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## BOOK REVIEW

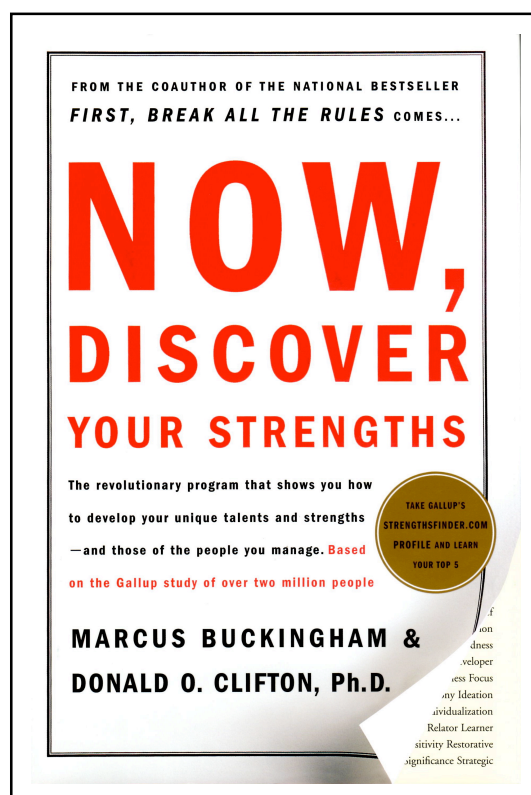
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### " Now, Discover Your Strengths" by Marcus Buckingham & Donald O. Clifton

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The book 'Now, Discover Your Strengths' by both Marcus Buckingham and Donald O. Clifton proposes a new approach. It focuses on developing one's strengths rather than trying to erase one's weaknesses. It shows the reality that people often fail to develop their talents and strengths by just spending so much attention trying to repair weaknesses.

Based on a Gallup study of over two million people who have excelled in their careers, 'Now Discover Your Strengths' uses a revolutionary program to help readers discover their distinct talents and strengths. The product of a twenty-five year, multi-million pound effort to identify the most prevalent human talents, the StrengthsFinder program introduces thirty-four talents or "themes" and reveals how they can best be translated into personal and career success.

They are as follows:

1. Achiever

People who are strong in this theme can work hard with great deal of stamina. They constantly need achievement and every day is a new day for achieving something. Ideal for the kind of people who are in those jobs that measure individual productivity and who need a constant challenge.

## 2. Activator

A person under this theme can put thoughts into actions that lead to performance. This person believes that action is a great vehicle in learning things. The ideal action for this person is to find people that are creative and assist them to put ideas into action.

## 3. Adaptability

If you have this theme, you can always go with the flow. You see the future based on choices and decisions being made at present. You are very flexible in your work, and therefore, you can easily adjust to demands.

## 4. Analytical

You always thinking of reasons and causes without destroying other's ideas. Ideal work for you is the one that wants you to analyze and organize something.

## 5. Arranger

You can handle complex situations. You can be the best in dynamic situations. Seek out jobs that have complex and dynamic natures.

## 6. Belief

You have strong values that can never be changed such as being family-oriented, being humane, or holding high ethics. You may try to look for organizations that aim to contribute to society.

## 7. Command

You can express your views easily and impose them on others. All you need to do is to practice the tone of your voice because you like confrontation towards resolution.

## 8. Communication

You have no problem expressing your thoughts in words. You understand that most people have a short attention span, so you must do your best to convey your ideas that stick in their mind.

## 9. Competition

You are fond of competing and like to compare yourself to others. You like people who also like to compete. You like to have a job that can measure your achievements and judge yourself.

#### 10. Connectedness

You have a strong faith and you can go well with others. Consider a job where you can listen and counsel.

#### 11. Consistency

You consider balance as the most important thing. You are likely to treat people the same.

#### 12. Context

You enjoy thinking about the past to understand the present.

#### 13. Deliberative

A person belonging to this theme takes serious considerations before making choices and decisions.

#### 14. Developer

You can easily pinpoint and cultivate the strong points of others.

#### 15. Discipline

People who are strong in this theme like things to be in order.

#### 16. Empathy

You can easily relate to the feelings of other people by putting yourself in their shoes.

#### 17. Consistency

You are fair to all people by treating all of them the same.

#### 18. Focus

You can take a direction, review it, and make necessary corrections.

#### 19. Futuristic

People who are strong in this theme tend to be inspired by the future.

#### 20. Harmony

People strong in harmony can seek areas of agreement amidst conflict.

#### 21. Ideation

If you are in this theme, you are fascinated by ideas. You have the ability to find connections between two different things.

22. Includer

This person is aware of other people who feel left out and makes an effort to include them in the group.

23. Individualization

If you are strong on this theme, you are interested in the unique characteristics of each person. You can figure out how two different people can be productive together.

24. Input

This person likes to collect and archive more information than usual.

25. Intellection

If you are strong on this theme, you like to be in intellectual discussions.

26. Learner

You want to improve continuously; you enjoy more the process of learning than the results.

27. Maximizer

If you are strong on this theme, you can easily transform something strong to something excellent.

28. Positivity

People who are strong in this theme have contagious enthusiasm that will result in others getting excited.

29. Relator

If you belong to this theme, you find enjoyment with close relationships.

30. Responsibility

If you are strong on this theme, you enjoy to take into action what you have said.

31. Restorative

You are very adept in dealing with any problems.

32. Self-Assurance

You are confident that you can manage your own life on your own ability.

### 33. Significance

People who belong to this theme are independent and want to be recognized by others.

### 34. Strategic

People who are strong on this theme can face any given situation by creating ways to proceed.

### 35. Woo

If you are strong on this theme, you love to meet new people and make connection with them.

Once listeners know which of the thirty-four talent themes dominates their personality, they can make practical applications at three levels: as an individual, as a manager and within an organisation. Readers learn what kind of environments will allow them to flourish; how managers can better cultivate their employers' talents; and how almost all organisations inhibit the talents of their people and need to change.

The book is very powerful. You can definitely discover your own strengths and manage your work and relationships based on the insights provided in the book. Any industry can learn something from this book whether in education, business, government or church. This is an inspiring book which serves more than a guide to management and professional success.

[Dr Darryl Cross is a clinical and organisational psychologist as well as a credentialed executive and personal coach. He is also an author, international speaker and university lecturer. Dr Darryl assists people to find their strengths and reach their goals. Further information on Dr Darryl can be seen at [www.DrDarryl.com](http://www.DrDarryl.com)]