

# StandOut 2.0:

Assess Your Strengths. Find Your Edge. Win at Work.

*(Marcus Buckingham)*

## Summary

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**StandOut 2.0**

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To get the most out of people (including yourself), you must build on their strengths and manage around their weaknesses.



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## 1-Your Genius

Your strengths are a part of you whether you're conscious of them or not. Most of us are oblivious of our strengths and the strengths of others.

Everyone has expectations of you that aren't necessarily compatible with your strengths.

***Your Genius is Innate. The Right Way to Channel it is Not.***

Sustained success comes only when you take what's unique about you and figure out how to make it useful.

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## 2-Nine Strength Roles Snapshot

Advisor	An advisor is a practical, concrete thinker who is most powerful when reacting to and solving other people's problems.
Connector	A connector is a catalyst whose power lies in bringing people or ideas together to make something bigger and better than it was.
Creator	A creator makes sense of the world, pulling it apart, seeing a better configuration, and creating that configuration.
Equalizer	An equalizer is a level-headed person whose power comes from keeping the world in balance, ethically and practically.
Influencer	An influencer engages people directly and convinces them to act.
Pioneer	A pioneer seeks new experiences and demonstrates optimism in the face of uncertainty.
Provider	A provider senses other people's feelings, recognizes them, gives them a voice, and acts on them.
Stimulator	A stimulator takes on responsibility for elevating other people's emotions.
Teacher	A teacher sees potential in others and learns how to unleash it.

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### 3-How to Stand Out

There are 72 permutations of top two strengths. While you may have additional strengths, it is most productive to focus on your top two strengths.

#### ***Lesson 1: Your Genius is Precise***

You may be capable of doing many things; however, you have a comparative advantage in very few.

#### ***Lesson 2: Remember Who You Are***

If you are in a role that doesn't match your strengths, it will drain your energy, even if you are capable of performing the work. Remember your strengths and use them.

#### ***Lesson 3: Always Sharpen Your Edge***

It is better to push yourself **within** your comfort zone than to push yourself outside your comfort zone. Discipline yourself to express your strengths every day.

Try the Loved It / Loathed It exercise for a week. Divide a paper into two columns with those headers as the top. Whenever you have engaged in an activity, put it in one of those columns. At the end of the week, look at the Loved It column. Consider how you can move toward roles that include activities like those in the Loved It column. Make best use of your top two strengths as you perform those roles.

LOVED It	Loathed It

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### 4-Whistles for Everybody

Excellence is always idiosyncratic. Instead of top-down initiatives that are awkward, strive for creativity that retains your authenticity.

Practices should vary by each person's strengths. One practice won't work for everyone.

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## 5-Strength Roles Characteristics

ROLE	LIKES to ASK	CHARACTERISTICS
Advisor	What is the best thing to do?	<ul style="list-style-type: none"> <li>● practical, concrete thinker</li> <li>● problem solver</li> <li>● always sees a better way</li> </ul>
Connector	Whom can I connect?	<ul style="list-style-type: none"> <li>● resourceful</li> <li>● pulls people together</li> <li>● breaks down barriers</li> </ul>
Creator	What do I understand?	<ul style="list-style-type: none"> <li>● breaks things down into components</li> <li>● relentless</li> <li>● likes to try new things, inquisitive</li> </ul>
Equalizer	What is the right thing to do?	<ul style="list-style-type: none"> <li>● predictable, consistent</li> <li>● driven by rights and responsibilities</li> <li>● transparent</li> </ul>
Influencer	How can I move you to act?	<ul style="list-style-type: none"> <li>● direct, action-oriented</li> <li>● confident, decisive</li> <li>● driven by progress</li> </ul>
Pioneer	What's new?	<ul style="list-style-type: none"> <li>● optimistic</li> <li>● enjoys new experiences, ideas, people</li> <li>● likes to experiment, innovative</li> </ul>
Provider	Is everyone OK?	<ul style="list-style-type: none"> <li>● nonjudgmental, loyal</li> <li>● emotionally insightful</li> <li>● sensitive, supportive</li> </ul>
Stimulator	How can I raise the energy?	<ul style="list-style-type: none"> <li>● energizing, exuberant</li> <li>● magnetic</li> <li>● excitable, dramatic</li> </ul>
Teacher	What can they learn from this?	<ul style="list-style-type: none"> <li>● focused on people's growth</li> <li>● careful listener</li> <li>● constant learner, shares ideas</li> </ul>