THE IMPACT OF STRENGTHS ON THE BOTTOM LINE

GALLUP®

FAST FACTS FROM GALLUP'S STRENGTHS RESEARCH

If your manager primarily focuses on your weaknesses, the likelihood that you will be Actively Disengaged is 22%.

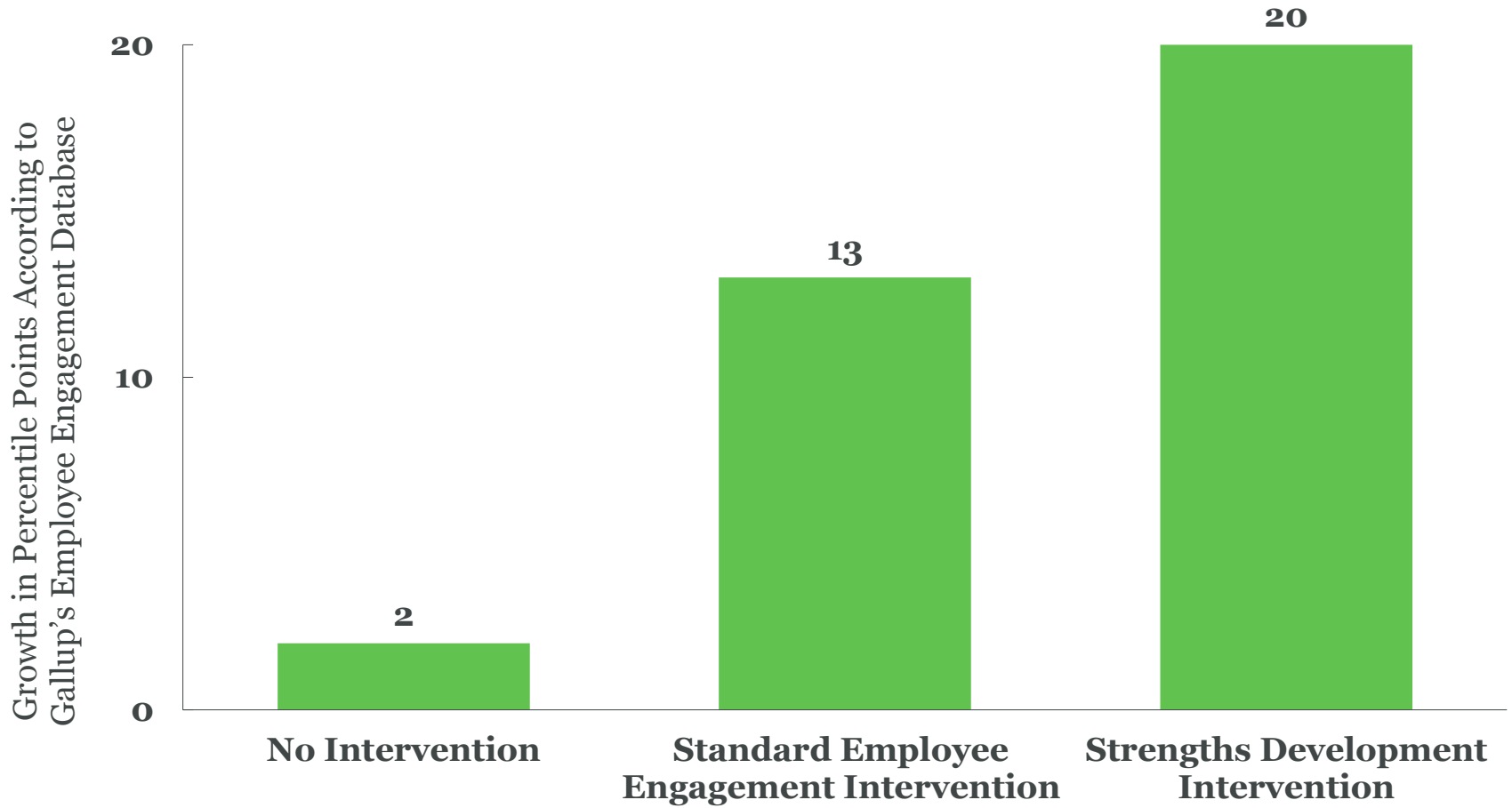
If your manager primarily focuses on your strengths, the likelihood that you will be Actively Disengaged is 1%.

An employee who regularly applies her strengths is **5.1 times** as likely to strongly agree that she knows what is expected of her at work.

An employee who regularly applies her strengths is **6.2 times** as likely to strongly agree that she has the opportunity to do what she does best every day.

GALLUP®

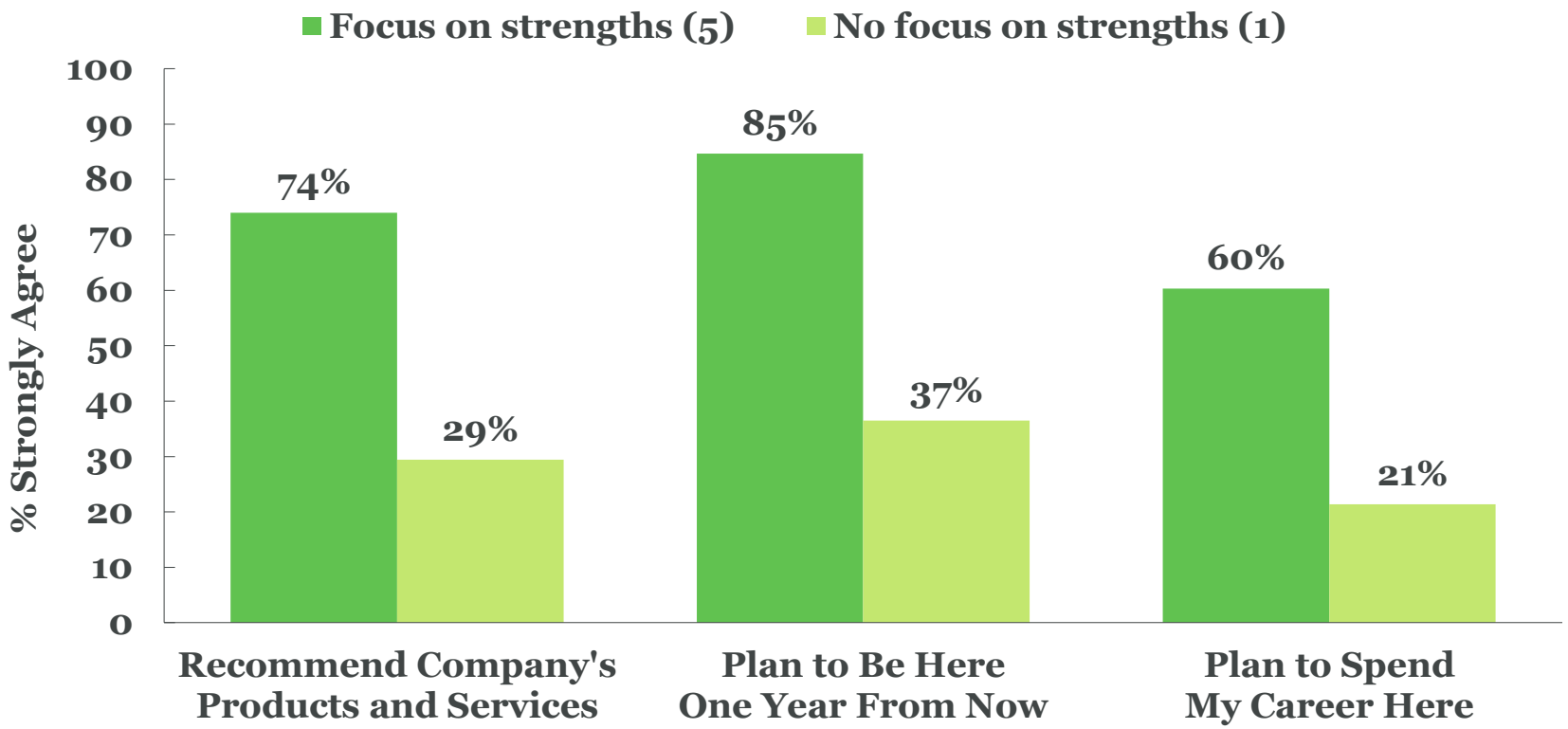
FOCUSING ON STRENGTHS BOOSTS ENGAGEMENT



GALLUP®

FOCUSING ON STRENGTHS LEADS TO EMPLOYEE LOYALTY

EMPLOYEES WHO FELT THEY WERE ABLE TO FOCUS ON THEIR STRENGTHS IN THEIR JOBS WERE FOUND MORE LIKELY TO RECOMMEND THE ORGANIZATION'S PRODUCTS AND SERVICES AND TO INTEND TO STAY WITH THE ORGANIZATION FOR A LONG PERIOD OF TIME.



GALLUP®

STRENGTHS-BASED DEVELOPMENT IMPROVES A VARIETY OF PERFORMANCE MEASURES

ACCORDING TO GALLUP'S DATABASE, STRENGTHS-BASED DEVELOPMENT INTERVENTIONS HAVE LED TO:

7.8% greater productivity
14.9% lower turnover

at the employee level

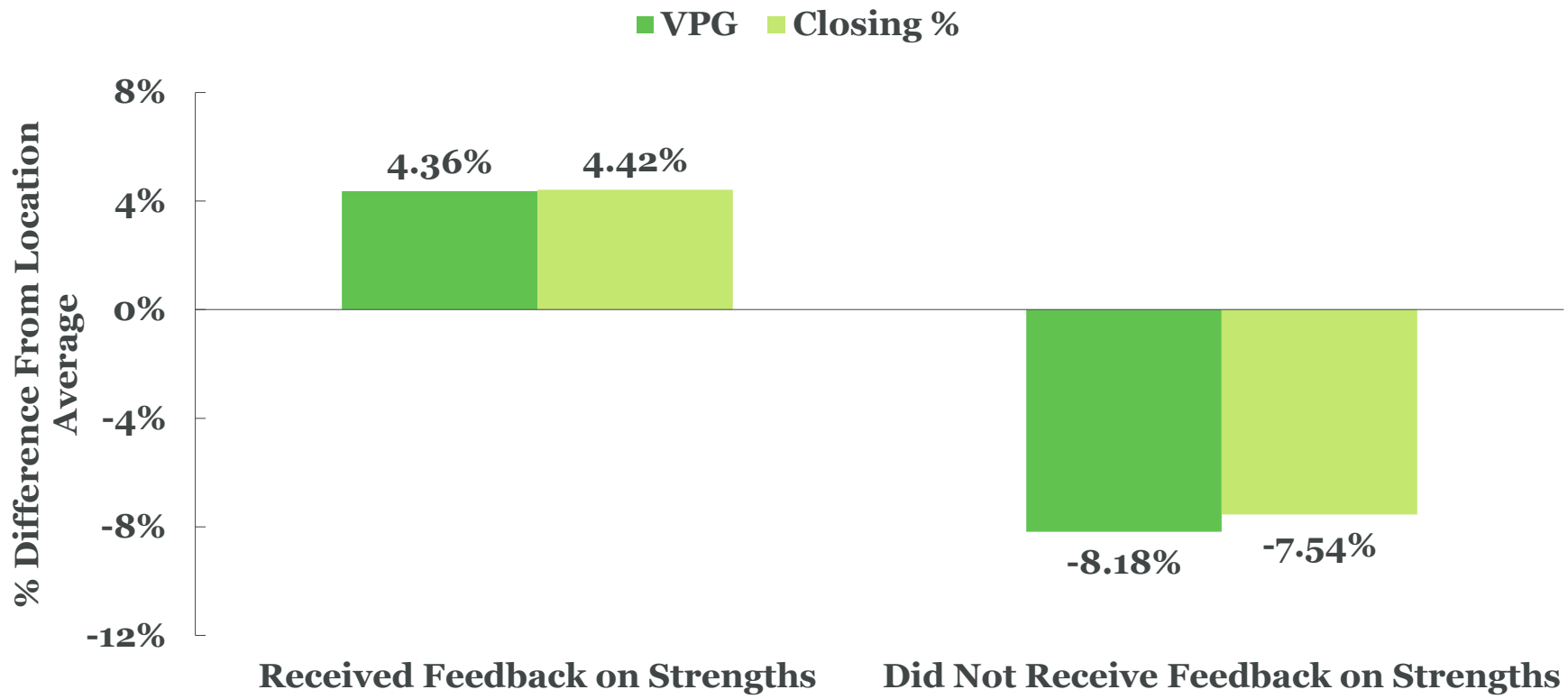
12.5% greater productivity
8.9% greater profitability

at the team level

GALLUP®

IMPACT OF STRENGTHS FEEDBACK ON SALES PERFORMANCE

AT A HOSPITALITY ORGANIZATION, EMPLOYEES WHO RECEIVED A STRENGTHS FEEDBACK SESSION OUTPERFORMED THOSE WHO DIDN'T BY APPROXIMATELY 12% ON TWO IMPORTANT SALES METRICS.



GALLUP®

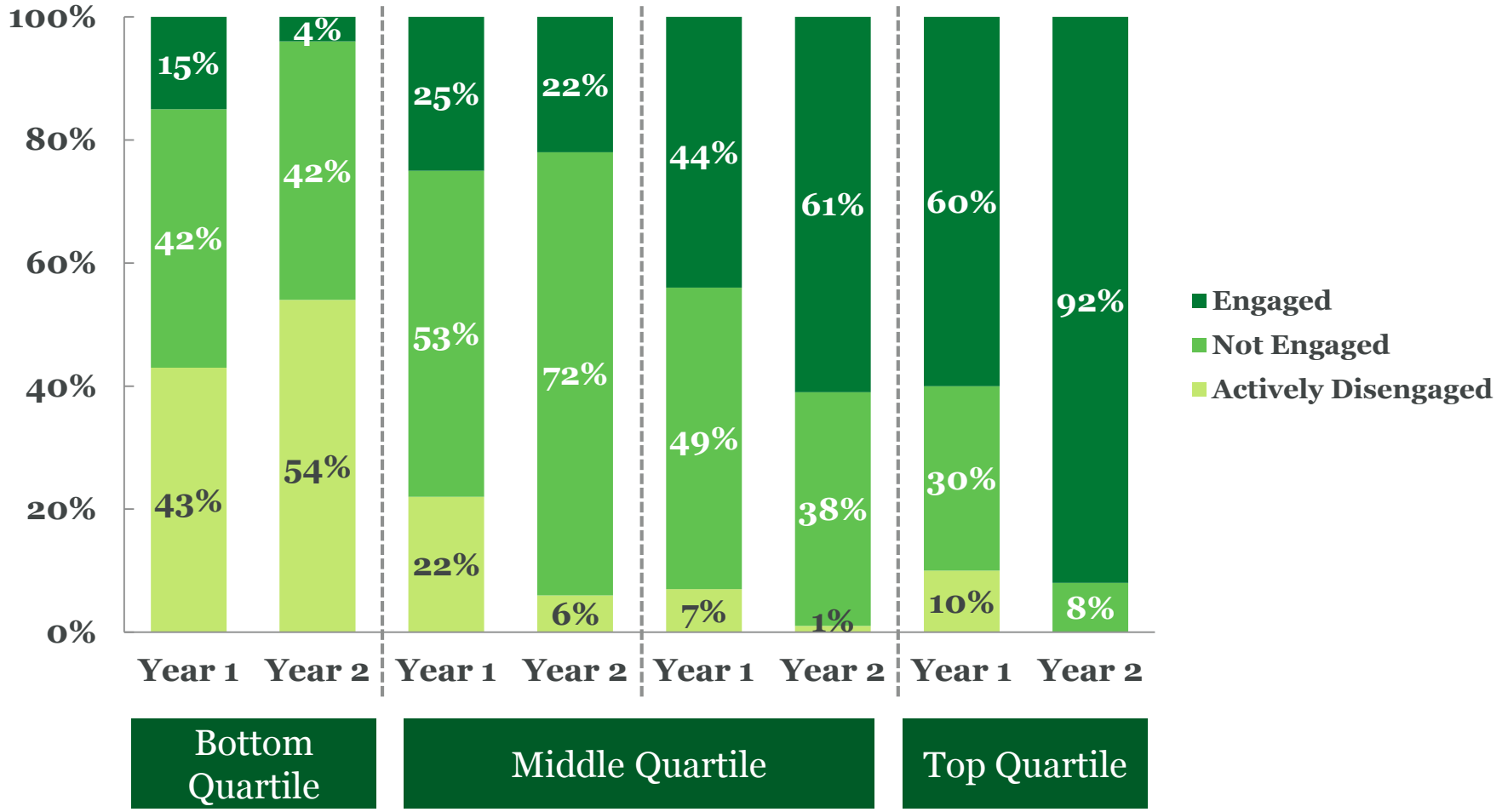
FOCUSING ON STRENGTHS DRIVES ENGAGEMENT

- Strengths Orientation Index
  1. In the last three months, my supervisor and I have had a meaningful discussion about my strengths.
  2. My organization is committed to building the strengths of each associate.
  3. Every week, I set goals and expectations based on my strengths.
  4. I can name the strengths of five people I work with.

- Adding the Strengths Orientation Index to an effective employee engagement program can further explain variance in managers' ability to engage and develop the employees on their team. It can also serve as a program evaluation measure.
- The Strengths Orientation Index can also be used to evaluate an organization's receptivity to, and usage of, strengths.

STRENGTHS ORIENTATION DRIVES ENGAGEMENT AND CHANGE

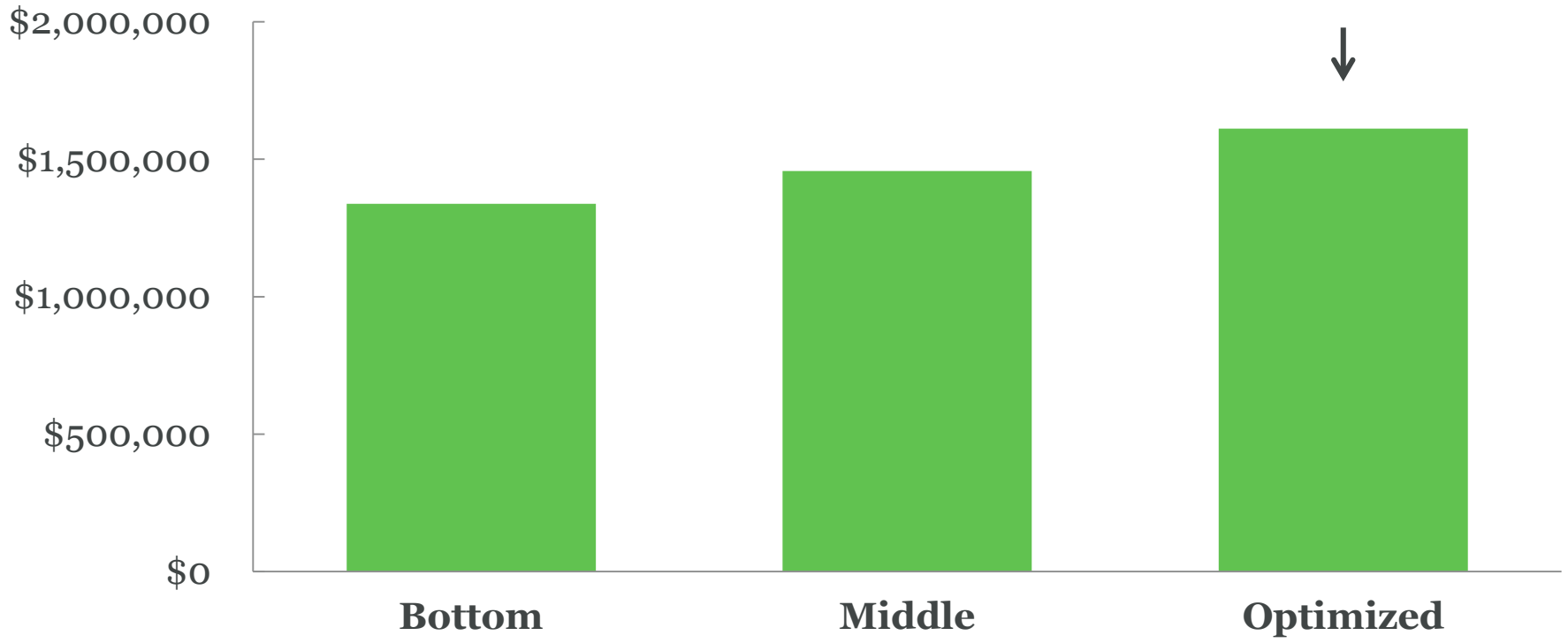
CLIENT CASE STUDY



GALLUP®

OPTIMIZED TEAMS HAD 21% BETTER MARGINS THAN BOTTOM TEAMS

Optimized teams — those that score in the top half for both increases in employee engagement and for utilization of strengths — had **$273k more in margins** than bottom teams.



GALLUP®

OPTIMIZED TEAMS HAD 38% BETTER SALES THAN BOTTOM TEAMS

Optimized teams also had **$3.3 million more in sales** than teams who demonstrated the lowest increases in engagement and utilization of strengths.

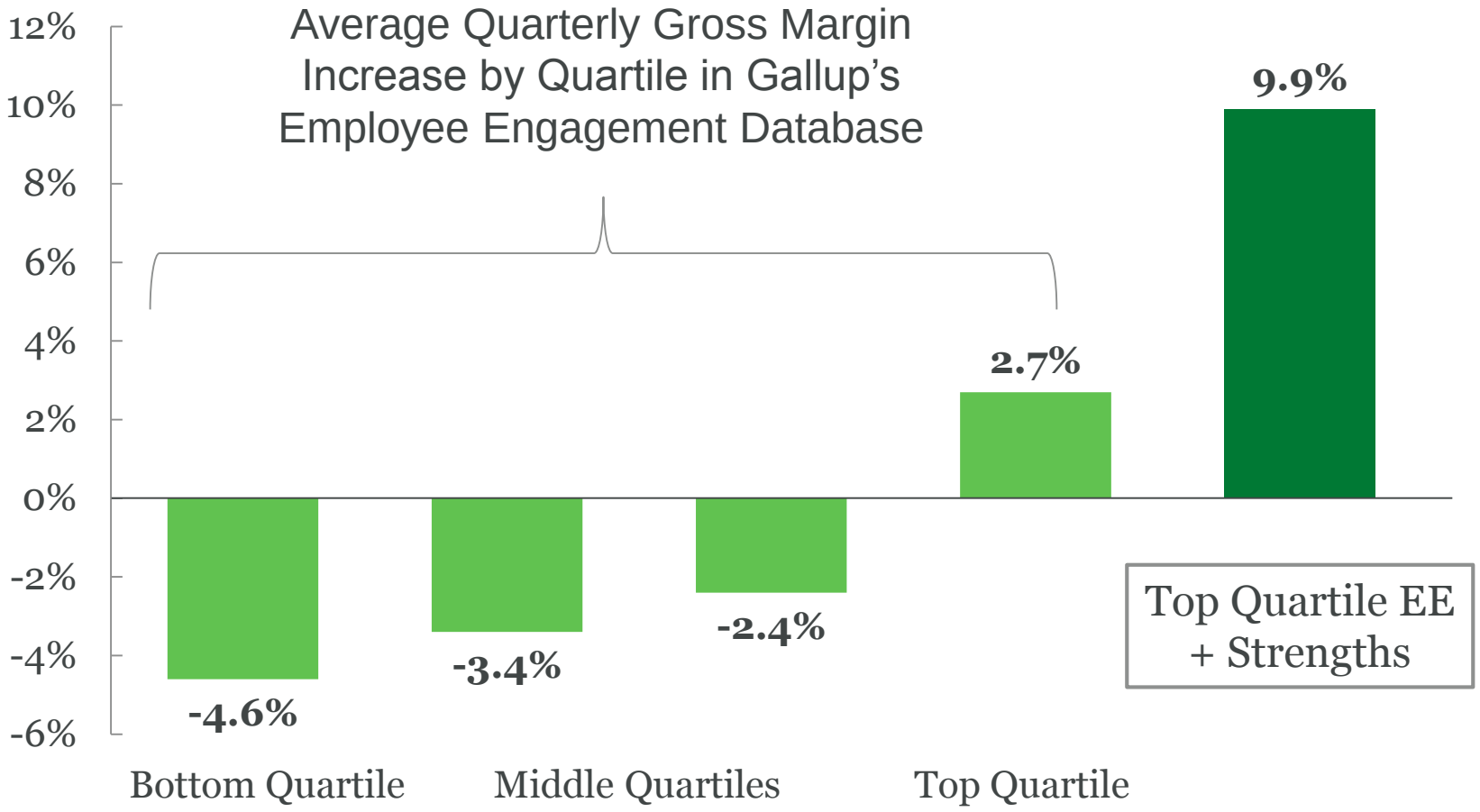
GALLUP®

STRENGTHS PLAY A KEY ROLE IN INCREASING STORE INCOME

YEAR-OVER-YEAR INCREASES IN INCOME:

	No Increase on EE	EE + 0.10 or more
High Utilization of Strengths	$263,018	$341,718
Low Utilization of Strengths	$146,301	$254,524

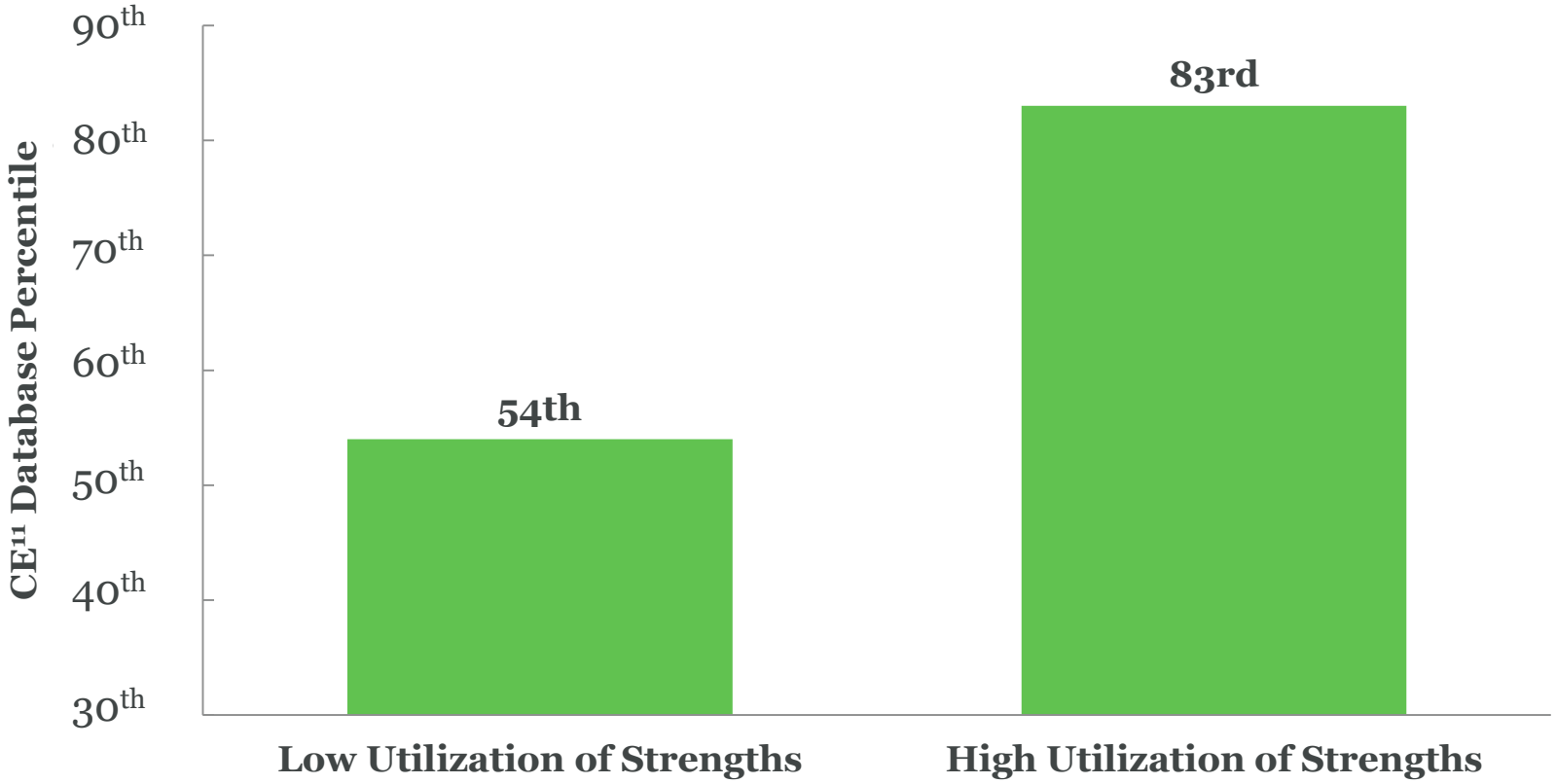
STRENGTHS MAXIMIZE BUSINESS IMPACT AT RETAILER



GALLUP®

THE STRENGTHS-FOCUS IMPACT ON CUSTOMER ENGAGEMENT

AT AN EQUIPMENT RETAILER, A FOCUS ON STRENGTHS-BASED DEVELOPMENT LED TO SIGNIFICANT INCREASES IN CUSTOMER ENGAGEMENT.



GALLUP®