

Transform Your Internal Programs

Conduct a thorough audit of your existing programs and practices — the entire employee life cycle. Identify programs that wear down your workforce by contradicting the philosophies of a strengths-based culture.

- Organizations should begin by auditing all internal programs that affect the employee experience.
- The focus should be transforming programs that exist based on a deficit, weakness-oriented mind-set.
- Strengths should be incorporated into each developmental touchpoint.
- A repository for strengths resources supports coaches, champions and the overall organizational rollout.

Examples of Internal Initiatives That Benefit From Focusing on Strengths

- strategy
- culture
- employment brand
- employee experience
- manager development
- internal communications
- diversity and inclusion
- the future of work

Employee Experience

The Journey With Your Organization

ATTRACT

Recruit
Top Talent

HIRE

Pick
the Stars

ONBOARD

Affirm the
Decision

ENGAGE

Build Strengths
and Purpose

PERFORM

Drive
Expectations

DEVELOP

Coach Career
Growth

DEPART

Positive Exit
Experience

Infuse Strengths to Build Relationships and Maximize Talent

Incorporate Strengths Internally and Externally

TAKE ACTION

1

Audit all internal programs and identify improvement opportunities to transform from a weakness-focused approach to a strengths-based approach.

2

Align internal and external messaging on the “why” and “how” behind strengths, giving employees the learning and tools they need to deliver on the organization’s brand promise.

3

Build a contingent of internal and external brand advocates who can help transform and act on the defined opportunities.

4

Ensure employee and manager experience alignment regarding strengths initiatives and activities.

5

Incorporate strengths into your employment brand, showcasing your uniqueness and differentiation and helping to attract job candidates who are the ideal “fit.”

INTEGRATE STRENGTHS INTO INTERNAL COMMUNICATION AND CULTURE-BUILDING PROGRAMS

- company newsletters
- internal videos
- intranet branding or SharePoint site
- company blogs
- internal posters
- screen savers
- email signatures
- office nameplates
- storytelling
- business impact analyses
- sharing strengths analytics
- webinars
- podcasts
- name tags and lanyards
- summits and conferences
- rewards and recognition activities
- team meeting activities
- gamification
- mentoring
- succession planning
- conflict resolution
- internal cohorts

INTEGRATE STRENGTHS INTO EXTERNAL COMMUNICATION AND COMMUNITY-BUILDING INITIATIVES

- company website
- speaking engagements
- conferences
- employee value proposition
- employment brand initiatives
- social media
- company overview for prospects and customers
- annual report
- published case studies
- community outreach
- membership in organizations and associations
- executive profiles
- Gallup focus groups

HOW GALLUP CAN HELP

CliftonStrengths® On-Site Consulting

Leads an internal audit of programs and assesses opportunities to enhance employee and manager experiences within the organization

CliftonStrengths Learning and Development Consulting

Provides support after the audit is complete, helping to infuse strengths into internal programs within the organization by offering feedback and ideas to improve employee and manager internal program curricula

CliftonStrengths Learning and Development Design

Transforms internal program curricula by embedding strengths within manager and employee experiences

Gallup Access

Assesses the impact of strengths-based development on the engagement and performance of your organization

Visit [Gallup.com](https://www.gallup.com) for more information about how to build a strengths-based culture at your organization.