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STRENGTHSFINDER 2.0

The Strengths Revolution Continues

by

Tom Rath

Gallup executive and *New York Times* bestselling author of
How Full is Your Bucket? and *Vital Friends*

Americans are deeply enamored with the idea of overcoming all obstacles to succeed. Movies are made, stories told, legends built, and lives lived from cradle to cubicle in devoting more and more time to fixing our shortcomings rather than developing our strengths.

But, guess what. It doesn't work.

In the 2001 *New York Times* bestseller *Now, Discover Your Strengths*, Gallup ignited a global conversation about the idea that success is built on identifying and developing the things you do best rather than shoring up weaknesses. That book introduced the first version of **StrengthsFinder**[®], an online assessment that helped readers identify their top five talents and learn how to use them to their best advantage. To date, the assessment has been taken by millions of people, translated into 20 languages and used by companies in 100 different nations.

Now, **STRENGTHS FINDER 2.0** by Tom Rath (Gallup Press; Hardcover; March, 2007) updates and upgrades the assessment, making it more valuable to readers. As with the first test, it is available online (<http://sf2.strengthsfinder.com>) and can be taken with a unique code provided in each copy of the book. However, this new version offers a more in-depth analysis of one's personal strengths. It also offers perspective on how talents can emerge in different ways for each unique individual.

Same Talents, Different Results

So how can two people with the same talent emerge with different results? This is the piece of the strengths puzzle that becomes even clearer with the new test. Personality will affect how talent develops in each individual. And the series of rapid fire questions in the assessment, which allow a mere twenty seconds for response, are designed to tease out top-of-the-mind responses which reveal personality and how one person with a particular talent might exhibit it differently than another. "These highly customized Strengths Insights," writes author Rath, "will help you understand how each of your top five themes plays out in your life on a much more personal level. They describe what makes you stand out from the millions and millions of people we have studied."

Using Strengths Bring Satisfaction

Among the many findings in Gallup's 40 years of research into talent and strength is that discovering your strengths is the best road to happiness. A simple, yet provocative question -- Do you have the chance to do what you do best every day at work? -- can tip the scales on whether or not you're engaged at work. People who use those strengths every day are *six* times more likely to be engaged on the job and *three* times more likely to be happier in their lives in general. Not only do happy workers stay on the job, saving millions in training and turnover costs, they also get more done while there, so productivity rises when workers care about what they're doing.

A Sounding Cry for Talent

While the numbers do kill the myth that perseverance can overcome lack of talent, Gallup's research does offer a sounding note of triumph. It supports the notion that any time spent developing natural, raw talent, will lead to success. The law according to Gallup is Talent (natural ability) multiplied by Investment (time spent developing skills and knowledge base) equals Strength.

STRENGTHSFINDER 2.0, the new book, the assessment and the website, are all about application, the next step in the Strengths revolution that started more than six years ago. We believe this little book will change the way you look at yourself -- the world around you -- forever.

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STRENGTHSFINDER® assessment can be found at <http://sf2.strengthsfinder.com>

Each book comes with a unique code to access the assessment.