff and parent engagement.

Create strengths-based schools.
About GALLUP - K12 EDUCATION

...focuses on the development of students into successful, healthy, and happy individuals who thrive by doing meaningful work and contributing to society.

- More attitudinal and behavioral research on students and teachers than any organization in the world
- Largest panel of fifth- to 12th-graders in the U.S. through the **Gallup Student Poll**
- Forty-six year study on public perceptions of K-12 schools with **PDK/Gallup Poll**
Your Success Starts With StrengthsFinder.

Discover what makes you unique & powerful.

Take the talent assessment from StrengthsFinder 2.0, Amazon's bestselling nonfiction book of all time.

Join the movement.

16,302,807 people across the globe have discovered their CliftonStrengths.
“What will happen when we think about what is right with people rather than fixating on what is wrong with them?”

Donald O. Clifton, psychologist and business executive (1924-2003)
HOW IS TALENT MEASURED?

Gallup works with leaders to identify their natural talents using a scientific assessment tool called CliftonStrengths.

- Developed over 30 years of multimillion-dollar research
- Completed by over 16 million individuals
- Over 5,000 per day
- Over 50 countries
- Over 20 languages
What is Talent?

TALENT:

The natural capacity for excellence.
TALENT
(a natural way of thinking, feeling or behaving)

INVESTMENT
(time spent practicing, developing your skills and building your knowledge base)

STRENGTH
(the ability to consistently provide near-perfect performance)
STRENGTHS BASED LEADERSHIP

Co-Authored with Barry Conchie

The long-running *New York Times* bestseller, based on a landmark study of leaders, teams, and why people follow.

Along with a team of Gallup researchers, Rath and Conchie studied decades of data from more than 1 million work teams, conducted more than 20,000 in-depth interviews with leaders, and even interviewed more than 10,000 followers around the world to ask exactly why they followed the most important leader in their life.

The results of that research are unveiled in *Strengths Based Leadership*. Using Gallup’s discoveries, authors Rath and Conchie identify three keys to being a more effective leader and use firsthand accounts from highly successful leaders — including the founder of Teach For America and the president of The Ritz-Carlton — to show how each person’s unique strengths can drive their success. Filled with novel research and actionable ideas, *Strengths Based Leadership* will give you a new road map for leading people toward a better future.
Talent Spotting: Five Characteristics

- Listen for YEARNINGS
- Watch for SATISFACTIONS
- Watch for RAPID LEARNING
- Total performance of excellence: FLOW
- Glimpses of EXCELLENCE
LEADERSHIP – THE BEST OF ME

1. You get the best of me when . . .
2. You get the worst of me when . . .
3. You can count on me to . . .
4. This is what I need from you . . .
   - What do you like to be called?
   - How do you like to be praised and recognized?
“A leader needs to know his strengths as a carpenter knows his tools, or as a physician knows the instruments at her disposal…

…What great leaders have in common is that each truly knows his or her strengths --and can call on the right strength at the right time.”

Don Clifton (1924-2003)
55% of superintendents strongly agree they know their personal strengths...

...but only 15% of superintendents strongly agree the district has an effective leadership coaching program in place for school and district administrators.

Using a 5-point scale, where 5 means strongly agree and 1 means strongly disagree, please indicate your level of agreement with each of the following statements. You may use any number between 1 and 5.
Do you really know strengths?

• Do you receive feedback regularly about your strengths?

• Do you have a sophisticated vocabulary around strengths?

• Are you aiming your strengths appropriately?

• Do you spend time thinking about and adapting to others’ strengths?

• Are you building teams and staff with consideration for their strengths?

• Are you managed in a strengths based way?
Are schools strengths-based?
LESS THAN 50%

OF U.S. STUDENTS STRONGLY AGREE THAT THEY GET TO DO WHAT THEY DO BEST EVERY DAY
MORE THAN EIGHT IN 10 STUDENTS
who strongly agree their school is committed to building each student’s strengths are engaged in school
Students who strongly agree

“"My school is committed to building the strengths of each student.”"  ""I have at least one teacher who makes me excited about the future.”"

30x as likely to be engaged at school as students who strongly disagree.
The Interplay of Strengths and Engagement

GALLUP’S Q12 ENGAGEMENT SURVEY...

(from “Building Engaged Schools” workshop)
<table>
<thead>
<tr>
<th>THE 12 ITEMS THAT MEASURE EDUCATOR ENGAGEMENT</th>
<th>Q12</th>
<th>EDUCATOR’S NEEDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowing What’s Expected</td>
<td>Q1</td>
<td>Focus Me</td>
</tr>
<tr>
<td>Materials and Equipment</td>
<td>Q2</td>
<td>Free Me From Unnecessary Stress</td>
</tr>
<tr>
<td>Opportunity to Do Best</td>
<td>Q3</td>
<td>Know Me</td>
</tr>
<tr>
<td>Recognition and Praise</td>
<td>Q4</td>
<td>Help Me See My Value</td>
</tr>
<tr>
<td>Someone at Work Cares</td>
<td>Q5</td>
<td>Care About Me</td>
</tr>
<tr>
<td>Someone at Work Encourages Development</td>
<td>Q6</td>
<td>Help Me Grow</td>
</tr>
<tr>
<td>Opinions Count</td>
<td>Q7</td>
<td>Hear Me</td>
</tr>
<tr>
<td>Connection to the Mission</td>
<td>Q8</td>
<td>Help Me See My Importance</td>
</tr>
<tr>
<td>Committed to Quality Work</td>
<td>Q9</td>
<td>Help Me Feel Proud</td>
</tr>
<tr>
<td>Best Friend at Work</td>
<td>Q10</td>
<td>Help Me Build Trust</td>
</tr>
<tr>
<td>Talking About Progress</td>
<td>Q11</td>
<td>Help Me Review My Contribution</td>
</tr>
<tr>
<td>Opportunities to Learn and Grow</td>
<td>Q12</td>
<td>Challenge Me</td>
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GALLUP’S Q12 ENGAGEMENT SURVEY…
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### Strengths Based Leadership: Four Domains of Leadership Team Strength

<table>
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# TEAM STRENGTHS GRID

| Department       | Name          | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 |
|------------------|---------------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Gallup Person 9  |               |  1|  2|  3|  4|  5|  6|  7|  8|  9| 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| Gallup Person 10 |               |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Gallup Person 11 |               |   |   |   |   |   |   |   |   |   |  3 |  4 |  5 |  6 |  7 |  8 |  9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| Gallup Person 12 |               |  1|  2|  3|  4|  5|  6|  7|  8|  9| 10 |  1 |  2 |  3 |  4 |  5 |  6 |  7 |  8 |  9 | 10 | 11 | 12 | 13 | 14 | 15 |
| Gallup Person 13 |               |  1|  2|  3|  4|  5|  6|  7|  8|  9| 10 |  1 |  2 |  3 |  4 |  5 |  6 |  7 |  8 |  9 | 10 | 11 | 12 | 13 | 14 | 15 |
| Gallup Person 14 |               |  1|  2|  3|  4|  5|  6|  7|  8|  9| 10 |  1 |  2 |  3 |  4 |  5 |  6 |  7 |  8 |  9 | 10 | 11 | 12 | 13 | 14 | 15 |
| Gallup Person 15 |               |  1|  2|  3|  4|  5|  6|  7|  8|  9| 10 |  1 |  2 |  3 |  4 |  5 |  6 |  7 |  8 |  9 | 10 | 11 | 12 | 13 | 14 | 15 |
| LGEB Person 16   |               |  1|  2|  3|  4|  5|  6|  7|  8|  9| 10 |  1 |  2 |  3 |  4 |  5 |  6 |  7 |  8 |  9 | 10 | 11 | 12 | 13 | 14 | 15 |
| LGEB Person 17   |               |  1|  2|  3|  4|  5|  6|  7|  8|  9| 10 |  1 |  2 |  3 |  4 |  5 |  6 |  7 |  8 |  9 | 10 | 11 | 12 | 13 | 14 | 15 |
| LGEB Person 18   |               |  1|  2|  3|  4|  5|  6|  7|  8|  9| 10 |  1 |  2 |  3 |  4 |  5 |  6 |  7 |  8 |  9 | 10 | 11 | 12 | 13 | 14 | 15 |
| LGEB Person 19   |               |  1|  2|  3|  4|  5|  6|  7|  8|  9| 10 |  1 |  2 |  3 |  4 |  5 |  6 |  7 |  8 |  9 | 10 | 11 | 12 | 13 | 14 | 15 |
| LGEB Person 20   |               |  1|  2|  3|  4|  5|  6|  7|  8|  9| 10 |  1 |  2 |  3 |  4 |  5 |  6 |  7 |  8 |  9 | 10 | 11 | 12 | 13 | 14 | 15 |
| LGEB Person 21   |               |  1|  2|  3|  4|  5|  6|  7|  8|  9| 10 |  1 |  2 |  3 |  4 |  5 |  6 |  7 |  8 |  9 | 10 | 11 | 12 | 13 | 14 | 15 |
| LGEB Person 22   |               |  1|  2|  3|  4|  5|  6|  7|  8|  9| 10 |  1 |  2 |  3 |  4 |  5 |  6 |  7 |  8 |  9 | 10 | 11 | 12 | 13 | 14 | 15 |
| LGEB Person 23   |               |  1|  2|  3|  4|  5|  6|  7|  8|  9| 10 |  1 |  2 |  3 |  4 |  5 |  6 |  7 |  8 |  9 | 10 | 11 | 12 | 13 | 14 | 15 |
| LGEB Person 24   |               |  1|  2|  3|  4|  5|  6|  7|  8|  9| 10 |  1 |  2 |  3 |  4 |  5 |  6 |  7 |  8 |  9 | 10 | 11 | 12 | 13 | 14 | 15 |
| LGEB Person 25   |               |  1|  2|  3|  4|  5|  6|  7|  8|  9| 10 |  1 |  2 |  3 |  4 |  5 |  6 |  7 |  8 |  9 | 10 | 11 | 12 | 13 | 14 | 15 |
| LGEB Person 26   |               |  1|  2|  3|  4|  5|  6|  7|  8|  9| 10 |  1 |  2 |  3 |  4 |  5 |  6 |  7 |  8 |  9 | 10 | 11 | 12 | 13 | 14 | 15 |
Leading with... ACHIEVER

**Achievers** like to be **busy**.

They tend to like crossing things off (and adding things to) **lists**.

Possessing an **internal drive**, this is a consummate **self-starter**.

They are the **volunteers**.

They are the chairs and committee leads.

Long meetings can be **painful**.

**Achievers** may struggle to relate with those who are less productive.

**Achievers** don’t want to be slowed down.

**Adapting Praise & Recognition**

When leading an **Achiever**, praise diligence: **“Wow! How late did you stay up to get this done?”**
What are the Keys to Being a More Effective Leader?

• The most effective leaders are always investing in strengths.
• The most effective leaders surround themselves with the right people and then maximize their team.
• The most effective leaders understand their followers’ needs.
YOU ARE UNIQUE!

1 in 275,000 chance of meeting someone with the same TOP 5

1 in 33m chance of meeting someone with the same TOP 5 in the same order.
STRENGTHS BASED “STUMP SPEECH”

Top 5:

• Communication
• Positivity
• Woo
• Adaptability
• Strategic
STRENGTHS BASED SCHOOLS

“All In” – Leaders, Staff, Teachers, Students—and Parents!

Strengths is a process, not a one-time event.

Infusion – Strengths is the diet.

Accountability – Beyond academics.

Personalized Learning – Each student knows and uses their strengths.

Designated, Trained Strengths Champions at the local school level.
• Counselors, Educators, and Student Advisors
When people do what they do best, they not only help themselves, they change the world.

Contact me for the Gallup Education discount.

CliftonStrengths

SUMMIT

July 17-19, 2017 • Omaha, NE
WHAT NEXT FOR YOUR STUDENTS?

CliftonStrengths for Students

Ages 10-14

CLIFTONSTRENGTHS FOR STUDENTS

Ages 14+

Contact me for special EDUCATION RATES for Clifton StrengthsFinder resources.

NEW! Gallup “Student Strengths Specialist” Workshop!
GALLUP
Know Thyself:
Lead with your Strengths!

Jennifer_Gotkin@gallup.com