

Activating Strengths

Maximise Untapped Potential
in Individuals and Teams
Across Your Organisation



Your Strategy Sets the **Path**, but **People** Move it Forward

We're in a period of massive and unrelenting change.

Organisations are under more pressure than ever to perform. People are stretched thin. Resources are limited. Great ideas remain untapped. And yet despite this we have to deliver results, maximise ROI, turn up, collaborate and turn up as our best selves.

The result?

Teams are surviving, not thriving. Trust within teams is being questioned and the risk of silo'd working increasing. Communication is becoming fragmented, inconsistent, often riddled with assumptions and misunderstandings, leading to more conflict.

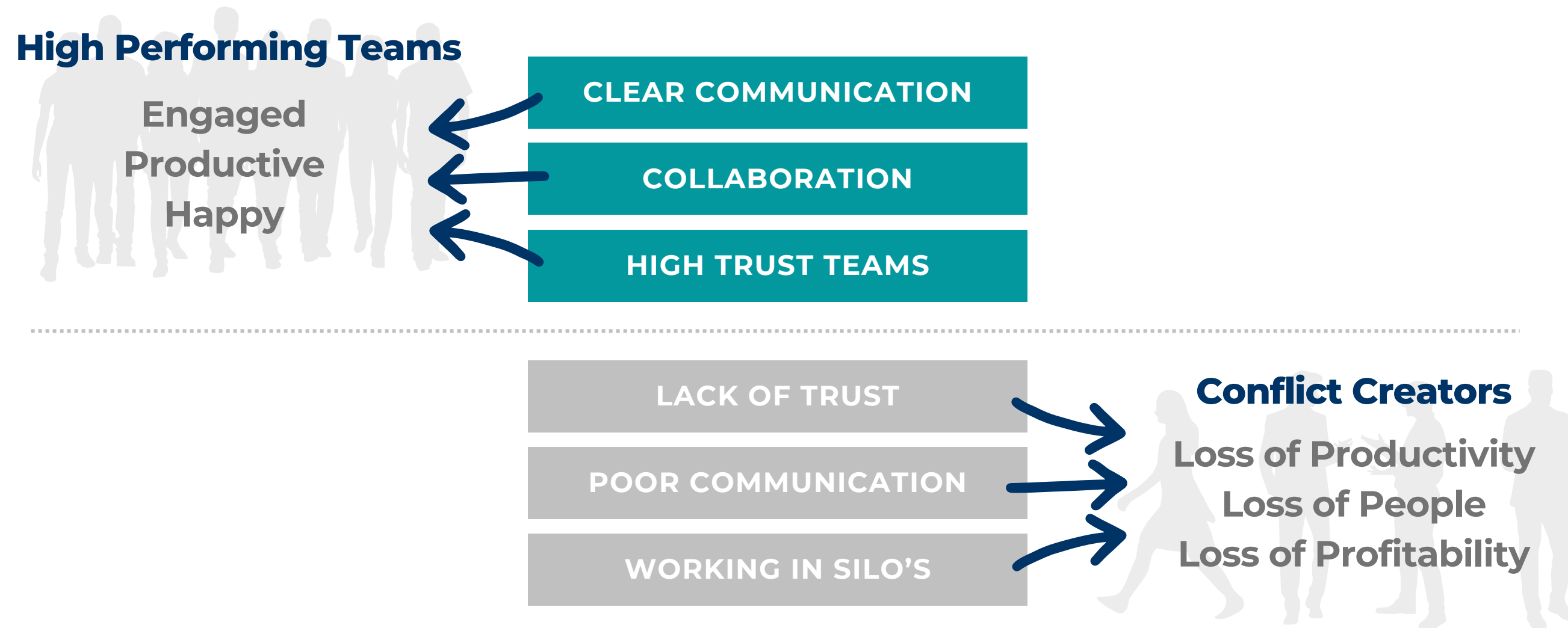
People drive business growth, and leveraging their unique strengths to get the right work done at the right time is essential to future-proof leaders, teams, and organisations. Recognising each person's unique value elevates overall performance





Strengths fuelled teams get results.

When people understand themselves and their strengths, they can truly bring their best to work every day.





Building a strengths fuelled organisation is a **gamechanger**

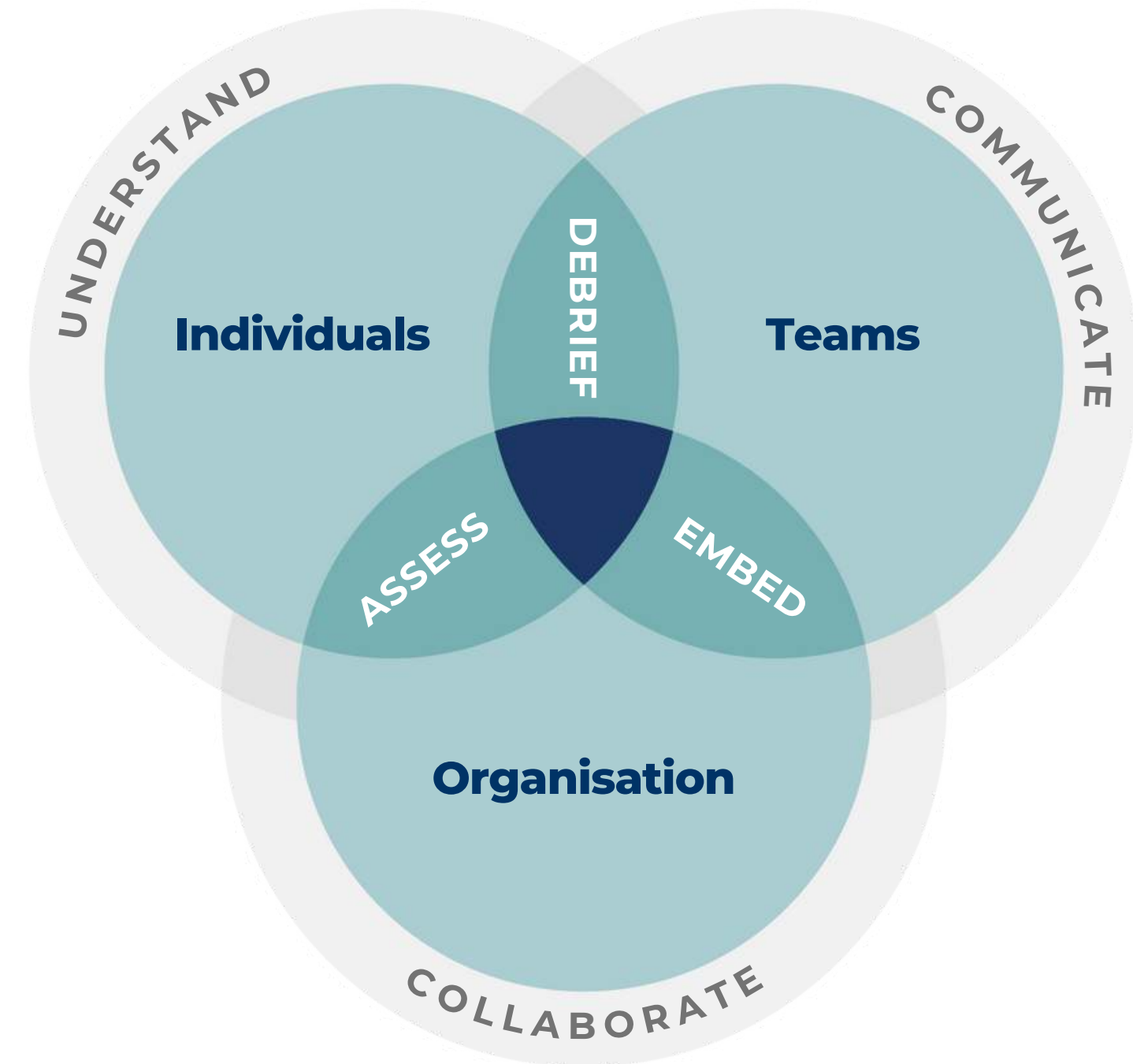
At the heart of building a strengths fuelled team is helping individuals, teams, and organisations **understand**, **communicate**, and **collaborate** more effectively.

It's about:

- + Understanding each person's unique strengths,
- + Building self-awareness and learning how to communicate effectively to increase team understanding and cohesion
- + Embedding new ways of working that will unlock collaboration, idea generation and engagement across the organisation.
- + Developing a results driven cohesive team committed to individual, team and organizational growth.

It's no longer enough to simply teach the transactional skills.

True collaboration starts with understanding ourselves and how we interact with others. Only then can teams collaborate smartly, fostering growth that is strategic and sustainable for the organisation.





Time to get it j



What got us here, won't get us there

- MARSHALL GOLDSMITH

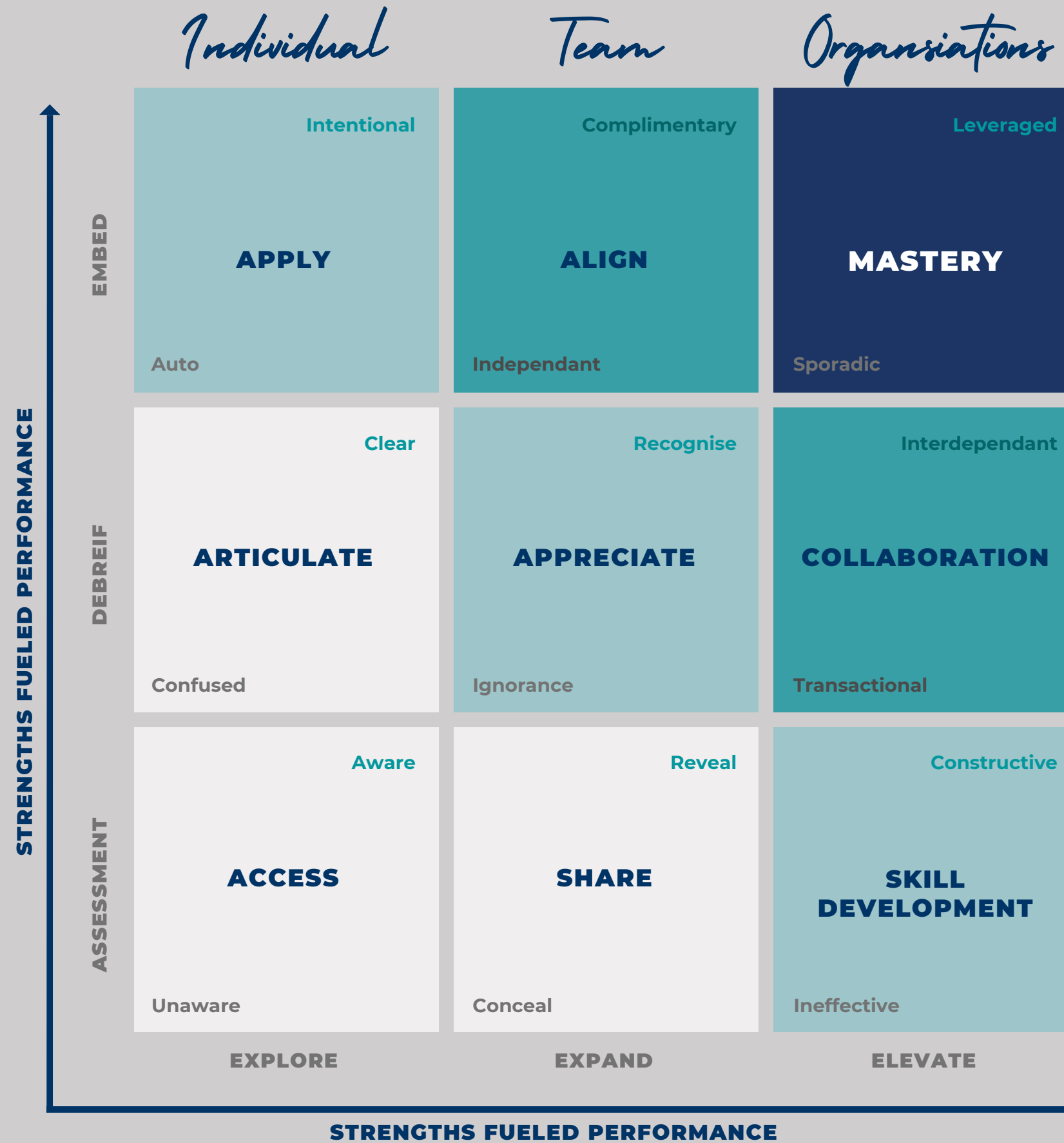
We don't believe in 'once and done'.
Or 'set and forget'

Too many reports gather dust in drawers, and the ROI on previous training goes unrealized.

Building a strengths-fueled organisation requires a commitment to ongoing development through three distinct phases:
Moving from 'I' to 'We' to 'Us'.

It's about embedding strengths into daily workings and language, so the impact isn't just felt in the short term but sustained over time.

It's about moving from individual awareness, to team collaboration, to a unified, high-performing organisation.





STRENGTHS FUELED PERFORMANCE

STRENGTHS FUELED PERFORMANCE

EMBED

DEBRIEF

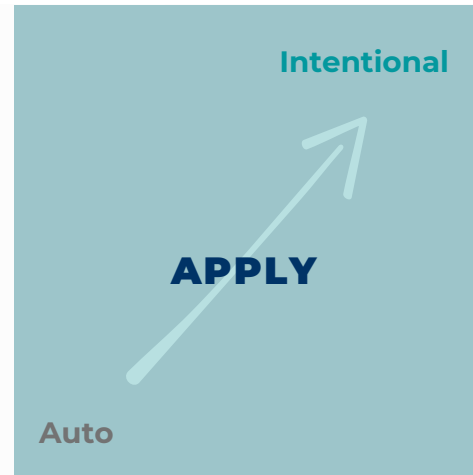
ASSESSMENT

Individual

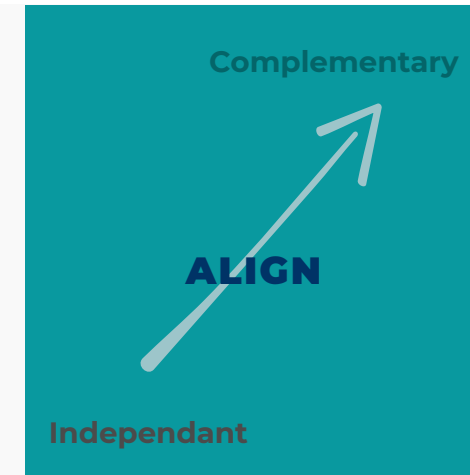
Team

Organisations

03 Here's where the magic happens—moving from 'auto-pilot' to **intentional**. When people invest in their strengths and **apply** them deliberately, they unlock true impact and ROI, leveraging their unique talents to the fullest."



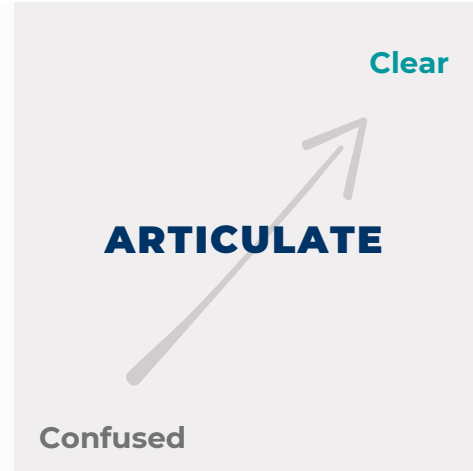
06 Transitioning from **independence** to **complementary**, team members discover how to **align** their strengths towards common goals. Instead of working in silos, they leverage each other's talents to create a cohesive and powerful team dynamic



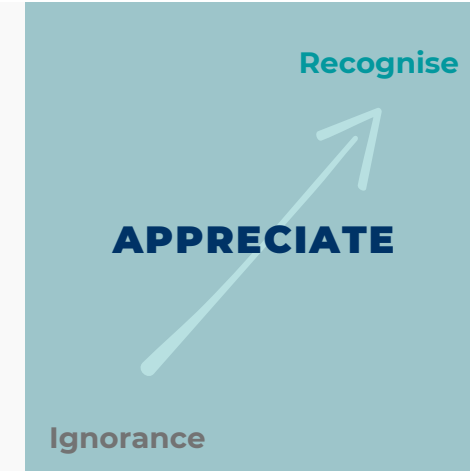
09 True **mastery** ONLY happens when strengths move beyond the occasional mention to become part of daily language. When embedded strengths fuel every decision, action, & collaboration, driving the team to consistently perform at their best



02 In the debrief, we guide them from initial **confusion**—'What do all these themes mean, where should I focus?'—to **clarity**. Through coaching, they learn to **articulate** their unique strengths, find focus, and express their value to others with confidence



05 Moving from **ignorance** to **recognition**, team members come to **appreciate** the value of their differences. They see that each strength is an asset, essential for achieving outstanding team outcomes.



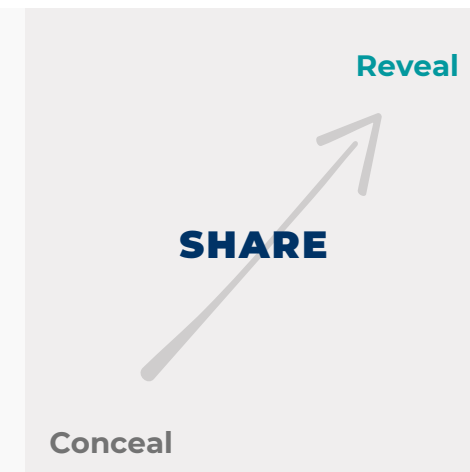
08 Teams in silos, stay **transactional**. Leaders want genuine **collaboration**, and through ongoing development, we support teams in moving from simple transactions to true **interdependence**



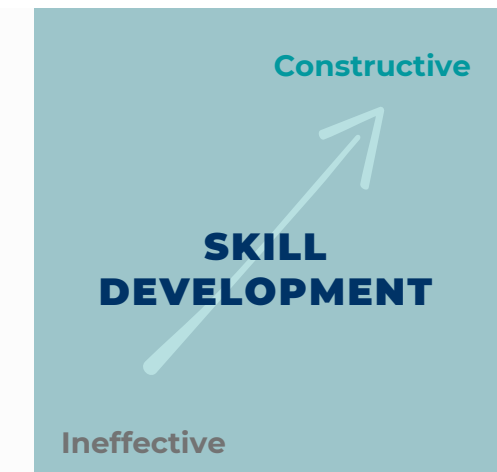
01 Most people simply take the assessment, moving from 'unaware' to a basic 'awareness' of their strengths. But awareness is just the starting point; it opens the door to **access** deeper self-discovery.



04 We create a safe space for teams to move from **concealment** to **revelation**. By openly **sharing** their strengths, team members reveal hidden talents and build trust, setting the foundation for genuine connection and collaboration



07 Organisations often invest in training, but **skill development** can be hit-or-miss. We help teams move from **ineffective** to **constructive**, ensuring previous training translates into tangible, practical skills that drive meaningful results and adding new simple to apply tools along the way.

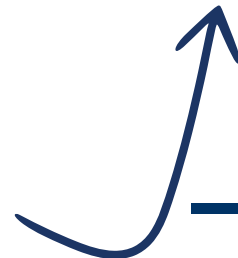


EXPLORE

EXPAND

ELEVATE

Start here





Each individual will have a clear understanding of their signature talents and strengths and opportunities for application.

They will have a shared language to describe their talents, strengths, weaknesses in relation to performance goals and expectations.

The answer to why they do what they do and what makes them unique

Understand how to harness and use their strengths for greater personal productivity and engagement and build strong trusting relationships

Identify new opportunities for self-managing the development of their talents into strengths

They will start to build new knowledge and awareness how to communicate and work with others effectively.

Recognise that a weakness may be an over use of a talent and then how to manage weakness that hold back success.

How to recognise talents in others and find powerful opportunities to collaborate and harness each others talents

Start to develop an action plan to invest in their natural talents in order to transform them into strengths to become and High Performing Team



THE TRAITS OF A Strengths Based Team

A Strengths based team is a group of imperfect but talented contributors valued for their strengths, who need one another to realise individual and team excellence

* In our experience this is not a once and done and the outcomes listed are about a journey



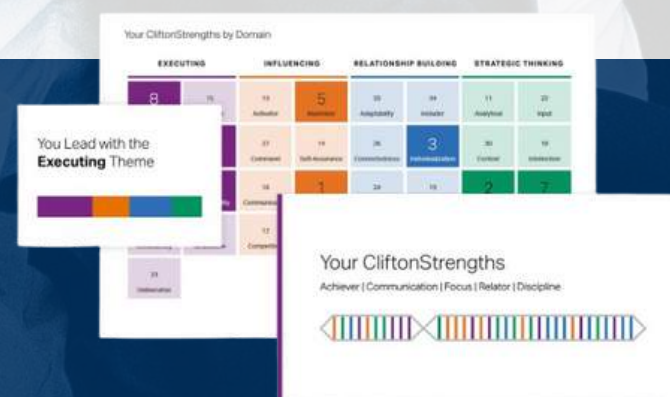
UNDERPINNED BY SCIENCE: The Ultimate Tool for Growth

CliftonStrengths underpins our work and provides the foundation from which we help individuals and teams unlock their potential, align their strengths, and achieve lasting success

The **CliftonStrengths** assessment uncovers the talents you naturally rely on to build relationships, think strategically, execute plans, and influence others.

By understanding your unique set of talents and strengths, you're empowered to succeed by leveraging what you do best, every single day. In fact, organizations that embrace **strengths-based development** foster winning cultures where people feel valued and perform at their highest levels.

Grounded in over **50 years of research** and used by over **33 million people** worldwide, **CliftonStrengths** has helped individuals across the globe discover what makes them unique. Gallup's research shows that people who have the opportunity to use their strengths are more than **6 times as likely to enjoy a great quality of life** and **3 times more likely to be engaged at work**.



The assessment categorizes **34 talents** into four key domains:

Relationship Building: Helps you connect deeply with others and create cohesive, supportive teams.

Strategic Thinking: Allows you to analyze situations, think critically, and plan effectively for the future.

Executing: Ensures you can turn ideas into actions and consistently deliver results.

Influencing: Empowers you to inspire, persuade, and lead others toward shared goals.

As a leader in global analytics and talent development for over 80 years, **Gallup** has provided deep insights into human behavior, leadership, and team dynamics in **160 countries**. CliftonStrengths is trusted by millions to unlock potential and drive both personal and organizational success.



49,495
BUSINESS UNITS

45
COUNTRIES

1.2 MILLION
EMPLOYEES

THE RESULTS ARE IN:
Proof of Strengths in Action



10% to 19% Increased Sales

14% to 29% Increased Profit

6% to 16% Lower Turnover *<

26% to 72% Lower Turnover *>

9% to 15% Increased Employee Engagement

29% to 59% Fewer Safety Incidents

Source: Gallup - Strengths-Based Employee Development/ The Business Results

Customised Packages to meet your needs



Our workshops are tailored to address your specific business outcomes.

Whether you need to:

- + strengthen communication
- + build trust
- + navigate change

We work closely with you to design a solution that aligns with your objectives.

With three key packages:

Explore - introducing foundational concepts

Expand - deepening team engagement

Elevate - integrating strengths into your organisational culture for lasting impact.

Package Options

	Explore	Expand	Elevate
Assessment	✓	✓	✓
Intro to Strengths E-Learn	✓	✓	✓
Individual Report Debrief - 75 mins	✓	✓	✓
Manager/Leaders Report	✓	✓	✓
Team Workshop (1 day or 2 x half day)	×	✓	✓
E Learn Modules	×	✓	✓
12 Week Follow Up Program	×	✓	✓
Office Hours Drop in Support - One a Month	×	×	✓
Microsoft Intergration MS teams & email	×	×	✓
Internal Strengths Champions Training	×	×	✓
Master Class Series <ul style="list-style-type: none"> • Navigating Change - Strategies for Navigating Uncertainty and Transformation • Effective Feedback - Delivering and Receiving Insights That Drive Growth • Building Trust and Accountability - The Foundations of High-Performing Teams • Communicating Effectively - Building Stronger Teams Through Effective Dialogue • Coaching for Success - Empowering Others to Unlock Their Full Potential 	×	×	✓

What others Say

“Charlotte was invited to lead the introduction of Clifton Strengths into our team. The workshops Charlotte facilitated were high energy, inclusive, engaging and above all else, helped our team learn about our own and each others strengths. Charlotte was professional and took the time to work closely with our team to ensure the content and activities fit in well with our culture.”

ELYSSIA CLARK

Head of Customer Insights & Analytics, SEEK

I have been fortunate to participate in strengths workshops and individual coaching sessions with Charlotte Blair. Charlotte is a globally recognised and credentialed expert, has a demonstrable track record and importantly for me, is completely passionate about people’s strengths and how to turn this into a personal and professional competitive advantage. Her ability to engage a room of people, whether 10 or 1000 is brilliant. She uses a dynamic combination of facts, data, storytelling and delegate participation which creates a thoroughly engaging and inclusive experience. I cannot recommend Charlotte highly enough for any business leader who wants to harness the collective and individual strengths of their team so as to outperform.”

MICHELLE REDFERN

Moving Gender Diversity from Conversation to Action

My sessions with Charlotte have been hugely insightful, giving me a deeper understanding of my strengths and how to apply them effectively. Her thought-provoking questions challenged me to rethink how I approach real-world situations, helping me identify blind spots and adjust my strategies for better outcomes. Charlotte’s guidance has had a significant impact on my career, and I highly recommend working with her.

TANE HARMER

Product Owner – Telstra

Charlotte has this amazing way of creating a safe, fun, and focused environment where people feel empowered to be themselves. She helped our team move from working in silos to becoming a truly complementary, high-performing unit. Thanks to her guidance, we now celebrate each other’s strengths and collaborate more effectively. Charlotte didn’t just transform how we work —she transformed how we see each other.

CEO- Finance Industry



our talents and talking about them with
edness
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ive
er
e
Harmony
Ideation
Includer
Individualization
Input
Intellection
Learner
Maximizer
Positivity



About **Charlotte Blair**



Charlotte spent 20 years working corporately for bluechip organizations such as Canon and Verizon. Over this time, she identified that people thrive when they are given the opportunity to do what they do best every day. Through her work, she saw firsthand how tapping into individual strengths not only boosts personal satisfaction but also elevates team performance.

Charlotte is now an incredibly passionate and energetic coach with a unique ability to connect with people on a deep, authentic level. She brings a perfect blend of warmth, fun, and focus to every interaction, making people feel instantly at ease.

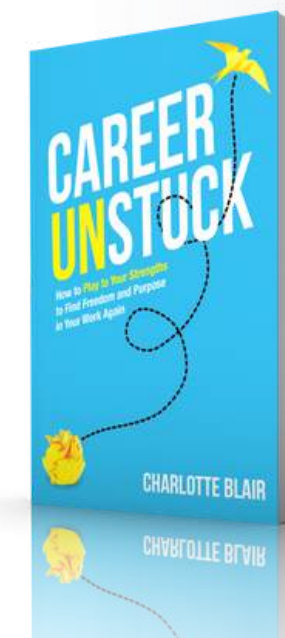
Charlotte is driven by a genuine desire to help others live life to the fullest and unlock their full potential. Her infectious enthusiasm makes working with her an engaging and empowering experience.

With a natural curiosity and a talent for asking the right questions, she gets to the heart of what makes each person unique and helps them see the possibilities in themselves they may have never realized. Clients appreciate her direct yet supportive approach, pushing them to think differently, embrace their strengths, and take meaningful action.

She's not just about theory—Charlotte is practical and action-oriented. She helps people and teams take real steps toward progress, always making sure they walk away with strategies they can apply immediately.

Charlotte is the author of Career Unstuck: How to Play to Your Strengths to find freedom and purpose in your work again. She is an ICF coach and one of Australia's longest-established and most experienced Gallup Accredited strengths coaches. She is also known as the coaches coach, her passion for helping other CliftonStrengths Coaches grow. She is the chief connector of the Connect, Learn and Share community.

Charlotte's love for life is evident. Whether it's **beekeeping, gardening, or spending time with her family**, her enthusiasm for what she does shines through in everything she touches.



Our Clients



READY TO ELEVATE YOUR TEAM'S PERFORMANCE?

GET IN TOUCH WITH US TODAY

to explore how we can help you unlock
the full potential of your people.

