



# STRENGTHS DISCOVERY

Confident and successful people are clear about who they are. They know and maximise their strengths. This is your chance to uncover and define your unique qualities that make you stand out from the crowd. Building your personal brand starts with having clarity on your strengths – what you see in yourself and what others see in you. External feedback can help you validate what you think are your “stand out” qualities.

## Note:

Strength is something that you may have a natural predisposition towards, you are naturally good at and didn't really have to learn (e.g. committed, creative, passionate, trustworthy, curious, compassionate, risk-taker). Whereas skill is something that can be developed and learnt through repetition (e.g. coding, language, swimming). A strength might be your ability to work well with others, whereas you might have developed skills in working effectively as part of a multi disciplinary team.

Watch this [TEDTalk](#) on Focusing On Strengths by Eva Katharina Herber

Watch this [video](#) by Wendelin Slusser on The unapologetic beauty of focusing on your strengths.



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1. List your top 5 strengths.

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2. What's the most successful project you have ever tackled, and what made you successful?

3. When you are faced with an overwhelming obstacle, what strengths do you activate in yourself to overcome it?



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## Validation:

Up until now, the exercise has been focused on your own perceptions. Now, it's time to validate what you documented about yourself. How do others experience your strengths? Would they agree with your assessment? Ask people who know you well what they think sets you apart from others, then compare their responses to your self-assessment. You could do this in person or through email or social media. Use whichever option you think may give you the most honest responses to help you complete your profile.

### Option 1

Online survey: get input from people from all walks of your life who know you well. Include friends, family, classmates, teachers, mentors, employers, community leaders, and others who know what you're like as an individual or as part of a team. Ask them to complete the survey and return it to you within a week. People will be more likely to complete it candidly if they know their feedback will be anonymous. You can create a basic survey on [surveygizmo.com](https://www.surveymonkey.com)

### Option 2

Complete this phrase and post it to your Facebook wall/ LinkedIn.

"As part of my career coaching process, I completed an exercise to help me identify my strengths. I came up with Strength 1, Strength 2, Strength 3: What do you think are my greatest strengths?"



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