

Thriving in the WORKPLACE: LGBTQ+ Professionals & CliftonStrengths®



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**BY REFRAINING FROM LABELING STRENGTHS AS INHERENTLY "GOOD" OR "BAD,"
CliftonStrengths® FOCUSES ON INDIVIDUALS' NATURAL TALENTS AND ABILITIES,
RECOGNIZING THAT EACH STRENGTH HAS ITS UNIQUE VALUE
THUS, PROMOTEING A HOLISTIC UNDERSTANDING OF HUMAN POTENTIAL.**



LGBTQ+ Professionals & CliftonStrengths® BLUEPRINT FOR SUCCESS

CliftonStrengths® offers profound benefits for LGBTQ Professionals in the workplace, empowering them to thrive through a focused exploration of their unique talents and strengths. By fostering self-awareness, promoting inclusivity, and enhancing leadership potential, this strengths-based approach not only supports personal growth but also contributes to creating more inclusive and supportive work environments.



SELF AWARENESS AND AUTHENTICITY

Understanding their unique strengths can help LGBTQ professionals better understand themselves and their contributions. This self-awareness can empower them to bring their authentic selves to work, fostering a more inclusive environment.

BUILDING CONFIDENCE

By recognizing and leveraging their strengths, LGBTQ professionals can build confidence in their abilities and contributions. This confidence is essential in navigating workplace challenges and advocating for themselves.



NAVAGATING BIAS AND STEREO TYPES

Strengths-based development focuses on individual talents rather than stereotypes or biases. This approach can help counteract stereotypes that LGBTQ individuals may face in the workplace, allowing their strengths to shine through.



LGBTQ+ Professionals & CliftonStrengths® BLUEPRINT FOR SUCCESS



CAREER DEVELOPMENT

Knowing their strengths can guide LGBTQ professionals in making career choices that align with their natural talents and interests. It can also help in setting career goals and seeking opportunities for growth and advancement.

TEAMWORK AND COLLABORATION

Understanding the strengths of team members, including LGBTQ colleagues, promotes effective teamwork and collaboration. It encourages appreciation of diverse perspectives and contributions, leading to more innovative and productive outcomes.



A STRENGTHS-BASED APPROACH SUPPORTS PERSONAL GROWTH, CREATING A SUPPORTIVE WORK CULTURE.

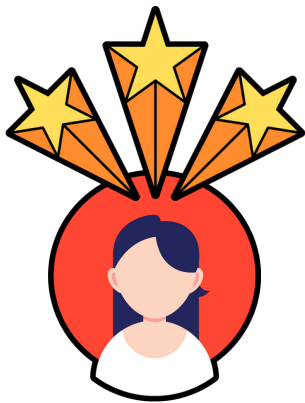
CONCLUSION

Overall, **CliftonStrengths®** provides a robust framework for personal and professional development tailored to the needs of LGBTQ professionals. By fostering deep self-awareness and appreciation of individual strengths, it equips them with the tools to navigate challenges, including discrimination and bias, with resilience and confidence. This strengths-based approach not only encourages LGBTQ professionals to embrace their uniqueness but also empowers them to cultivate inclusive workplace cultures where diversity is celebrated. Through this process, **CliftonStrengths®** enables LGBTQ professionals to not only survive but thrive in their careers, fostering environments where their talents are valued and their potential maximized.



Gallup's Research on the Benefits of STRENGTHS-BASED DEVELOPMENT

Gallup's research on strengths-based development is deeply grounded in the belief that individuals and organizations achieve their highest levels of success and satisfaction when they prioritize and leverage their strengths rather than focusing on weaknesses. Here are several key aspects of Gallup's research that underscore this approach:



NATURAL TALENTS AND PATTERNS

Gallup defines strengths as the unique combination of natural talents, skills, and knowledge that individuals possess. Talents are recurring patterns of thought, feeling, or behavior that can be productively applied in various situations. By identifying these natural talents through assessments like CliftonStrengths, individuals gain insight into what comes most naturally to them and where they have the greatest potential for excellence.

FOCUS ON WHAT WORKS AND FOSTER A CULTURE WHERE STRENGTHS ARE RECOGNIZED AND DEVELOPED

FOCUS ON WHAT WORKS

Gallup's research emphasizes shifting the focus from fixing weaknesses to building on strengths. Traditional performance management often centers on identifying and correcting deficiencies. In contrast, strengths-based development encourages individuals to identify and develop what they already do well. This approach not only boosts confidence and satisfaction but also accelerates personal and professional growth.



Gallup's Research on the Benefits of STRENGTHS-BASED DEVELOPMENT



IMPACT ON ENGAGEMENT AND PERFORMANCE

Gallup has consistently found a strong correlation between strengths utilization and employee engagement. When individuals have the opportunity to use their strengths daily at work, they are more likely to be engaged in their roles. Engaged employees are more productive, contribute positively to their teams, and are less likely to leave their organizations. This positive cycle reinforces organizational success and employee satisfaction.

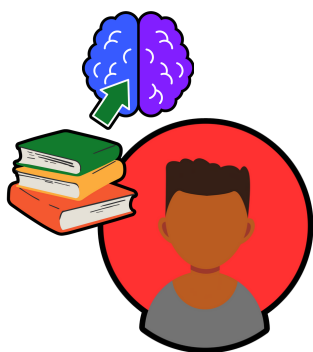
MANAGERS AND LEADERS WHO KNOW THEIR TEAM'S STRENGTHS ARE MORE LIKELY TO POSITION PEOPLE IN AREAS WHERE THEY CAN BE MOST SUCCESSFUL AND, AS A RESULT, THESE SAME PEOPLE ARE AROUND 10% MORE PRODUCTIVE AND, ON AVERAGE, CONTRIBUTE THE MOST PROFITABILITY FOR THE COMPANY

STRENGTHS-BASED TEAMS

Gallup research highlights the importance of forming teams where members' strengths complement each other. When team roles align with individuals' strengths, collaboration improves, and teams are better equipped to tackle challenges and achieve goals. By recognizing and valuing diverse strengths within teams, organizations can create more inclusive and high-performing work environments.



Gallup's Research on the Benefits of STRENGTHS-BASED DEVELOPMENT

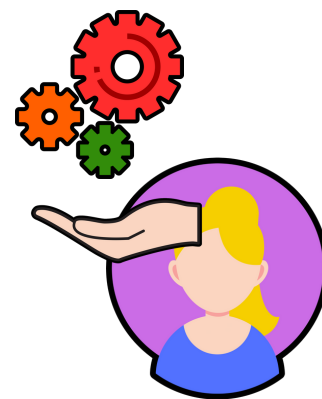


DEVELOPMENT APPROACH

Gallup advocates for a developmental approach to strengths, where individuals continually refine and apply their talents to achieve greater success. This approach encourages ongoing learning, feedback, and coaching tailored to individual strengths. Organizations that adopt this approach not only support employee growth but also cultivate a culture of continuous improvement and innovation.

LEADERSHIP AND MANAGEMENT

Effective leadership plays a crucial role in strengths-based organizations. Gallup research shows that leaders who understand their own strengths and those of their team members are better equipped to inspire, motivate, and empower their teams. By leveraging strengths-based insights in leadership development, organizations can cultivate inclusive leadership practices that drive organizational performance and employee engagement.



PEOPLE WHO USE THEIR STRENGTHS EVERYDAY ARE SIX TIMES MORE LIKELY TO BE ENGAGED ON THE JOB

IN SUMMARY

Gallup's research on strengths-based development provides a compelling framework for organizations to enhance performance, engagement, and overall well-being by harnessing the power of individuals' unique strengths. By focusing on what works and fostering an environment where strengths are recognized, developed, and applied, organizations can create a culture where both individuals and the organization thrive.



CliftonStrengths® Combined With DEI Initiatives

CASE STUDIES OF SUCCESS

These case studies highlight how integrating **CliftonStrengths®** into DEI initiatives transforms organizational impact. By using **CliftonStrengths®** assessments, these organizations shift from deficit-based to strengths-based models, celebrating unique talents and enhancing employee engagement, satisfaction, and inclusive culture. This approach signals a commitment to creating environments where every individual feels valued and empowered, unlike traditional performance systems focused on weaknesses.

By recognizing and valuing diverse strengths, organizations demonstrate their commitment to inclusivity and equity. This strengths-based approach acknowledges and leverages the inherent strengths of each employee, regardless of background, identity, or role within the organization. It fosters environments where individuals are encouraged to contribute their best, creating a more inclusive and equitable organizational culture overall.

While specific case studies may vary in detail and focus, here are some general examples and principles from organizations that have successfully integrated **CliftonStrengths®** with Diversity, Equity, and Inclusion (DEI) initiatives:



- **Background:** Cisco Systems aimed to strengthen their DEI efforts by leveraging individual strengths to foster inclusivity and innovation.
- **Implementation:** Cisco integrated **CliftonStrengths®** into their leadership development programs and team-building initiatives across global offices. They used the assessment to understand and leverage diverse strengths within their workforce.
- **Outcome:** This approach led to improved team collaboration, increased employee engagement, and a more inclusive culture where employees felt valued for their unique contributions. Cisco's focus on strengths helped enhance decision-making processes and fostered a more innovative environment.



CliftonStrengths® Combined With DEI Initiatives

CASE STUDIES OF SUCCESS

Deloitte.

- **Background:** Deloitte prioritized DEI by incorporating strengths-based development to empower their diverse workforce.
- **Implementation:** Deloitte integrated **CliftonStrengths®** into their talent acquisition and development strategies. They used the assessment to identify and nurture diverse talents, ensuring that each employee's strengths were aligned with their roles and career aspirations.
- **Outcome:** This initiative contributed to higher employee retention rates, improved client satisfaction, and enhanced leadership effectiveness. Deloitte's commitment to strengths-based solutions also strengthened their reputation as an inclusive employer and a leader in DEI practices within the consulting industry.

Microsoft

- **Background:** Microsoft focused on creating an inclusive workplace culture that values diverse strengths and perspectives.
- **Implementation:** Microsoft incorporated **CliftonStrengths®** into their employee development programs and leadership training. They used the assessment to build inclusive teams and empower employees to maximize their strengths in innovative ways.
- **Outcome:** This initiative resulted in improved employee morale, increased productivity, and enhanced collaboration across diverse teams. Microsoft's emphasis on strengths-based development supported their DEI goals by fostering a culture of respect, inclusion, and continuous learning.



CliftonStrengths® Combined With DEI Initiatives

CASE STUDIES OF SUCCESS

stryker

- **Background:** Stryker, a leading medical technologies firm, sought to enhance their DEI initiatives by focusing on individual strengths to promote inclusivity.
- **Implementation:** Stryker integrated **CliftonStrengths®** assessments into their global talent development programs. This allowed them to recognize and value diverse strengths across their workforce, fostering an inclusive environment.
- **Outcome:** The integration led to a more engaged workforce, with improved team dynamics and enhanced collaboration across diverse teams. The focus on strengths helped reduce unconscious bias in team interactions and decision-making processes.

 **TOYOTA**

- **Background:** Toyota aimed to strengthen their DEI efforts by understanding and leveraging the diverse strengths of their employees.
- **Implementation:** Toyota incorporated **CliftonStrengths®** into their leadership development programs, especially for underrepresented groups. This initiative helped identify and cultivate diverse leadership based on inherent strengths rather than traditional profiles.
- **Outcome:** The approach not only boosted the confidence of diverse leaders but also promoted a culture where diverse perspectives were valued at all levels, contributing to broader organizational innovation and resilience.



CliftonStrengths® Combined With DEI Initiatives

CASE STUDIES OF SUCCESS

asurion

- **Background:** Asurion, a global tech care company, focused on creating an inclusive culture by aligning employee strengths with their DEI goals.
- **Implementation:** They launched a comprehensive strengths-based coaching program for employees at all levels, integrating **CliftonStrengths®** into their ongoing DEI training sessions.
- **Outcome:** The program improved employee satisfaction and inclusion metrics. It also helped managers lead more diverse teams effectively, by understanding and aligning team members' unique strengths.

CliftonStrengths®

IS TRUSTED BY 90% OF FORTUNE 500 COMPANIES



- **Background:** The city government of Denver, Colorado embarked on a mission to enhance workplace inclusivity across diverse public sectors.
- **Implementation:** **CliftonStrengths®** assessments were used in their public sector leadership development programs. They focused on building inclusive leadership skills that respect and utilize the strengths of diverse city employees.
- **Outcome:** This initiative led to improved communication and understanding across different departments, contributing to more effective and inclusive public service delivery.



CliftonStrengths® Combined With DEI Initiatives

CASE STUDIES OF SUCCESS



- **Background:** The University of Kentucky used **CliftonStrengths®** to support DEI among its student population.
- **Implementation:** The university provided **CliftonStrengths®** assessments to all incoming students as part of an orientation program designed to foster inclusivity and collaboration among a diverse student body.
- **Outcome:** This initiative resulted in improved student engagement and retention rates, particularly among minority groups. It encouraged students to value diversity and collaborate effectively with peers who have different strengths.



- **Background:** The University of Florida sought to promote inclusivity and support student success through strengths-based approaches.
- **Implementation:** The university integrated **CliftonStrengths®** into their student leadership development programs and academic advising services. They used the assessment to help students understand their strengths, build self-confidence, and navigate challenges more effectively.
- **Outcome:** This initiative contributed to higher student engagement, improved retention rates, and enhanced leadership skills among student organizations. The University of Florida's commitment to strengths-based development also promoted a campus culture where diversity of strengths was celebrated and leveraged for collective success.



CliftonStrengths® Combined With DEI Initiatives

CASE STUDIES OF SUCCESS

IN SUMMARY

These case studies vividly demonstrate the transformative impact of integrating **CliftonStrengths®** into Diversity, Equity, and Inclusion (DEI) initiatives within organizations. By adopting **CliftonStrengths®** assessments, these companies have shifted from traditional deficit-focused approaches to embracing strengths-based strategies that celebrate the unique talents of their diverse workforce. This shift not only enhances employee engagement and satisfaction but also cultivates a more inclusive and equitable organizational culture.

By recognizing and valuing diverse strengths, organizations demonstrate their commitment to creating environments where every individual feels empowered to contribute their best. This approach stands in stark contrast to conventional performance management systems that often emphasize weaknesses or prescribe narrow definitions of success. Instead, a strengths-based approach aligns employees' roles with their natural talents, significantly enhancing their sense of purpose and fulfillment within the organization.

This alignment not only improves individual performance but also enhances team dynamics. Teams composed of individuals leveraging their complementary strengths become more innovative, collaborative, and resilient in addressing complex challenges. Moreover, promoting a strengths-based culture fosters inclusivity by acknowledging and valuing the diverse strengths and perspectives that each employee brings to the table.

Employees from various backgrounds and identities feel validated and respected when their strengths are recognized, contributing to a more supportive and cohesive workplace environment. This approach not only enhances employee morale and retention but also strengthens the organization's reputation as an inclusive employer of choice. Ultimately, integrating **CliftonStrengths®** into DEI initiatives enables organizations to harness the full potential of their workforce while fostering a culture of fairness, respect, and opportunity for everyone involved.



