

STRENGTHS-BASED CAREER COACHING



Strengths-based coaching is now one of the most used coaching methodologies in business today. This reflects a growing appreciation of how strengths-based coaching significantly contributes to successful coaching outcomes – including **higher levels of positivity, engagement and sustained peak performance**. It does so in the following ways:

1) Coaching recognises that each individual has within the answers to how to bring their best self to work, and by giving employees and clients an understanding of what can help them to do that – by understanding their strengths – they can more easily deliver successful outcomes.

There are many tools on the market that can be used alongside the coaching experience, including Strengthscope®. Strengthscope® gives individuals a detailed understanding of what their strengths are. Coaches using a strengths-focused approach with their coachees explore what most energizes their clients – and so are already talking about areas that the client is likely to be great at – or are more able to become great at.

2) Strengths-focused coaching supports clients to use their strengths to overcome performance risks such as limiting weaknesses and strengths going into overdrive, and how to stretch their strengths to take them to a whole new level in terms of success outcomes in the workplace.

3) Delivering on goals that are set during a coaching session is made easier when playing to strengths – as we are using what already energizes us. Coachees are more likely to overcome barriers if they know what their strengths are, and then develop agility by playing to those strengths if the going gets tough. Focusing on what energizes can help individuals to refocus on the positive and boost performance levels to ensure those successful outcomes!

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Palmer, S. (2014). A Brief History of Positive and Coaching Psychology and their relationship to the fields of stress, resilience, health and wellbeing. Keynote paper presented at the 4th International Congress of Coaching Psychology 2014, London, on 11th December.

"Positive Psychology is the scientific study of human flourishing, and an applied approach to optimal functioning. It has also been defined as the study of the strengths and virtues that enable individuals, communities and organisations to thrive." Source: Positive Psychology Institute