



**SNC • LAVALIN**

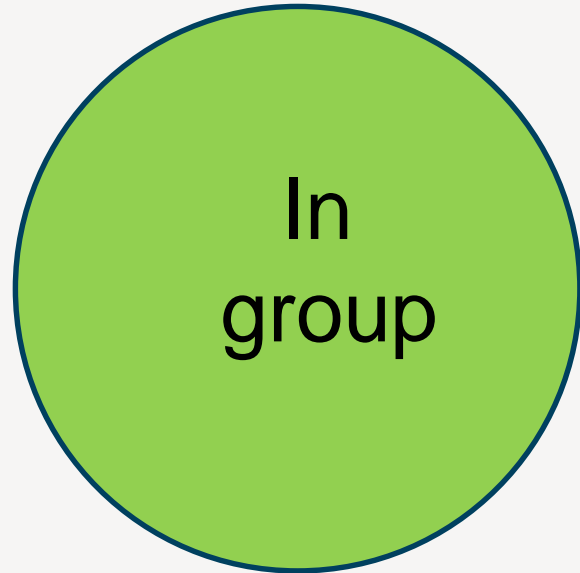
**ATKINS**

Member of the SNC-Lavalin Group

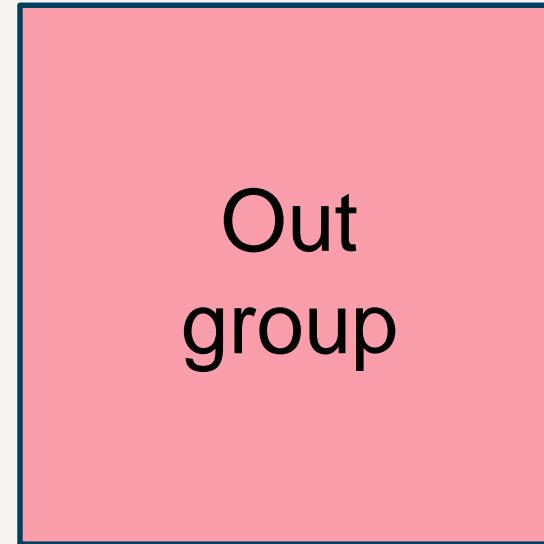
# **Making the most of our individuality – using a strengths based approach to naturally increase conscious inclusion**

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# The psychology



Me



Them



Another perspective

Shift to focus on individuality rather  
than group membership

=> **Conscious Inclusion**



# Martin Luther King

*”I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character”*



# When do you feel at your best at work?



# Strength spotting clues

Strengths	Weaknesses
Relaxed, but focused and energised	Anxious, unfocused and visibly drained
Uplifted voice and a positive, lively tone	Flat tone, with little variation
May share childhood examples, or frequent examples	Brief examples lacking in detail and life
Rich descriptions and positive phrases that are passionate and vital	Generic phrases or negative phrases
Conversation flows rhythmically with a natural pace	Hesitations, pauses, struggling for words
Body language may be expressive and animated	Body language may be tense



# The Strengths approach

- Based on Positive Psychology
  - Identifying what makes you *feel* strong
- 
- What you feel compelled to do
  - When you lose track of time (in flow)
  - When you feel fantastic afterwards



# Strength-spotting in yourself – Alex Linley’s Top Tips (handout)

- Childhood memories – what did you enjoy as a child?
- Energy – what gives you a buzz?
- Authenticity – when do you feel most like the ‘real’ you?
- Ease – what comes naturally to you?
- Attention – What do you naturally pay attention to?
- Rapid Learning – what do you pick up quickly?
- Motivation – what do you do, just for the love of it?
- Voice – when does your tone become more passionate?
- Words and phrases – when do you say ‘I love..., it’s great when..’?
- What doesn’t get onto your ‘to-do’ list because you’ve already done it?

From Average to A+, Linley (2008)





# Individually: identifying your strengths - Exercise

You each have a page which describes the 60 strengths used in a particular Strengths tool – the Strengths Profile.

Work through the list and decide for each one whether it:

- **Drains you?** Highlight pink
- **Not sure?** Highlight orange
- **Energises you?** Highlight green => these are your strengths
- Try and pull out your top three strengths

Discuss with different partner – how could you use these more in your current situation?  
(Your worksheet has some guidance on this)



# Why does this approach improve inclusivity?

You are comparing *within* an individual  
not between



# Applying strengths within organisations

- Selection
- Career development
- Talent management
- Team development
- Innovation / creativity

=> performance



Garcea, N. et al (2012) Strategic HR Review Vol 11 pg 199-204



# Research has shown the benefits

Based on research from: Garcea, Linley and Harrington (2009), Richardson and West (2009), Losada & Heaphy (2004)

- **For individuals:** happier, more confident, more resilient, more effective and successful.
- **For teams:** higher performance, improved relationships, **greater use of diversity**, increased creativity
- **For organisations:** **better use of resource**, more flexible and adaptable, greater innovation, more engaged staff, higher profits.

## Strengths leads to conscious inclusion



## Psychometrics to identify strengths

- The Strengths Profile: [www.strengthsprofile.com](http://www.strengthsprofile.com)
- Strengthscope: [Strengthscope.com](http://Strengthscope.com)
- StrengthsFinder: [www.gallupstrengthscenter.com](http://www.gallupstrengthscenter.com)
- VIA – [www.viacharacter.org](http://www.viacharacter.org) (free)



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Thank you