

Get Going!

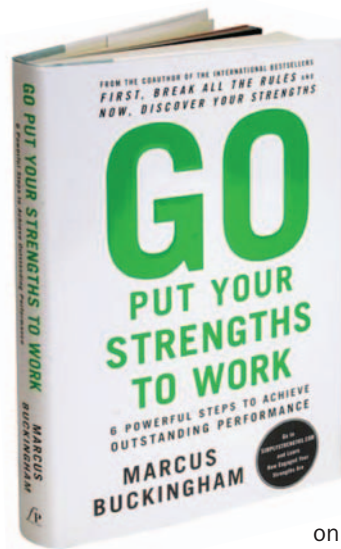
Putting strengths-based theory into action

Go Put Your Strengths to Work: 6 Powerful Steps to Achieve Outstanding Performance (Free Press, 2007) is the latest in Marcus Buckingham's highly acclaimed series that includes: *First, Break All the Rules* (Simon & Schuster, 1999), *Now, Discover Your Strengths* (Free Press, 2001) and *The One Thing You Need to Know* (Free Press, 2005).

An excellent workbook, *Go* follows Buckingham's philosophy that we as humans are happiest and most productive when we're doing what we are most suited to

have known. The wisdom and practicality of this book were just the learnings I needed to create a powerful and positive shift in the way my business was functioning and, frankly, in the way that I was functioning.

Now, if you're like me, business and self development reading is infinitely more real and memorable when it's wrapped in personal stories. That's one of



must do outside of your strength zone. About a year ago, we had a major change in my business, The Relationship Coaching Company. We brought

on a new associate, Laura, and we made a radical commitment to *only* do the work that we loved and the work that employed our strengths. We were to *stay in our zones*. The results were extremely positive both in our enjoyment of our work and also the productivity. However, we found that there were some important things that weren't getting done.

Armed with the advice and exercises from the book such as the easy to use 'statement cards,' we discovered a third way we had not seen before. We came to find that we all love hanging out with each other and that the work that none of us likes to do becomes fun when we do it as a group. At our last meeting there wasn't a single task left undone.

This book is best utilized when you have taken the online assessment to discover your strengths theme, an assessment that is one of the best I know of. It is also excellent as a stand alone book, with good information about functioning in our work roles, useful exercises and even a cut-out section in the back. ●

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“One of the most valuable learnings I took away from the book was what to do when there are things you must do outside of your strength zone.”

do. In fact, we are much happier than when — as is often the custom in our Western culture — we work hard at becoming better at what we don't like to do.

Based on the title and my experience with Buckingham's work, I figured *Go* would be applicable for my work with clients in the corporate world and transferable without a hitch to small businesses, including my own. So I toted the book along on a business retreat intending to breeze through it during the course of three or four days. Who was I kidding? I read *Go* in one sitting, pushing aside all of my other retreat business. After my past revelations with Buckingham's works, I should

the things that I love about this book. *Go* weaves a wide range of true stories including those of individuals, teams and CEOs, offering 'proof' that focusing on the positive, namely your innate strengths, actually does work in the real world.

Buckingham doesn't leave himself out of the picture either. It turns out his strength lies in working only with successful people so the stories he writes are all from that perspective. It's perfect modeling of his own strengths philosophy.

Speaking of which, one of the most valuable learnings I took away from the book was what to do when there are things you