



## Now, Discover Your Strengths

By Marcus Buckingham, Donald O. Clifton



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Unfortunately, most of us have little sense of our talents and strengths, much less the ability to build our lives around them. Instead, guided by our parents, by our teachers, by our managers, and by psychology's fascination with pathology, we become experts in our weaknesses and spend our lives trying to repair these flaws, while our strengths lie dormant and neglected.

Marcus Buckingham, coauthor of the national bestseller *First, Break All the Rules*, and Donald O. Clifton, Chair of the Gallup International Research & Education Center, have created a revolutionary program to help readers identify their talents, build them into strengths, and enjoy consistent, near-perfect performance. At the heart of the book is the Internet-based StrengthsFinder® Profile, the product of a 25-year, multimillion-dollar effort to identify the most prevalent human strengths. The program introduces 34 dominant "themes" with thousands of possible combinations, and reveals how they can best be translated into personal and career success. In developing this program, Gallup has conducted psychological profiles with more than two million individuals to help readers learn how to focus and perfect these themes.

So how does it work? This book contains a unique identification number that allows you access to the StrengthsFinder Profile on the Internet. This Web-based interview analyzes your instinctive reactions and immediately presents you with your five most powerful signature themes. Once you know which of the 34 themes -- such as Achiever, Activator, Empathy, Futuristic, or Strategic -- you lead with, the book will show you how to leverage them for powerful results at three levels: for your own development, for your success as a manager, and for the success of your organization.

With accessible and profound insights on how to turn talents into strengths, and with the immediate on-line feedback of StrengthsFinder at its core, *Now, Discover Your Strengths* is one of the most groundbreaking and useful business books ever written.

(Please note that the code for the Online Strengths Finder Test is found on the inside of the dust jacket or in the sealed sleeve bound into the book just before the endpaper)

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## **Now, Discover Your Strengths By Marcus Buckingham, Donald O. Clifton Bibliography**

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## **Editorial Review**

### Amazon.com Review

Effectively managing personnel--as well as one's own behavior--is an extraordinarily complex task that, not surprisingly, has been the subject of countless books touting what each claims is the true path to success. That said, Marcus Buckingham and Donald O. Clifton's *Now, Discover Your Strengths* does indeed propose a unique approach: focusing on enhancing people's strengths rather than eliminating their weaknesses. Following up on the coauthors' popular previous book, *First, Break All the Rules*, it fully describes 34 positive personality themes the two have formulated (such as Achiever, Developer, Learner, and Maximizer) and explains how to build a "strengths-based organization" by capitalizing on the fact that such traits are already present among those within it.

Most original and potentially most revealing, however, is a Web-based interactive component that allows readers to complete a questionnaire developed by the Gallup Organization and instantly discover their own top-five inborn talents. This device provides a personalized window into the authors' management philosophy which, coupled with subsequent advice, places their suggestions into the kind of practical context that's missing from most similar tomes. "You can't lead a strengths revolution if you don't know how to find, name and develop your own," write Buckingham and Clifton. Their book encourages such introspection while providing knowledgeable guidance for applying its lessons. --*Howard Rothman*

### From Library Journal

The premise of this new management study, a follow-up to Buckingham's *First, Break All the Rules* (S. & S., 1999), is that the most effective method for motivating people is to build on their strengths rather than correcting their weaknesses. The authors, researchers at the Gallup Organization, have analyzed results of interviews conducted by Gallup of over 1.7 million employees from 101 companies and representing 63 countries. When asked, only 20 percent of these employees stated that they were using their strengths everyday. So that they can take a test revealing their strengths, readers are given access to the StrengthsFinder web site and a special ID number; once they learn their profile, they can read the analysis in the book. A description of each type is included, together with case studies, and managers are shown how to handle various types. This book offers a unique perspective on successful management strategy and developing employees' strengths. Recommended especially for public libraries, which should also consider Buckingham's *First, Break All the Rules*; students of business administration may also wish to consult this book. DLucy Heckman, St. John's Univ. Lib., Jamaica, NY  
Copyright 2001 Reed Business Information, Inc.

### Review

Mike Morrison Dean, University of Toyota The code for managing has been broken and the secrets for success are here in this book! We know this from first-hand experience -- with over 2,000 Gallup 'strengths' program graduates (and growing) -- we will never look at our jobs, or our lives for that matter, the same way again. To achieve our greatest potential, this is by far the most important investment an individual or organization can make!

Martin E.P. Seligman Fox Professor of Psychology, University of Pennsylvania, Director, Positive Psychology Network, Author of *Learned Optimism* The keystone of high achievement and happiness is exercising your strengths, not correcting your weaknesses. The first step is knowing which strengths you own, and this superb book gives you a powerful and accurate way to find out.

Mihaly Csikszentmihalyi C. S. and D. J. Davidson Professor of Psychology, Peter Drucker School of Management, Claremont Graduate University, Author of *Flow Now, Discover Your Strengths*, based on years of research by The Gallup Organization, is a refreshingly sensible and user-friendly way to assess your psychological assets and build on them a successful and satisfying life.

Ed Diener, Ph.D., Alumni Distinguished Professor of Psychology, University of Illinois A brilliant book that will help readers to discover and capitalize on their specific strengths, as well as assist managers in supervising people with varying strengths.

Dr. Frank Schmidt Ralph L. Sheets Professor of Human Resources, Department of Management and Organization, College of Business, University of Iowa This book is built around a unique vision of the high-performing individual and the high-performing organization -- and that vision is built on a recognition of individual differences and the unique strengths of each person. A truly important book.

Mike Pucci Vice President, Glaxo Wellcome *Now, Discover Your Strengths* is the logical, practical application of the theories uncovered in *First, Break All The Rules*. We have rewritten our management development curriculum as a result of this important and defining research in leadership.

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“This book has been instrumental in how we think about developing talent at Facebook.” (Sheryl Sandberg, Facebook CEO, as quoted in the New York Times &)

## **Users Review**

### **From reader reviews:**

#### **Maribel Davenport:**

Have you spare time for any day? What do you do when you have much more or little spare time? Sure, you can choose the suitable activity for spend your time. Any person spent their very own spare time to take a walk, shopping, or went to the particular Mall. How about open as well as read a book called *Now, Discover Your Strengths*? Maybe it is to be best activity for you. You know beside you can spend your time using your favorite's book, you can smarter than before. Do you agree with the opinion or you have different opinion?

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**Faye Michaels:**

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