



CliftonStrengths® Top 5 for Bill Burnett



This report presents your five most dominant CliftonStrengths revealed by your responses to the CliftonStrengths assessment. Use this report to learn more about these strengths, how they uniquely show up in your life and how you can use them to fulfill your potential.

1. Activator®

You can make things happen by turning thoughts into action. You want to do things now, rather than simply talk about them.

2. Woo®

You love the challenge of meeting new people and winning them over. You derive satisfaction from breaking the ice and making a connection with someone.

3. Positivity®

You have contagious enthusiasm. You are upbeat and can get others excited about what they are going to do.

4. Maximizer®

You focus on strengths as a way to stimulate personal and group excellence. You seek to transform something strong into something superb.

5. Achiever®

You work hard and possess a great deal of stamina. You take immense satisfaction in being busy and productive.

EXECUTING themes help you make things happen.

RELATIONSHIP BUILDING themes help you build strong relationships that hold a team together.

INFLUENCING themes help you take charge, speak up and make sure others are heard.

STRATEGIC THINKING themes help you absorb and analyze information that informs better decisions.



- 1. Activator
- 2. Woo
- 3. Positivity
- 4. Maximizer
- 5. Achiever

You Are Uniquely Powerful

Your unique sequence of CliftonStrengths and the personalized Strengths Insights in this report are the result of your answers to the CliftonStrengths assessment.

We designed this report to help you learn more about your most dominant CliftonStrengths: what they are, how they interact and how to use them to succeed.

What do the colors mean?

Each of the 34 CliftonStrengths fits into one of four domains. These domains describe how CliftonStrengths helps you execute, influence others, build relationships, and absorb and think about information.

EXECUTING

- | Achiever
- | Arranger
- | Belief
- | Consistency
- | Deliberative
- | Discipline
- | Focus
- | Responsibility
- | Restorative

INFLUENCING

- | Activator
- | Command
- | Communication
- | Competition
- | Maximizer
- | Self-Assurance
- | Significance
- | Woo

RELATIONSHIP BUILDING

- | Adaptability
- | Connectedness
- | Developer
- | Empathy
- | Harmony
- | Includer
- | Individualization
- | Positivity
- | Relator

STRATEGIC THINKING

- | Analytical
- | Context
- | Futuristic
- | Ideation
- | Input
- | Intellection
- | Learner
- | Strategic



INFLUENCING

1. Activator®

What Is Activator?

"When can we start?" This is a recurring question for Activators. People with strong Activator talents are impatient for action. They may concede that analysis has its uses or that debate and discussion can occasionally yield some valuable insights, but deep down they know that only action is real. Once a decision is made, they must act. Others may worry that "there are still some things we don't know," but this doesn't seem to slow Activators down. They make a decision, take action, look at the result and learn. The bottom line is this: Activators know they will be judged not by what they say or what they think, but by what they get done. This does not frighten them. It energizes them.

Why Your Activator Is Unique

These Strengths Insights are personalized based on your CliftonStrengths results.

Activator

Woo

Positivity

Maximizer

Achiever

Driven by your talents, you sometimes make people feel special. Typically you point out the importance or usefulness of something they said.

Because of your strengths, you energize others so they feel enthusiastic about a position you have taken, a conclusion you have reached, or an innovative idea you have proposed. As soon as you resolve to do something, you typically announce, "Let's get started right away. We can do this!"

Chances are good that you might often acknowledge the importance of ideas that people share with you. Perhaps you give your attention to others to boost their self-confidence.

It's very likely that you celebrate the achievements and successes of individuals and groups. You compliment them. Your enthusiasm energizes people and makes them eager to tackle the task at hand. Time and again you say and do things that re-invigorate their minds, bodies, and spirits.

Instinctively, you might derive much satisfaction from initiating conversations with outsiders or newcomers. You routinely make a game of getting strangers to tell you about themselves and their interests.



- 1. Activator**
- 2. Woo
- 3. Positivity
- 4. Maximizer
- 5. Achiever

How Activator Blends With Your Other Top Five Strengths

ACTIVATOR + WOO

Starting something is what you do best. With initiative and influence, you may launch a new product or begin a new relationship.

ACTIVATOR + POSITIVITY

You believe that the best way to influence others is by creating positive emotions that in turn lead to positive actions.

ACTIVATOR + MAXIMIZER

You push people to get started and to aspire to become the best they can be. Success is always about speed and excellence.

ACTIVATOR + ACHIEVER

With urgent initiative, you push others to get started so that a critical job will get finished as soon as possible.

Apply Your Activator to Succeed

Be the person who helps others take action to succeed.

- When you see someone do something excellent, tell them right away. This positive reinforcement of their actions can help motivate them to repeat what they did.
- Remember that not everyone is as ready as you are to jump into action. Make sure those around you are prepared to act so they can meet your energy with excitement instead of fear.



INFLUENCING

2. Woo®

What Is Woo?

Woo stands for “winning others over.” People with strong Woo talents enjoy the challenge of encountering new people and gaining their esteem. They are drawn to meeting new people. They want to learn others’ names, ask them questions and find common interests on which to build rapport. People with Woo among their top themes can enter a crowd and easily know what to do and say. Some people shy away from starting up conversations because they worry about running out of things to say. People with a lot of Woo do not. They see no strangers — only friends they haven’t met yet.

Why Your Woo Is Unique

These Strengths Insights are personalized based on your CliftonStrengths results.

Activator

Woo

Positivity

Maximizer

Achiever

It’s very likely that you gravitate to situations where you will be in the company of others. You are much less inclined to be solitary or a loner.

Driven by your talents, you might share your excitement with certain individuals. Maybe these chosen people are attracted to your enthusiasm for life. Perhaps some of them go out of their way to spend some time with you.

Chances are good that you naturally enjoy beginning discussions with newcomers or outsiders. These private exchanges typically provide insights into the special talents, sources of inspiration, or other traits of each individual.

By nature, you may easily find the right words to express what you are thinking. Sometimes you offer explanations. Occasionally you discuss ideas. Once in a while, you rely on examples, stories, or jokes to illustrate your main points.

Instinctively, you might be enthusiastic about certain types of contests or tournaments. Perhaps you aim to finish first or be declared the best.



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- 5. Achiever

How Woo Blends With Your Other Top Five Strengths

WOO + ACTIVATOR

Starting something is what you do best. With initiative and influence, you may launch a new product or begin a new relationship.

WOO + POSITIVITY

Socially and emotionally influential, you find it easy and enjoyable to meet a new person or to give hope to someone in despair.

WOO + MAXIMIZER

You want your social network to be broad and getting wider, and you want it to be populated with good people who are getting better.

WOO + ACHIEVER

You thrive in situations that involve hard work and getting things done but that also require you to interact with new people.

Apply Your Woo to Succeed

Discover something about every person.

- Learn more about people you know — and don't know — by keeping track of their names and some personal details. Use this information to better remember people and even help you introduce them to others they might easily connect with.
- Ask people open-ended questions to find common interests. You have an exceptional ability to build a rapport with others, making them feel comfortable and more talkative.



RELATIONSHIP BUILDING

3. Positivity®

What Is Positivity?

People with strong Positivity talents are generous with praise, quick to smile and always on the lookout for the upside of the situation. They always seem to find a way to lighten the spirits of those around them. They are optimistic, hopeful and fun-loving. They celebrate every achievement. They find ways to make everything more exciting and dynamic.

Why Your Positivity Is Unique

These Strengths Insights are personalized based on your CliftonStrengths results.

Activator

Woo

Positivity

Maximizer

Achiever

Driven by your talents, you might be aware of the needs or desires of the people closest to you. These insights allow you to sometimes freely share your talents, knowledge, and skills with others. Perhaps you instinctively understand how to make others feel good. You may be known as a giver, not a taker. Some people look forward to spending time with you.

Because of your strengths, you inspire others by finding out what motivates them. You give individuals lots of recognition. You celebrate each person's uniqueness. Your acknowledgments and compliments typically energize people.

Chances are good that you may tune in to the emotions or needs of certain individuals. Perhaps your intuitive insights tell you if a person needs to be cheered up, offered support, or given approval. Occasionally this gift of yours helps specific types of people grow personally or professionally. It also may free some of them to feel good about themselves or what they can do.

By nature, you may be inclined to see things in a favorable light. Perhaps even in serious situations, you are less likely to succumb to the gloom and doom thinking of pessimists.

It's very likely that you now and then encourage people and bolster their confidence. Sometimes you stir up a sense of accomplishment in them.



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How Positivity Blends With Your Other Top Five Strengths

POSITIVITY + ACTIVATOR

You believe that the best way to influence others is by creating positive emotions that in turn lead to positive actions.

POSITIVITY + WOO

Socially and emotionally influential, you find it easy and enjoyable to meet a new person or to give hope to someone in despair.

POSITIVITY + MAXIMIZER

You choose to focus on good rather than evil and on strength rather than weakness, and when you do, it creates energy and hope.

POSITIVITY + ACHIEVER

You work hard because hard work should be celebrated, and you celebrate frequently because it refuels hard workers.

Apply Your Positivity to Succeed

Encourage others by reminding them of the positives you see.

- Commit to praising the people you interact with most. Try to tailor this recognition to each person's needs. When you remind others of the positives you see, they feel better about life, and so do you.
- Make sure your praise and positivity are genuine. Some people are used to hearing the negatives, so make sure your praise and positivity are authentic. But keep repeating the positives to let these people trust you will always point out the upside.



INFLUENCING

4. Maximizer®

What Is Maximizer?

Maximizers see talents and strengths in others, usually before anyone else does. Strengths — whether their own or someone else's — fascinate them. Maximizers love to help others get excited about their potential. They see what people do best and which jobs they will be good at. They can see how people's talents match the tasks they must complete. Excellence, not average, is their measure and pursuit. They have a quality orientation that leads them to focus on areas of strength for themselves and others and manage weaknesses.

Why Your Maximizer Is Unique

These Strengths Insights are personalized based on your CliftonStrengths results.

Activator

Woo

Positivity

Maximizer

Achiever

By nature, you may surround yourself with people who notice what you do right and applaud what you do well. Maybe you avoid critics who dwell on your shortcomings.

Because of your strengths, you may perceive that you have an ability to create vivid word pictures to describe the future. You may inspire people with your images of what can be. Perhaps individuals appreciate your forward thinking. They might want or need to hear from you more often.

Instinctively, you normally devote your energies to pinpointing what makes people special and unique. This knowledge probably permits you to inspire many individuals to do their finest work.

It's very likely that you may choose to partner with people who use their talents for a group's common good. Perhaps you have been on winning teams where each person's talents complemented those of others.

Driven by your talents, you might know the things you do well. Perhaps you waste little time mulling over your limitations, shortcomings, or failures. Sometimes your strengths allow you to capture first-place honors. You might refuse to concentrate much energy on areas where you must struggle just to be average. "What's the point?" you might ask yourself.



- 1. Activator
- 2. Woo
- 3. Positivity
- 4. Maximizer**
- 5. Achiever

How Maximizer Blends With Your Other Top Five Strengths

MAXIMIZER + ACTIVATOR

You push people to get started and to aspire to become the best they can be. Success is always about speed and excellence.

MAXIMIZER + WOO

You want your social network to be broad and getting wider, and you want it to be populated with good people who are getting better.

MAXIMIZER + POSITIVITY

You choose to focus on good rather than evil and on strength rather than weakness, and when you do, it creates energy and hope.

MAXIMIZER + ACHIEVER

You have high expectations for quality and quantity for yourself and others. You must always do more and do better.

Apply Your Maximizer to Succeed

Focus on long-term relationships for maximum success.

- Meet regularly with mentors and role models for insight, advice and inspiration. This mentorship will lead to a new standard of excellence and success.
- Support others in areas where they don't excel. Build their strengths and confidence by helping them do what they naturally do best and finding complementary partners.



EXECUTING

5. Achiever®

What Is Achiever?

Achievers have a constant need for attainment. They have an internal fire burning inside them. It pushes them to do and achieve more. People with strong Achiever talents feel as if every day starts at zero. By the end of the day, they must accomplish something meaningful to feel good about themselves. And “every day” means every single day: workdays, weekends, holidays and even vacations. If the day passes without some form of achievement, no matter how small, Achievers feel dissatisfied. After finishing a challenging project, they rarely seek with a reward of a rest or an easy assignment. While they appreciate recognition for past achievements, their motivation lies in striving toward the next goal on the horizon.

Why Your Achiever Is Unique

These Strengths Insights are personalized based on your CliftonStrengths results.

Activator

Woo

Positivity

Maximizer

Achiever

By nature, you approach your work-related or academic assignments with a great deal of intensity. You are known for putting in long hours and working hard.

It's very likely that you enjoy working hard with little rest as long as you can partner with individuals who share your strong work ethic. Having low performers in a group certainly tries your patience, especially when they are content to meet the minimum expectations. You feel that your drive to do more and better work annoys them.

Chances are good that you do a fine job of imparting knowledge to individuals. You spend a lot of time preparing appropriate stories, vivid examples, graphic illustrations, or useful materials to enliven your training sessions.

Instinctively, you tend to be a very good adviser to many individuals. When offering suggestions or asking questions, you probably are much more engaged, intense, and involved than usual.

Because of your strengths, you handle tension quite well. Stress and strain cause you to concentrate most of your physical and mental energies on the right activities. Deadlines probably motivate you to be much more efficient and effective.



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How Achiever Blends With Your Other Top Five Strengths

ACHIEVER + ACTIVATOR

With urgent initiative, you push others to get started so that a critical job will get finished as soon as possible.

ACHIEVER + WOO

You thrive in situations that involve hard work and getting things done but that also require you to interact with new people.

ACHIEVER + POSITIVITY

You work hard because hard work should be celebrated, and you celebrate frequently because it refuels hard workers.

ACHIEVER + MAXIMIZER

You have high expectations for quality and quantity for yourself and others. You must always do more and do better.

Apply Your Achiever to Succeed

Use a scoring system to keep track of all achievements.

- Display metrics that matter in a place where you can see them often. The visual measurement of your productivity will encourage you to keep making progress toward your goals.
- Put personal achievements on your scoring system. This will help you direct your busy energy toward family and friends and work.

What's Next?

Take these steps to start unlocking your full potential using your CliftonStrengths.



Learn to Use Your Dominant Strengths

Read about each of your top five CliftonStrengths in this report and reflect:

- What did you read that **inspires** you?
- What did you read that **surprises** you?
- What did you read that **excites** you?
- What did you read that **challenges** you?

Click [here](#) or scan the QR code to complete the following exercise for each of your top five CliftonStrengths:

Name It

- Pick one of your top CliftonStrengths.
- List the words or phrases you read about this strength that resonate strongly with you.

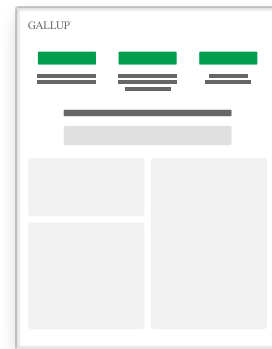
Claim It

- When has this strength helped you be successful in the past?
- How does this strength help you be successful in your role?

Aim It

- In what two ways could you start using this strength more intentionally right away?

Hint: Read the action items in this report and on your my.gallup.com dashboard for ideas.



[Click to View Activity](#)



Use Your Resources in Gallup® Access



Our dedicated platform is focused on helping you fulfill your potential using your CliftonStrengths.

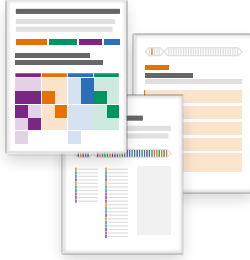
Click [here](#) or scan the QR code to sign in to your my.gallup.com account.

Inside, you'll find articles, videos, learning modules and other tools created specifically for your strengths-based development.



Explore All 34 of Your CliftonStrengths®

Already have your CliftonStrengths 34 report? Great! Take some time to explore your full results.



If you don't have it yet, [click here](#) or scan the QR code to learn how your CliftonStrengths 34 report can help you:

- reveal your complete talent profile of 34 CliftonStrengths
- learn how to use your top 10 CliftonStrengths to set and achieve goals
- navigate your 11-34 CliftonStrengths, including understanding and managing weaknesses

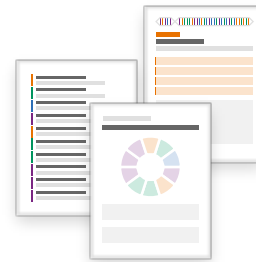


Apply Your CliftonStrengths® in Specific Roles

Take time to explore any role-based CliftonStrengths reports you already have.

If you don't have any, [click here](#) or scan the QR code to browse a range of reports tailored to specific roles and responsibilities.

We offer a suite of reports designed to help you use your CliftonStrengths to excel in various areas, whether it's in management, leadership or even as a student.



Engage in a Conversation About Your CliftonStrengths®



Share your CliftonStrengths results with the people closest to you, including your family, friends, coworkers and teammates.

Spend time talking about your CliftonStrengths with a coach, manager, mentor or adviser — someone invested in your personal and professional development.

[Click here](#) or scan the QR code for helpful ways to share and discuss your CliftonStrengths with others.

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