

# Strengths Profile Accreditation

HELD ACROSS FOUR HALF DAYS

STRENGTHS · PROFILE



Unlock strengths potential and performance in people

## WELCOME

Thank you for taking the first step towards achieving your Strengths Profile Accreditation. We are passionate about teaching people how to help others realise their strengths and achieve their goals.

The Strengths Profile is a world-leading strengths assessment and development tool based on the latest in positive psychology and strengths research.

Unique and distinct from traditional one-dimensional strengths tests, the Strengths Profile tool assesses 60 strengths across three dimensions of energy, performance and use. This results in a dynamic platform for personal development, enabling people to access the energy behind strengths and design strategies to maximise growth potential, minimise weaknesses and optimise performance and wellbeing.

As an accredited Strengths Profile Practitioner, you will be able to understand, interpret and debrief the Strengths Profile, through positive, strengths-based coaching and development conversations. You will be able to reveal to clients their realised and unrealised strengths, learned behaviours and weaknesses.

This course guide includes the accreditation course outline, testimonials and frequently asked questions about the course format, assessment, recognition and payment options.

We look forward to providing you with the tools to leverage strengths in yourself and with others.

With very best wishes,



**Sue Langley**

CEO

Langley Group



**WE ARE THE ONLY LICENSED MASTER TRAINER, QUALIFIED BY STRENGTHS PROFILE CREATOR, CAPPFINITY, TO CERTIFY PRACTITIONERS GLOBALLY.**

## WHY STRENGTHS?

Everyone has strengths and the potential to develop them, though not everyone is clear what their strengths are or how to capitalise on this personal resource.

In organisations, the ability for managers to realise their own strengths and the strengths of those around them is a clear and natural route to enhancing employee contribution and engagement.

Research shows that understanding and growing strengths helps people perform better, achieve results faster and feel more resilient as well as assist people to be more engaged and satisfied in their work.

The impact on business performance and the bottom line is also significant. The Corporate Leadership Council conducted a survey of 19,000+ employees, and found that emphasising strengths resulted in significantly higher performance than focusing on weaknesses.

## STRENGTHS · PROFILE

## OUR EXPERT FACILITATOR

You will receive authentic certification from the only licensed providers of Strengths Profile accreditation globally.

### SUE LANGLEY

Sue Langley is a speaker, master trainer and leading advisor on the practical applications of emotional intelligence, positive psychology and neuroscience.

A dynamic and inspiring facilitator, Sue's gift is synthesising science into simple, practical tools anyone can use.

As CEO of the Langley Group, Sue has taught thousands of leaders, HR professionals and consultants how to incorporate strengths in the workplace. Sue has been awarded a Masters in Neuroscience of Leadership, a BA in Psychology and has also studied positive psychology at

Benefits of a strengths approach for individuals are:

- enhanced engagement
- increased resilience
- greater happiness and flourishing
- faster goal attainment and greater personal fulfilment
- more energy and mindfulness
- lower stress levels.

Benefits of a strengths approach for organisations are:

- higher levels of employee engagement leading to increased profit, business performance and customer satisfaction
- reduced stress resulting in lower turnover and absenteeism, and greater loyalty
- increased resilience which enables people to go beyond their job specifications, facilitating positive organisational change.



Harvard University.

Sue was the emotional intelligence expert featured in the hit ABC TV series Redesign My Brain and has been featured as a leadership expert in the documentary film "Make Me a Leader."

# THE STRENGTHS PROFILE TOOL

Strengths Profile is a world-leading strengths tool that changes the way we assess, develop and leverage talent in people.

Strengths Profile is built from over a decade of theoretical and empirical research in positive psychology and has been taken by more than 10 million people across 90 countries.

Designed by Professor Alex Linley and his team at Cappfinity in the UK, Strengths Profile is used by leading organisations including Schneider Electric, Salesforce, QBE and GE Health.

By measuring the three dimensions of performance, energy and use, and differentiating between strengths, weaknesses and learned behaviours, the tool gives a unique and comprehensive perspective on people's capabilities and growth potential.

Known as the Model of Development, this approach enables people to design strengths-based strategies to optimise their performance and growth potential by:

- using their realised strengths wisely
- leveraging their unrealised strengths
- only using learned behaviours when needed
- using their weaknesses less.

Introductory and Expert Reports are available for individuals as well as Team and Manager's Reports. In-depth debriefs with qualified experts plus strategic team strengths sessions help individuals apply strengths to achieve goals, spot strengths in others, create a shared language of strengths and further develop the team's potential.

## WHO ATTENDS OUR ACCREDITATIONS?

- Coaches, trainers and consultants
- Psychologists and counsellors
- Human resources, and learning and development professionals
- Recruitment specialists
- Business and team leaders
- Anyone looking to increase their professional capacity to develop strengths in others.

“

The course was interesting, informative and enjoyable and The Langley Group trainers create a fun, safe learning environment. My clients love the (often profound) insights Strengths Profile gives them and I love the ease of use, credibility and relevance this tool brings to my coaching programmes. Strengths Profile Accreditation has made an incredible difference in my coaching practice.

”

**Kirsten Nicholl**

Master Practitioner of Coaching – Clearchange

## PRACTICAL APPLICATIONS OF STRENGTHS PROFILE

The Strengths Profile is a powerful and versatile tool to use across the employee life-cycle and organisation.

For example, integrating a Strengths Profile assessment into performance management and talent development initiatives can yield exceptionally high returns. In a major global study, when people focused on their strengths during appraisals, their performance rose a massive 36.4%. When they focused on weaknesses, performance dropped by 26.8%.

Applications of this versatile and dynamic strengths tool include:

- leadership and talent development
- team building
- organisational development
- performance management
- talent selection
- recruitment
- executive and workplace coaching
- career planning
- student and teacher development
- resilience and wellbeing.



## STRENGTHS - PROFILE

### REALISED STRENGTHS

Strengths you use and enjoy

Perform well    Energising    Higher use

Use wisely

### UNREALISED STRENGTHS

Strengths you don't use as often

Perform well    Energising    Lower use

Use more

### LEARNED BEHAVIOURS

Things you've learned to do but may not enjoy

Perform well    De-energising    Variable use

Use when needed

### WEAKNESSES

Things you find hard and don't enjoy

Perform poorly    De-energising    Variable use

Use less

## STRENGTHS PROFILE PRACTITIONER ACCREDITATION BENEFITS

As a qualified Strengths Profile Practitioner, you will be equipped with the professional level knowledge, experience and expertise to understand, interpret and debrief this versatile assessment and development tool.

You will learn how to facilitate positive, authentic, strengths-based conversations and integrate them into your practice.

Your knowledge and skill will help individuals:

- enhance and reach peak performance
- improve goal attainment
- increase engagement and wellbeing
- develop self-awareness
- inform personal development and career choices
- build resilience, decrease stress and prevent burnout.

On this professional accreditation, you will:

- learn how to unlock strengths potential and energy in individuals to deliver high performance
- develop skills to facilitate powerful growth conversations
- gain practical strategies and a thorough understanding of strengths theory, coaching, assessment and development.

“

When I first started coaching I was really attracted to the positive impact of strengths based coaching, and discovered this accreditation. I was really impressed with the standard of the learning process and most importantly the availability of Langley personnel to give me guidance on specific profiles following the course. I encourage people to invest in this process. It is really valuable.

”

**Colin Smith**

Principal Strategist and Certified Coach

## COURSE OVERVIEW

This intensive four half-day virtual training course will provide deep insight into the unique Strengths Profile model, with its differentiated development advice for strengths, weaknesses and learned behaviours.

The accreditation features intensive small group practice, as well as personal feedback and mentoring (one facilitator for every four participants) and feedback from past attendees indicates this is one of the most appreciated parts of the course. This approach will help you confidently and successfully integrate the Strengths Profile model into your practice and coaching style.

We will also provide you with ongoing mentoring and support after the virtual training to ensure your competence.

The Strengths Profile Accreditation includes:

- your own personal Expert Strengths Profile
- a Strengths Profile debrief and action planning session with a Langley Group Strengths Profile Practitioner
- four half-day virtual workshops
- quality training materials
- your own copy of The Strengths Book (Linley, Willars and Biswas-Diener)
- your own set of Strengths Profile cards
- a Strengths Profile debrief notepad
- two additional Expert Profiles to use for accreditation purposes
- up to four post-course follow-up mentoring sessions and support with a Langley Group Strengths Profile Practitioner
- access to online Practitioner Resources and Case Studies
- accreditation certificate on successful completion.

The Strengths Profile accreditation process is structured as follows:

### 1 PRE-WORKSHOP ACTIVITY

- Before the four half-day accreditation workshop, you will experience your own strengths assessment and debrief from a highly experienced Langley Group Strengths Profile Practitioner
- Pre-reading will be issued to prepare you for the accreditation

### 2 WORKSHOP 1: GETTING TO KNOW STRENGTHS

- Discover the theory and science behind strengths and the Strengths Profile tool
- Apply strengths-spotting techniques in strengths conversations

### 3 WORKSHOP 2: BEST PRACTICE - SETTING UP THE DEBRIEF

- Review the business case for strengths and organisational application
- Become familiar with the dynamic Model of Development and strengths language

### 4 WORKSHOP 3: COACHING WITH THE STRENGTHS MODEL

- Gain deeper knowledge to interpret all 60 strengths
- Advise and coach people during structured debriefing sessions

### 5 WORKSHOP 4: PRACTICAL ACCREDITATION DEBRIEFS

- Complete a two-hour session which includes:
  - 30-minute pre-debrief with a Langley Group Strengths Profile Practitioner
  - One-hour accreditation debrief with a candidate of your choice
  - 30-minute post-debrief with a Langley Group Strengths Profile Practitioner to ensure learning, confidence and support

## FAQ'S

### CAN THE STRENGTHS PROFILE ACCREDITATION BE DELIVERED IN-HOUSE?

Yes. We can tailor a course for an organisation or group. Ask us about opportunities to bring this course to your organisation, institution or professional network.

### WHERE IS THE TRAINING HELD?

The accreditations are held virtually via Zoom.

### HOW BIG ARE YOUR CLASS SIZES?

Class sizes are small enough to ensure a rich learning experience for everyone.

### DO I NEED TO COMPLETE ANY PRE-WORK?

Before attending you will need to complete your own Strengths Profile Assessment and receive an expert debrief with one of our consultants as well as pre-reading.

### WHAT HAPPENS AFTER THE COURSE?

Once you have successfully completed your Strengths Profile Accreditation workshops, you will need to undertake your own accreditation debrief with a candidate of your choice.

Upon successful completion of this debrief you will be advised and provided with your Strengths Profile Practitioner certificate indicating you have been accredited as a Strengths Profile Practitioner.

## ENROLMENT AND FEE INFORMATION

### ENTRY LEVEL REQUIREMENTS

There are no formal entry requirements. Participants must be over 18 years. Virtual delivery is in English.

### RECOGNITION AND AWARDS

Accredited by the International Coach Federation for 20.75 CCEUs (15 Core Competencies, 5.75 Resource Development) toward ongoing professional development for ICF ACC-level coaches and higher.

### WHEN DO I ENROL?

Enrolments are accepted all year round. The course is extremely popular, so we recommend you enrol as early as possible. To guarantee your place, we recommend you enrol at least four weeks before course commencement.

While courses are rarely cancelled, if minimum numbers have not been reached we will contact you to discuss the various options available to you.

### WHAT IS THE COST OF THE COURSE?

The fee for the course is AUD\$1,700 + GST per person  
Group discounts: Get 10% off the full fee when two or more people from the same organisation register and attend the same course.

### CANCELLATION POLICY

By registering you are agreeing to the following terms and conditions:

Payment must be made prior to the accreditation unless otherwise agreed in writing.

If unable to attend, please advise in writing and the following cancellation fees apply:

- advance notice, more than two weeks prior – transfer to alternate accreditation dates or a full refund unless pre-work has been completed, then a fee of AUD\$500 will apply
- the place may be transferred to another person at no cost if pre-work has not been completed
- two weeks prior – 25% cancellation fee, unless pre-work has been completed, then AUD\$500 fee
- one week prior – 50% cancellation fee will apply
- within one week – 100% cancellation fee will apply
- transfer to another accreditation will be dependent on availability and at our discretion.

Visit our website for dates: [langleygroup.com.au/courses](https://langleygroup.com.au/courses)



[contact@langleygroup.com.au](mailto:contact@langleygroup.com.au) [langleygroup.com.au](https://langleygroup.com.au)

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