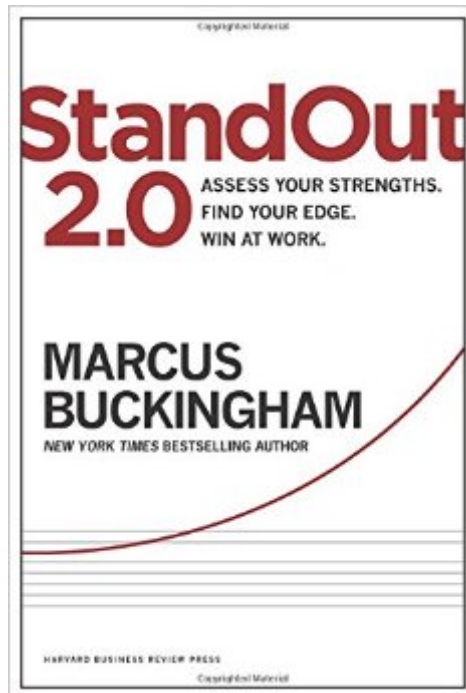


The book was found

StandOut 2.0: Assess Your Strengths, Find Your Edge, Win At Work



Synopsis

The Groundbreaking Strengths Assessment from the Leader of the Strengths Revolution In the years since the publication of *First, Break All the Rules* and *Now, Discover Your Strengths*, millions have come to the simple but powerful realization that to get the most out of people, you must build on their strengths. And yet, as Marcus Buckingham astutely points out, though the strengths-based approach is now conventional wisdom, the tools and systems inside organizations' performance appraisals, training programs, and succession planning systems remain stubbornly remedial and exclusively focused on measuring skills, finding gaps, and attempting to plug them. It's a crisis for individuals and organizations, with management ideas and everyday practice utterly out of sync. That's about to change. *StandOut 2.0* is a revolutionary book and tool that enables you to identify your strengths, and those of your team, and act on them. The original edition of *StandOut* provided top-notch insights from one of the world's foremost authorities on strengths, as well as access to a powerful, cutting-edge online assessment tool. Now, in addition to a much more powerful assessment and a robust report on your most dominant strengths, *StandOut 2.0* contains or provides access to:

- A *StandOut* profile, easily customized and exported, that you can use to present the very best of yourself to your team and your company
- Your own Personalized Strengths Channel, which, after you've taken the 15-minute assessment, will send you a weekly tip, insight, or technique to help you do your best work this week
- An entire strengths-based performance management system, including check-in and evaluation tools to track your progress, and that of your team

And much more. *StandOut 2.0* is your indispensable guide for building on your strengths to further your career and help your team and organization win.

Book Information

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Customer Reviews

Those who have read one or more of Marcus Buckingham's previously published books – First, Break All the Rules: What the World's Greatest Managers Do Differently (1999), Now, Discover Your Strengths (2001), and Go Put Your Strengths to Work: 6 Powerful Steps to Achieve Outstanding Performance (2007) – already know that his mission in life is to help as many people as he can to accelerate their personal growth and professional development. In my opinion, StandOut 2.0 is his most valuable and will be the most influential book he has written thus far. He provides an abundance of valuable information, insights, and counsel that can help team members, their leaders, and individuals to identify, nourish, and leverage the strengths they need to achieve success, however it may be defined. What's in it for you? More specifically, he explains

- How to find your edge (i.e. competitive advantage) and make it work best for you.
- How to take full advantage of the potential benefits of the StandOut Assessment
- How to use three lessons –
 - Your Genius Is Precise,
 - Remember Who You Are [and Aren't],
 - and Always Sharpen Your Edge
- How strengths-building can accelerate innovation
- What specifically each of the strengths roles requires and how to fill each role to achieve high-impact

These are the nine roles:

- ADVISOR: You are a reliable, highly-valued source of wisdom and knowledge.
- CONNECTOR: You are a catalyst and bridge-builder.
- CREATOR: You make something new.
- [INNOVATOR: You make something better],
- EQUALIZER: You maintain appropriate balance and proportion.
- INFLUENCER: You are persuasive because others trust you and respect you.

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