

# PRAESTA

## Valuing Your Strengths

**Do you find it uncomfortable to articulate your strengths to yourself and to others?** Is it easier for you to describe what you see as your limitations? Could your description of your strengths be outdated, and fail to take account of how you have developed your impact in recent times?

We all aspire to keep developing, but there is a risk of downplaying the ways we add value. Reluctance to value and apply our strengths comes up most commonly in coaching conversations about pitching for a new role, or a promotion, but it is also relevant when it comes to influencing other key players. If they are not aware of your contribution, they may not view your perspective with the seriousness that it deserves.

### We encourage leaders to:

- Write down the strengths that they bring to their work, including the strengths they may overlook because these come easily to them. False modesty is forbidden!
- Remind themselves of what their greatest fans would say, and maybe ask a trusted friend to critique their list
- Gather examples of where they have used their strengths to achieve tangible outcomes
- Draw on their strengths, and the help of their allies, to address their development areas

### Leaders have often found it helpful to:

- Ensure that their narrative about their strengths is up to date, in terms of their influence and impact.
- Ask themselves questions such as “What would have happened, or not happened, if I had not been there?” and “What am I most proud of?”
- Ask themselves whether others are aware of their strengths
- Remind themselves that nobody is perfect, and that’s OK.

Many of us have an enduring message from childhood about not boasting or blowing our own trumpet. If that is true for you, there is little risk of you being perceived as arrogant or egotistical when you turn up the dial a bit.

Hilary Douglas  
[hilary.douglas@praesta.com](mailto:hilary.douglas@praesta.com)

Peter Shaw  
[peter.shaw@praesta.com](mailto:peter.shaw@praesta.com)

T: +44 (0)7791 064 432  
W: [praesta.com](http://praesta.com)