

CliftonStrengths is a widely used assessment tool that can help students identify, understand, apply, and articulate their strengths for success in career, academics, goal setting, and personal development. Self-awareness is a key to success and CliftonStrengths provides a way of increasing self-awareness and maximizing potential in the classroom and in careers.

More than 90% of Fortune 500 companies have used CliftonStrengths to help with personal, professional and leadership development. We are proud to provide this valuable resource for our Salem State University Vikings.

Gallup research has shown that people who focus on using their strengths are

- 3x more likely to report having an excellent quality of life
- 6x more likely to report being engaged in their jobs

Top 5 reasons to take the CliftonStrengths assessment:

- Articulate your successes and achievements with confidence
- Discover and develop your most effective approach to teamwork
- Identify your personal values and how they relate to career success
- Set strategic academic, personal and professional goals
- Navigate challenges and overcome barriers using your strengths

The CliftonStrengths Assessment identifies your Top 5 from 34 possible talent themes:

Executing	Influencing	Relationship Building	Strategic Thinking
People with dominant executing themes know how to make things happen.	People with dominant Influencing themes know how to take charge, speak up, and make sure the team is heard.	People with dominant Relationship Building themes can build strong relationships that can hold a team together and make the team greater than the sum of its parts.	People with dominant Strategic Thinking themes help consider what could be. They absorb and analyze information that inform better decisions.
Achiever	Activator	Adaptability	Analytical
Arranger	Command	Connectedness	Context
Belief	Communication	Developer	Futuristic
Consistency	Competition	Empathy	Ideation
Deliberative	Maximizer	Harmony	Input
Discipline	Self-Assurance	Includer	Intellection
Focus	Significance	Individualization	Learner
Responsibility	Woo	Positivity	Strategic
Restorative		Relator	

Some of the ways CliftonStrengths can be used include:

- Develop the knowledge, language, and confidence to successfully navigate your college experience and prepare you to aim your strengths towards your career and life after graduation.
- Tap into your strengths to discover which roles come most naturally to you, how you can best apply your talents for self-development and to thrive in group projects, student organizations, and interactions with others in the workplace.
- By focusing on what you do well, you can better address the challenges you face in the classroom, at work and when interacting with others.
- Learn to appreciate the unique strengths others have to offer and how to partner with others for team success.
- Apply your strengths to goal setting, identifying values, career exploration, and career development including networking, interviewing, and job or internship searching.

Sample presentation and coaching areas include:

- Identifying, Understanding and Leveraging Top Strengths
- Working Successfully in Teams
- Determining Personal Values and Cultural/Workplace Fit
- Setting Personal, Academic and/or Career Goals
- Supporting Career-Readiness
(Creating Strengths-Based Resumes, Cover Letters, LinkedIn Profiles, Networking, Interviewing, etc.)
- Practicing Written and Verbal Articulation of Top Strengths

CliftonStrengths for Students Platform

The CliftonStrengths for Students Platform gives students easy access to their individualized report, action items and resources for how to be at their best. It includes interactive tools to connect with peers and educators along the journey. The assessment is free for all Salem State University students.

For more information about CliftonStrengths, questions about the platform, and presentation or individual appointment requests, email strengths@salemstate.edu or contact the Career Services Office at 978-542-6406.