



The BeTalent Strengths questionnaire, 360 and card sort exercise, developed by Dr Amanda Potter, were scientifically researched and designed to assess the core and distinctive strengths of an individual. It identifies what motivates and energises people at work.

The BeTalent Strengths Model

The BeTalent Strengths Model is based on existing research of leading Strengths models, from which 30 Strengths were identified and validated. Using a norm group of 3000 global managers and professionals, the tool assesses the core strengths of an individual and what might help them to be successful at work.

How does it work?

Users complete a secure 12-minute questionnaire via the web browser or app and are asked to rate themselves against the 30 Strengths. The product has interpretive reports highlighting the impact of potentially overused/underused Strengths and how to moderate them when working under conditions of pressure or stress.



Become a BeTalent Strengths Practitioner

HR and Talent colleagues can become certified users through a half day accreditation course. The half day, plus pre and post work, is designed for professionals with experience of psychometric products. For £300 +VAT you can become trained, this cost includes one pack of Strengths cards.

What are the benefits of using the Strengths Questionnaire?

Selecting a strengths-based approach and using the BeTalent Strengths Questionnaire can help to:

- Improve productivity (38%) and be more effective when dealing with customers (44%);
- Increase levels of engagement and commitment to the organisation (73%);
- Increase self-awareness and an understanding of what energises people so they can make better informed decisions;
- Encourage open discussions about strengths so that organisations can make more effective people and development decisions;
- Help people to understand the areas in which they have the right skills and knowledge to succeed.

When leaders focus on employees' strengths, engagement levels increase to up to 73% (Gallup, 2008).

How much does it cost?

The cost for the Strengths questionnaire is £45, for the Strengths 360 is £75 and for the online card sort is £40 per person (not including administration). The Strengths Card Sort Packs are £25 per box.



Contact us

To find out more about our training please go to www.betalent.com, email accreditation@betalent.com or contact the office on +44(0)208 645 0222.

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