

THE EXTRA POINT

BY JERRY ROBERTS



415 Marcus Buckingham on Strengths

Marcus Buckingham was the lead researcher for global survey and business consulting company, Gallup, for the better part of 20 years. He has insights into organizations that few people anywhere in the world have. I'm Jerry Roberts and today, we'll dig into a few of Buckingham's key strategies and see what we find. That's up next, on The Extra Point.

Marcus Buckingham is one of five exceptional speakers for the [Live2Lead Guam conference](#), coming November 7. He has authored nine books, and his work has been labeled groundbreaking.

As part of Gallup, Buckingham became a member of a team working on a survey that measured a broad range of factors that contribute to employee engagement. This project and others like it helped him develop a reputation as a go-to resource in leadership and human resources circles.

Based on those surveys and on interviews with thousands of managers, Buckingham published *First, Break All the Rules*, subtitled, "What the world's greatest managers do differently." The book became a New York Times best-seller and has over a million copies.

Buckingham says that we grow most in our areas of greatest strength. We'll improve the most, be the most creative, be the most inquisitive, and bounce back the fastest in those areas where we have already shown a high level of talent and interest. If you've heard the phrase, "strengthen your strengths," then you know where Buckingham is coming from.

"Hey, but what if we have weaknesses," you say? Buckingham doesn't come out and say we should ignore our weaknesses. However, he does believe that our efforts and our money are better invested when we're getting stronger in areas where we're already strong.

He also believes our greatest potential lies in those areas where we display particular ability. I know that may seem wrong to some people, who will say that if we're not very talented in a certain area there would be much more room to grow. Therefore, wouldn't there be more potential in weaknesses?

The answer is in how you calculate the returns. If you have a salesperson who closes most of the deals they try for but is lousy at doing the necessary paperwork, how do you want them spending most of their time? Could you get them some part-time help with the forms, and let them find you more business...or do you want to require them to fill out papers?

If you have a pitcher who throws a fastball that can't be hit but his curveball is just average, what pitch do you call for when the game is on the line?

Buckingham makes another point. He says strengths are not activities we're good at, they're activities that strengthen us. A strength is an activity that before we're doing it we look forward to doing it. We have higher levels of concentration doing it because we tune in at a deeper place within us. We simply feel better when we're using a strength, and it fulfills us like nothing else.

Marcus Buckingham is a major name in the world of business, and he's one of the five top speakers in the 2019 Live2Lead conference. Go to [guamtraining.com](#) for details.

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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For information on how to send your team to the Live2Lead conference, please click this link: [guamtraining.com](#)

