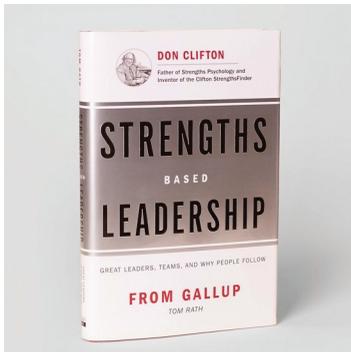


## TOOL #20: Tent Cards and Tools for Leveraging Board Member Strengths

Inspire your board to complete the online CliftonStrengths® assessment and then create tent cards and tools to leverage strengths at every board and committee meeting!



### Imagine! Committee Assignments by Strength

**“While the Best Leaders Are Not Well-Rounded, the Best Teams Are.”<sup>1</sup>**

Tom Rath and Barry Conchie: “The odds of an employee [or a board member] being engaged are a dismal 1 in 11 (9%). But when an organization’s leadership focuses on the strengths of its employees, the odds soar to almost 3 in 4 (73%).”<sup>2</sup>

Leadership is nothing without followers and this book describes the four basic needs of followers: trust, compassion, stability and hope. “The chances of employees being engaged at work when they do not trust the company’s leaders are just 1 in 12.”<sup>3</sup>

This is not dry, academic stuff. Four leaders—and their extremely diverse strengths—are profiled, using what the authors describe as the four domains of leadership strength:

- Executing
- Influencing
- Relationship Building
- Strategic Thinking<sup>4</sup>

For more on the CliftonStrengths® assessment, visit:  
[www.gallupstrengthscenter.com](http://www.gallupstrengthscenter.com).

<sup>1</sup> Tom Rath and Barry Conchie, *Strengths Based Leadership: Great Leaders, Teams and Why People Follow* (New York: Gallup Press, 2008), 2.

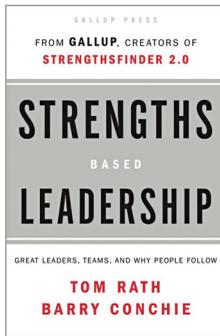
<sup>2</sup> Ibid., 83.

<sup>3</sup> Ibid., 2.

<sup>4</sup> Ibid., 43.

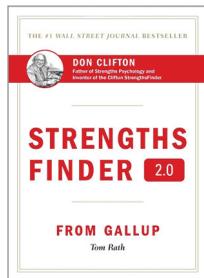
## Leverage Your Board Members' Strengths: 4 Tools

Imagine! What if everyone on your board received committee assignments that leveraged their strengths? Each book below includes a unique access code for an online assessment at [www.gallupstrengthscenter.com](http://www.gallupstrengthscenter.com). After you complete the 20- to 30-minute online assessment, you will receive a list (and commentary) of your Top-5 strengths. Many boards compile these strengths into a chart so that committee assignments and volunteer work are delegated according to a person's strengths. Each book includes mini-descriptions of each of the 34 talent themes.



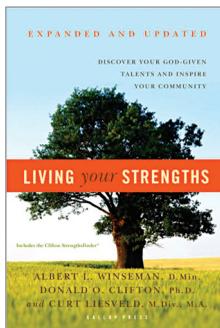
**Strengths Based Leadership:  
Great Leaders, Teams and Why People Follow**  
by Tom Rath and Barry Conchie

According to the Gallup Organization, over 18 million people worldwide have discovered their CliftonStrengths®—their top-five of 34 strengths/talent themes. Yet . . . **75 percent of the workforce do not leverage their strengths at work every day. Yikes!** Instead, many supervisors, bosses and boards focus incorrectly on a leader's weaknesses—instead of his or her strengths. This book also includes four “case studies” of four CEOs from each of the four domains of leadership strength: Executing, Influencing, Relationship Building, and Strategic Thinking.<sup>5</sup>



**StrengthsFinder 2.0  
Discover Your CliftonStrengths®**  
by Tom Rath

“ . . . our studies indicate that people who do have the opportunity to focus on their strengths every day **are six times as likely** to be engaged in their jobs and more than three times as likely to report having an excellent quality of life in general.”<sup>6</sup>



**Living Your Strengths:  
Discover Your God-Given Talents and Inspire Your Community**  
by Albert L. Winseman, Donald O. Clifton,  
and Curt Liesveld

**A board member:** “After serving almost four years on the church board, I had yet to fully know or understand those with whom I was working. The extent of our personal knowledge about one another went little beyond being asked to ‘share your favorite movie.’ At the initiation of a new church board chair and a new executive pastor, we underwent strengths coaching, both individual and team. Everyone engaged in the process, and I learned more about my teammates in one evening than in all my previous years on the board. It was the most meaningful and significant times we’ve spent together.”<sup>7</sup>



<sup>5</sup> Rath and Conchie, *Strengths Based Leadership*, 24.

<sup>6</sup> Tom Rath, *StrengthsFinder 2.0* (New York: Gallup Press, 2007), iii.

<sup>7</sup> Albert L. Winseman, Donald O. Clifton, and Curt Liesveld, *Living Your Strengths: Discover Your God-Given Talents and Inspire Your Community*, 3d ed. (New York: Gallup Press, 2008), 56.

## ✔ **STRENGTHS TOOL #1: Wallet-Size Cards**

### **Laminate and Leverage Your Strengths!**

After your board has completed the CliftonStrengths® assessment, prepare wallet-size laminated cards for each person—as a reminder to “leverage your strengths!”

#### **OPTION 1:**

**JOHN PEARSON ♦ MY TOP-5 STRENGTHS<sup>8</sup>**

1. **“FOCUS®** – People exceptionally talented in the Focus theme can take a direction, follow through and make the corrections necessary to stay on track. They prioritize, then act.”
2. **“RESPONSIBILITY®** – People exceptionally talented in the Responsibility theme take psychological ownership of what they say they will do. They are committed to stable values such as honesty and loyalty.”
3. **“SIGNIFICANCE®** – People exceptionally talented in the Significance theme want to be very important in others’ eyes. They are independent and want to be recognized.”
4. **“BELIEF®** – People exceptionally talented in the Belief theme have certain core values that are unchanging. Out of these values emerges a defined purpose for their lives.”
5. **“MAXIMIZER®** – People exceptionally talented in the Maximizer theme focus on strengths as a way to stimulate personal and group excellence. They seek to transform something strong into something superb.”

#### **OPTION 2**

**DAN BUSBY ♦ MY TOP-5 STRENGTHS<sup>9</sup>**

**LEARNER®**  
**ACHIEVER®**  
**CONNECTEDNESS®**  
**IDEATION®**  
**BELIEF®**

**“I praise you because I am fearfully and wonderfully made; your works are wonderful,  
I know that full well.”**

**Psalm 139:14 (NIV)**

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### **MORE RESOURCES:**

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- ❑ **Gallup Strengths Center:**  
*www.gallupstrengthscenter.com*
- ❑ **One-minute YouTube videos of all 34 strengths:**  
*www.youtube.com/user/GallupStrengths*

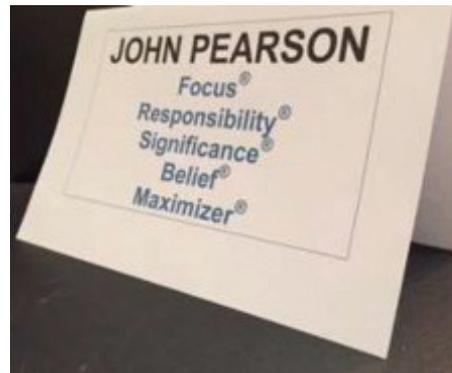
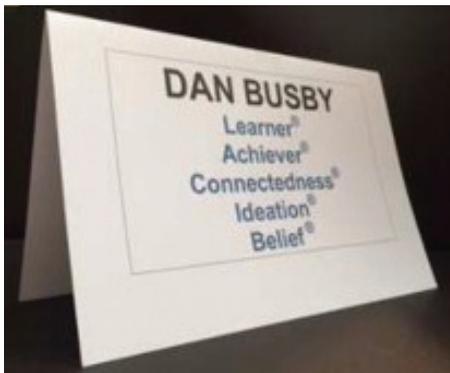
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<sup>8</sup> CliftonStrengths® and each of the 34 theme names are trademarks of Gallup, Inc. To discover your top five CliftonStrengths®, please visit the Gallup Strengths Center at *www.gallupstrengthscenter.com/*.

<sup>9</sup> Ibid.

✓ **STRENGTHS TOOL #2: Tent Cards**

Enrich your board and committee meetings with 8 ½” x 11” tent cards—highlighting the strengths of each person.



Easy-to-print! Prepare on 8 ½” x 11” card stock, print on BOTH sides, and fold in half.<sup>10</sup>

*“A leader needs to know his strengths as a carpenter knows his tools, or as a physician knows the instruments at her disposal. What great leaders have in common is that each truly knows his or her strengths—and can call on the right strength at the right time. This explains why there is no definitive list of characteristics that describes all leaders.”<sup>11</sup>*

Donald O. Clifton

<sup>10</sup> Ibid.

<sup>11</sup> Rath and Conchie, *Strengths Based Leadership*, 13.

**✔ STRENGTHS TOOL #3: Chart**

Download the color-coded templates (8.5” x 11” and 11” x 17” landscape version for larger boards).

**Our Board’s Top-5 Strengths from CliftonStrengths®<sup>12</sup>**

<b>Names</b>	<b>Rick</b>	<b>Mike</b>	<b>Cathy</b>	<b>Mark</b>	<b>Maria</b>	
<b>Strength #1</b>						
<b>Strength #2</b>						
<b>Strength #3</b>						
<b>Strength #4</b>						
<b>Strength #5</b>						
<b>EXECUTING</b>						
Achiever®						
Arranger®						
Belief®						
Consistency®						
Deliberative®						
Discipline®						
Focus®						
Responsibility®						
Restorative®						
<b>INFLUENCING</b>						
Activator®						
Command®						
Communication®						
Competition®						
Maximizer®						
Self-Assurance®						
Significance®						
Woo®						
<b>RELATIONSHIP BUILDING</b>						
Adaptability®						
Connectedness®						
Developer®						
Empathy®						
Harmony®						
Includer®						
Individualization®						
Positivity®						
Relator®						
<b>STRATEGIC THINKING</b>						
Analytical®						
Context®						
Futuristic®						
Ideation®						
Input®						
Intellection®						
Learner®						
Strategic®						

Chart Concept: John Pearson

<sup>12</sup> CliftonStrengths® and each of the 34 theme names are trademarks of Gallup, Inc. To discover your top five CliftonStrengths®, please visit the Gallup Strengths Center at [www.gallupstrengthscenter.com/](http://www.gallupstrengthscenter.com/).

**Our Board’s Top-5 Strengths From CliftonStrengths® – EXAMPLE**

Names	Rick Burton	Mike Porter	Cathy Jones	Mark Owens	Maria Lopez
<b>Strength #1</b>	Belief	Woo	Strategic	Connectedness	Relator
<b>Strength #2</b>	Positivity	Empathy	Maximizer	Woo	Belief
<b>Strength #3</b>	Developer	Positivity	Activator	Belief	Arranger
<b>Strength #4</b>	Connectedness	Communication	Command	Maximizer	Achiever
<b>Strength #5</b>	Strategic	Arranger	Relator	Learner	Focus
<b>EXECUTING</b>					
Achiever®					Achiever
Arranger®		Arranger			Arranger
Belief®	Belief			Belief	Belief
Consistency®					
Deliberative®					
Discipline®					
Focus®					Focus
Responsibility®					
Restorative®					
<b>INFLUENCING</b>					
Activator®			Activator		
Command®			Command		
Communication®		Communication			
Competition®					
Maximizer®			Maximizer	Maximizer	
Self-Assurance®					
Significance®					
Woo®		Woo		Woo	
<b>RELATIONSHIP BUILDING</b>					
Adaptability®					
Connectedness®	Connectedness			Connectedness	
Developer®	Developer				
Empathy®		Empathy			
Harmony®					
Includer®					
Individualization®					
Positivity®	Positivity	Positivity			
Relator®			Relator		Relator
<b>STRATEGIC THINKING</b>					
Analytical®					
Context®					
Futuristic®					
Ideation®					
Input®					
Intellection®					
Learner®				Learner	
Strategic®	Strategic		Strategic		

Chart Concept: John Pearson

**↑ Recommendation!** Download the Strengths chart template.

Download the 11” x 17” color-coded blank template and add the Top-5 strengths for each board member. The completed template will visually show how “well-rounded” your board is in the four domains of leadership strength (Executing, Influencing, Relationship Building, and Strategic Thinking).<sup>13</sup>

☑ **STRENGTHS TOOL #4: Coffee Mugs!**

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**Present a personalized Strengths mug to every board member!**



(Photo courtesy of Scott Mackes, Strengths Mugs, [www.strengthsmugs.com](http://www.strengthsmugs.com))

**Order at:**  
**[www.strengthsmugs.com](http://www.strengthsmugs.com)**

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<sup>13</sup> The four domains of leadership strength (Executing, Influencing, Relationship Building, and Strategic Thinking) are described in Tom Rath and Barry Conchie, *Strengths Based Leadership: Great Leaders, Teams and Why People Follow*, (New York: Gallup Press, 2008).