



CliftonStrengths® Top 5 for Kevin Nichols

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. Futuristic®

You are inspired by the future and what could be. You energize others with your visions of the future.

2. Strategic®

You create alternative ways to proceed. Faced with any given scenario, you can quickly spot the relevant patterns and issues.

3. Positivity®


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

4. 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.

5. Learner®

You have a great desire to learn and want to continuously improve. The process of learning, rather than the outcome, excites you.

 **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. Futuristic
- 2. Strategic
- 3. Positivity
- 4. Woo
- 5. Learner

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



STRATEGIC THINKING

1. Futuristic®

What Is Futuristic?

People with strong Futuristic talents love to peer over the horizon. They are fascinated by the future. They anticipate and imagine in detail what tomorrow could or should be. They usually see the future positively. While the details of the picture will depend on their other strengths and interests — a better product, a better team, a better life or a better world — it will always inspire them. This vision energizes themselves and others. They can paint a picture of the future for their team members.

Why Your Futuristic Is Unique

These Strengths Insights are personalized based on your CliftonStrengths results.

Futuristic**Strategic****Positivity****Woo****Learner**

Chances are good that you periodically spend a lot of time considering certain things you might need to do better in the coming months, years, or decades.

It's very likely that you might be energized by your plans for the coming months, years, or decades. Bringing your ideas to life may fill you with enthusiasm. Perhaps you sense that you have the power to transform your theories, inventions, plans, processes, or creations into reality.

Because of your strengths, you might declare, "Life is grand" when certain people stop and listen as you describe your hopes for the coming months, years, or decades. Perhaps you share your images of the future with at least one individual a day. This may be one way you keep your dreams alive.

Driven by your talents, you may design forward-looking plans for a specific aspect of your life, such as investments, entrepreneurial ventures, education, vacations, or retirement.

By nature, you sometimes forge ahead to build the life you envision. You might reach goals by identifying specific opportunities to use your unique abilities and natural gifts.



- 1. **Futuristic**
- 2. Strategic
- 3. Positivity
- 4. Woo
- 5. Learner

How Futuristic Blends With Your Other Top Five Strengths

FUTURISTIC + STRATEGIC

You see clear images of a better future and detect the best paths leading to future dreams.

FUTURISTIC + POSITIVITY

Your vision has a better chance of becoming reality if you use your emotional energy and enthusiasm while forming it.

FUTURISTIC + WOOL

People might say you are charismatic — some because of your social charm and some because of your inspiring dreams about tomorrow.

FUTURISTIC + LEARNER

Your willingness to embrace new concepts and encounter new experiences stimulates your visions of inspiring possibilities.

Apply Your Futuristic to Succeed

Energize others with your visions of the future.

- ☐ Dedicate time to dream about what could be. You inspire those around you when you put your vision into words and share it.
- ☐ Be sure to ask people how they feel about your visions of the future. If they are worried or uncomfortable, make the picture as vivid as possible using hopeful, clear and detailed language.



STRATEGIC THINKING

2. Strategic®

What Is Strategic?

People with strong Strategic talents can sort through the clutter to find the best route. You can't teach this skill. It is a distinct way of thinking — a unique perspective on the world at large. This outlook allows them to see patterns where others see complexity. Mindful of these patterns, they envision alternative scenarios, always asking, "What if this happened?" This recurring question helps them see, plan and prepare for future situations. They see a way when others assume there is no way. Armed with this strategy, they move forward.

Why Your Strategic Is Unique

These Strengths Insights are personalized based on your CliftonStrengths results.

Futuristic

Strategic

Positivity

Woo

Learner

Chances are good that you might spot some emerging trends or problems others fail to notice. You sometimes generate innovative ideas before selecting the best option. Perhaps your proposals, coupled with your optimism, ignite people's enthusiasm for certain endeavors.

It's very likely that you are quite adept — that is, talented, skilled, and knowledgeable — with language. You can express your ideas and feelings with ease. You typically rely on words or phrases your teammates readily understand.

By nature, you may be attracted to assignments that demand original and inventive thinking. In some cases, you track down new ideas, facts, or data. Your out-of-the-box thinking might challenge some people to abandon, or at the very least to question, specific conventional practices. When you cause one or two of them to suggest options, maybe their need to protect the status quo will be replaced by a desire to gather more information.

Because of your strengths, you may generate numerous ways to enhance, upgrade, revise, correct, or revamp certain processes, action plans, or itineraries. Sometimes your suggestions influence how a project will unfold in the coming months, years, or decades. You might find fault with your own or another person's talents, skills, or knowledge. To some extent, fixing people or things ranks in the top half of your list of favorite activities.

Instinctively, you select the right combination of words to convey your ideas or feelings. In the middle of discussions, your vocabulary provides you with precise phrases and terminology. You probably express yourself with ease and grace.



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How Strategic Blends With Your Other Top Five Strengths

STRATEGIC + FUTURISTIC

You see clear images of a better future and detect the best paths leading to future dreams.

STRATEGIC + POSITIVITY

You prefer to imagine and anticipate all the possibilities because it energizes you and clarifies what you can do.

STRATEGIC + WOO

You are at your best when you are engaged in a challenge that involves multiple options and requires you to interact with many people.

STRATEGIC + LEARNER

Your willingness to embrace new experiences or information enhances your ability to generate a wide range of possible options.

Apply Your Strategic to Succeed

Think ahead to gain perspective.

- ☐ Take time to fully plan your path forward. While you easily see patterns where others see complexity, it is important to make time to envision these alternative scenarios.
- ☐ Practice explaining your decision-making process before talking with others. Doing this ensures people know you have considered different options and opinions to inform your decision.

**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.

Futuristic**Strategic****Positivity****Woo****Learner**

Driven by your talents, you are sometimes big-hearted. Maybe you give things away. Perhaps you bestow gifts or favors on people. To some degree, this might strengthen the relationships you have forged with certain individuals over time.

It's very likely that you may feel better about life when you can outline all the steps of a task, procedure, or event. Perhaps some people appreciate your organized and methodical work style.

Because of your strengths, you may be attracted to hardworking and highly productive people. Perhaps life seems a bit better when others share your upbeat attitude.

Chances are good that you may approach life with enthusiasm. Perhaps your spirits are lifted even more when you can use your powers of reason to explain what is going on around you.

By nature, you enjoy discovering as much as you can about the people you meet. You are friendly and enjoy socializing. You quickly put at ease those you are meeting for the first time or the tenth time.



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How Positivity Blends With Your Other Top Five Strengths

POSITIVITY + FUTURISTIC

Your vision has a better chance of becoming reality if you use your emotional energy and enthusiasm while forming it.

POSITIVITY + STRATEGIC

You prefer to imagine and anticipate all the possibilities because it energizes you and clarifies what you can do.

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 + LEARNER

You get excited when you are exposed to something new. This enthusiasm and passion for learning are often contagious.

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. 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.

Futuristic

Strategic

Positivity

Woo

Learner

Driven by your talents, you may be guileless — that is, candid and frank — about what you think or feel. You might reveal many details regarding your past, your present circumstances, or your future prospects. Some individuals appreciate your plainspoken and open style. Maybe you spend little, if any, time pretending you can do or be something you know you cannot. You might win some new friends by being open about yourself.

Instinctively, you may have started asking people questions as a child and continue to do so today. Others might notice that you are genuinely interested in what they have to say. Sometimes your inquiries turn tense frowns into relaxed smiles. Maybe the warmth of your presence can transform a timid person into a talkative one. To some degree, you offer compliments. Perhaps few things delight you as much as hearing a stranger say, “I really like you — and I’ve just met you!”

It’s very likely that you sometimes start chatting with newcomers and/or strangers. You might make a game out of getting them to tell you about themselves. Perhaps you notice something the person says or does that you can compliment. Maybe you comment favorably about a particular personality trait, skill, talent, or area of expertise the individual exhibits.

Because of your strengths, you periodically initiate conversations. Your talkative nature may permit you to say whatever is on your mind. To some extent, you are blessed with an ability to talk informally and persuasively. You might feel at ease talking in front of certain audiences or individuals.

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



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How Woo Blends With Your Other Top Five Strengths

WOO + FUTURISTIC

People might say you are charismatic — some because of your social charm and some because of your inspiring dreams about tomorrow.

WOO + STRATEGIC

You are at your best when you are engaged in a challenge that involves multiple options and requires you to interact with many people.

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 + LEARNER

You always love the first days of school because you get to meet lots of new people and you get exposed to lots of new information.

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.



STRATEGIC THINKING

5. Learner®

What Is Learner?

People with strong Learner talents constantly strive to learn and improve. The process of learning is just as important to them as the knowledge they gain. The steady and deliberate journey from ignorance to competence energizes Learners. The thrill of learning new facts, beginning a new subject and mastering an important skill excites people with dominant Learner talents. Learning builds these people's confidence. Having Learner as a dominant theme does not necessarily motivate someone to become a subject-matter expert or strive for the respect that accompanies earning a professional or academic credential. The outcome of learning is less significant than the "getting there."

Why Your Learner Is Unique

These Strengths Insights are personalized based on your CliftonStrengths results.

Futuristic

Strategic

Positivity

Woo

Learner

Instinctively, you try to pay attention to what you do well. Occasionally you set out to broaden your knowledge in certain areas or sharpen specific skills. Maybe you are motivated to strive for excellence by using a particular talent. Perhaps you refuse to waste time, energy, or money correcting or fixing some of your limitations. Now and then, you aim to concentrate on what you do quite well. You may think this is a more challenging way to live.

It's very likely that you occasionally sign up for rigorous courses of study rather than enroll in easy classes. This might satisfy your need to master things that do not come naturally. Perhaps you trust you can handle unpleasant or difficult assignments. Maybe the struggle to expand your knowledge, broaden your skills, conquer your limitations, or fix problems motivates you to welcome academic challenges.

Chances are good that you might be a rational thinker. That is, you sometimes exhibit good judgment and exercise sound reasoning. These thought processes may serve you well when you set out to acquire true knowledge and/or gain skill. Perhaps you school yourself by reading, investigating, examining, experiencing, or receiving instruction in specific subjects.

By nature, you now and then apply yourself to scholarly pursuits. You might think seriously about certain issues or ideas for hours. Perhaps you feel a bit more optimistic about life when you can dedicate yourself to your studies. Sometimes you resist the temptation to quit when obstacles, interruptions, or difficulties momentarily break your concentration.

Because of your strengths, you might yearn to be inspired by your work. You might want experience to be your teacher. You might need to feel enthusiastic about your job or studies. Perhaps the acquisition of knowledge and skills is a lifelong activity for you. You might feel most alive when you study facts, ponder concepts, test theories, or sharpen your skills. You attempt to avoid people and situations that prevent you from expanding your mind.



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How Learner Blends With Your Other Top Five Strengths

LEARNER + FUTURISTIC

Your willingness to embrace new concepts and encounter new experiences stimulates your visions of inspiring possibilities.

LEARNER + STRATEGIC

Your willingness to embrace new experiences or information enhances your ability to generate a wide range of possible options.

LEARNER + POSITIVITY

You get excited when you are exposed to something new. This enthusiasm and passion for learning are often contagious.

LEARNER + WOO

You always love the first days of school because you get to meet lots of new people and you get exposed to lots of new information.

Apply Your Learner to Succeed

Develop expertise in areas that interest you the most.

- ☐ Regularly study new topics and skills. Challenge yourself to learn about complex ideas, programs or experiences others might not want to explore.
- ☐ Refine how you develop your expertise. For example, you might learn best by beginning a new project; if so, find new tasks or projects to start. Or you might learn best by teaching; if so, find ways to present to others.