



Strengths Coaching Framework

1. Identify Categories of Strength

- Explain how “Strengths are Activities that Strengthen” (Buckingham)
- These should be focused on types of tasks-not results
- Clients may take a week to explore what these might be

2. Explore the Sub Categories

- “What specific things have you been doing in [category] that has been most engaging?”
- Help the client voice multiple, specific examples
- Then coach around potential patterns and preference

3. Help the Client Create a Strength’s “Pitch”

- The more clear, the more they can share their strengths with others
- Clients can start with a rough draft, and reflect between sessions on how well this fits
- With multiple strengths drafted, clients can then determine their top strengths

4. Support the Client in Applying their Awareness

- Clients can refine, track time spent and seek ways of adjusting their work expectations
- Coaches can help clients prepare to discuss their desire to work more in their areas of strength
- Clients can use this awareness of strengths to inform their professional brand

