

INFLUENCING DOMAIN

DISCOVERING YOUR CLIFTONSTRENGTHS®
NAME, CLAIM, & AIM YOUR CLIFTONSTRENGTHS®

NAME IT.
CLAIM IT.
AIM IT.

How do you influence others?

What it means: *Influencing themes help a team reach a broader audience. They sell the team's ideas inside and outside the organization and make sure the group is heard.*

How to use this: *Read each definition to **Name it**. Highlight the words or phrases that stand out to you to **Claim it**. Then answer the question for the strengths you lead with in your daily life to **AIM it**.*

1 Activator®

Turns thought into action. The best way to learn is to begin.

AIM it: *What idea has been talked about long enough and just needs someone to start it?*

2 Command®

Takes charge and brings clarity to charged moments when others go silent.

AIM it: *What truth needs to be spoken, and what room needs someone to go first?*

3 Communication®

Finds the words that bring ideas, events, and feelings to life.

AIM it: *What story, told well, could change how someone sees their own potential?*

4 Competition®

Measures yourself against real benchmarks and pushes past them.

AIM it: *Where can your drive for excellence raise the standard around you?*

5 Maximizer®

Takes something good and makes it extraordinary. Invests in strength, not weakness.

AIM it: *What strength in your team, fully invested in, could become extraordinary?*

6 Self-Assurance®

An inner compass that holds steady under pressure.

AIM it: *Where does your team need someone to stand firm so others can find their footing?*

7 Significance®

Wants your work to matter and be recognized for its impact.

AIM it: *What contribution could you make that would still matter five years from now?*

8 Woo®

Winning Others Over. Finds the entry point into a conversation with almost anyone.

AIM it: *Who feels on the outside of something, and how can you bring them in?*

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Work through up to four Influencing themes from page 1, starting with the one you lead with. One row per strength.

Name it

Which theme? One word for how it feels at its best.

Claim it

A specific moment it showed up at its best, and what it made possible.

Aim it

One action this week: where you'll aim it and who benefits.

1

2

3

4

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