

Marcus Buckingham's Strength Tips

One of the most important skills in life is to accurately identify your own strengths. This often proves hard to do either because your strengths come so easily to you - you are so close to them - that you no longer see them, or because you mistake your strengths for simply "what you are good at."

During your week your strengths will reveal themselves in these three signs:

- Before you use them you will find yourself actively looking forward to them
- While you are using them you'll find it easy to concentrate and time will seem to fly by
- After you've used them you'll feel invigorated and authentic

To pinpoint your strengths Marcus Buckingham suggests following these steps:

1. Carry this sheet of paper around for a week and whenever you notice an activity that makes you feel one or all of these, write it down in the "I Loved It" column. (Don't wait until the end of the day, or worse, the end of the week. Write down the activity the very moment you see one of the three signs.)
2. Whenever you notice an activity that makes you feel the opposite - you don't look forward to it, you struggle to concentrate while you're doing it, and when you're done with it you feel drained - write it down in the "I Loathed It" column.
3. By the end of the week you will have two columns of activities. To pinpoint your most powerful strengths apply the test on the next page to the activities in the "I Loved It" column. Those activities scoring 53 or above are true strengths . You must build your life around them.

| <i>I Loved It</i> | <i>I Loathed It</i> |
|-----------------------|--------------------------------------|
| I felt strong when... | I felt weak (drained, bored) when... |

For more information on Marcus Buckingham and *Go Put Your Strengths to Work*, visit www.marcusbuckingham.com.
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