Strengths Based Career Development

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About the instructor

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- HR executive for 28 years, involved in thousands of interviews!
  - AVP HR at PSU
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This workshop session will ...

• Underscore that all career journeys at any stage—early career, advancement, career changing, revitalization, retirement -- all start with one’s own self-knowledge

• Inform you about the power of StrengthsFinder 2.0

• Connect the dots between knowing your strengths and targeting the Jobs that are right for YOU

• Offer tips for creating resumes that STAND OUT

• Provide the inside track on INTERVIEWING FOR SUCCESS
“What lies behind us and what lies before us are tiny matters compared with what lies within us.”

- UNATTRIBUTED
Gallup research shows, “that people who have the opportunity to focus on their strengths everyday are 6 times as likely to be engaged in their jobs and more than three times as likely to report having an excellent quality of life in general.”

Tom Rath, Author of **Strengths Finder 2.0**
PEOPLE WORKING IN THE STRENGTHS ZONE ...

- look forward to going to work
- have more positive than negative interactions with coworkers
- treat customers better
- tell their friends they work for a great company
- achieve more on a daily basis
- have more positive, creative, and innovative moments
STAND UP IF YOU ALWAYS ...

• talk to people in elevators, airplanes, grocery stores, and wherever you go
• have a color-coded or otherwise organized closet
• write down a list of things to do, and stick to it
• make a list of things to do on weekends
• need to pick someone to race while driving
• ask too many questions
• push the elevator button to “remind” the elevator that you are there
EVERYONE HAS TALENT

**Talent** is a naturally recurring pattern of thought, feeling, or behavior that can be productively applied.

- Examples of talent include:
  - effortlessly and instinctively starting conversations
  - thinking in an orderly or timely manner
  - being able to easily influence others
  - seeing patterns in data
  - consistently having a positive outlook on life
You Can Be a Lot More of Who You Are

The strengths philosophy is the assertion that individuals are able to gain far more when they expend effort to build on their greatest strengths than when they spend a comparable amount of effort to remediate their weaknesses.

Don Clifton

Father of Strengths-Based Psychology

Inventor of Clifton Strengths Finder
Think about your strengths from the employer’s lens...

• I have conducted over 5,000 interviews and started my HR career in NYC as a corporate recruiter
• I ask the question, “Tell me about 3 or 4 of your strengths.” Then I listen--for content and confidence.
• You have to know these attributes deeply and love them about yourself
This is About Your Career ... Let’s Get Started

Take out your Strengths Based Career Development Workbook

• Let’s start the first reflection exercise
• In the left column list your top 5 strengths in order
• In the right column, write an example of how you use each strength; be thoughtful about how each strength shows up in you—at home, work, school—be authentic about it
• Take 5-7 minutes
NEXT: Write a Post-It for Each of Your Five Strengths

[Your Name]  
[# of Strength]  
[Name of Strength]  

Example:

Cathy  
#1

**(You will need 5 post its in total.)**
Now Let’s Share Our Strengths

1. Let’s collect over by the wall charts
2. Once all situated, we’ll have one person at a time stick their 5 post-its in the appropriate location on the wall chart
3. Think about your 5 top strengths and select ONE that really resounds for you—tell us about it and share the example of how you use that strength.
Let’s Analyze This…

• Draw some quick conclusions about the range of strengths in your group—gaps and concentrations

• How can your knowledge of your strengths as an individual and those within a group help your success and the group’s success?
# Strengths Themes

<table>
<thead>
<tr>
<th>Executing</th>
<th>Influencing</th>
<th>Relationship Building</th>
<th>Strategic Thinking</th>
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<td>Achiever</td>
<td>Activator</td>
<td>Adaptability</td>
<td>Analytical</td>
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<td>Arranger</td>
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Let’s Take a Break
Formulating a Strengths-Based Targeted Career Strategy

Why? Because targeting is strategic and intentional...gives you much more control!

• It allows YOU to seek the jobs in which YOU will be most successful
• Job seeking should not be left to chance
• YOU are 100% responsible for YOUR career success and happiness
Start with the End in Mind*

• *Steven Covey ...
• “Ladder of success”
• Set YOUR career goals – immediate and longer term

* Covey, Steven. Seven Habits of Highly Effective People.
Knowing oneself deeply is critical

- Knowing your strengths, interests, values, experiences, skills and abilities —these are what you will bring to the workplace

- These are your unique talents—only you can bring these to the positions you seek
Aim Well...

• Determine the right jobs for YOU!
• The more you know about yourself and what you do best—the more you will refine your “aim” in applying for the right jobs
• You identified and/or reaffirmed your strengths, now continue on the road to deeper self-knowledge
• Your values and successful work experiences are key indicators
Let’s Go Back to the Workbook

There are a series of reflections to help you think about and recognize the other aspects of your life and experiences that...

• Have influenced the skills and abilities that YOU HAVE, and what YOU will bring to the jobs you seek.
• Will help you understand the facets that YOU want to be present in your future career jobs.

Let’s take a look at the next reflection on page 2 of the workbook:

➢Think about your academic, intellectual and leisure interests
Next ... think About Your Values

This reflection is particularly critical for you to know about yourself

➢ Think about and assess your belief systems, the values you hold dear, what motivates you, and guides you as you journey through your life choices

➢ Read the prompts on the bottom of page 2, and complete this section of the workbook.
Reflect About Your Work Experiences

For this reflection exercise ...

- Identify and analyze your past and present positive work experiences and the elements of jobs that have been very satisfying and where you have been easily successful.
- Think specifically about the aspects of the jobs that you liked and were quite good at – doesn’t have to be the whole job ... just the aspects you really liked!
The Last Consideration is Geographic

Identify the location **where you need to work or prefer to work** when you are targeting your career job search

- It is important to know if you are open to relocate
- If you are geographically placed (could be due to family, health, financial reasons, etc.)
Picasso Exercise
Putting It All together

• Congratulations!
• You have taken the first steps toward developing your **Strengths-Based Targeted Career Strategy**
• You are ready to “aim” for the positions which are right for YOU
The Winning Formula!

Deeply knowing your strengths, interests, values, experiences, skills and abilities

+ Targeting the positions and organizations that are the right fit for you

= Aligning what you do best with what the employer needs
The Workbook is Your Gift!

• Pick it up, review it, add to it, dive deeper

• Take control of your career journey
“The key to human development is building on who you already are.”

• Tom Rath, Strengths Finder 2.0
Let’s Recap …
Strengths-Based Targeted Career Strategy

• Once you know your career target, you take control of the job search process
• It helps you create strong written materials
• This clarity and self-knowledge gives you confidence in interviews, networking and introducing yourself professionally
Who are you?

From completing the application to your final interview—
Whether presenting yourself in writing or in person—

• You are being assessed and ranked
• Put your best self forward at all stages... **everything counts!**
• You have one chance to make a first impression ... and your resume is the way to present yourself clearly, relevantly, impactfully and professionally from top to bottom.

• Developing a strong profile statement and powerful, two-part bullets describing your experience and your value will make you STAND OUT.

• It will take effort on your part, but only YOU can determine how much getting your dream job now or in the future is worth to you???
Interviewing for Success

• Your resume gets you the interview ... the interview gets you the job!”
• Once you are invited to interview it means that you have progressed to a selection phase with other qualified applicants.
• If you really want the job, you need to prepare for your interview.
• In this session you will see the interview process through the employer’s perspective, and learn and practice interview tips featuring the highly used behavioral interview method.
“You are 100% responsible for your career success!”

Enjoy the journey!

Cathy