

We are pleased to introduce the seventeenth issue of intoaction's *Exploring New Pathways*. The concept behind this newsletter is an invitation for you to explore new ways of thinking, new perspectives, and new behaviors, so as to increase your personal effectiveness. The themes we have selected are commonly addressed topics in coaching. We have chosen them carefully and are eager to share them with you, in the hopes you will find them both thought-provoking and valuable.

Warmly,

Céline Brillet

into  action

Exploring New Pathways

issue 17

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Has the time come for you to make some big personal and/or professional changes? Do you have a tough decision coming up? Do you feel you are stagnating? Are you facing a big challenge? Are you wanting to give even more meaning to what you do?

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"Success is achieved by developing our strengths, not by eliminating our weaknesses" - *Marilyn vos Savant*. **Are you so fixated on your weaknesses that you are forgetting your strengths?**

Capitalize on your Strengths and "Weaknesses"

So many people choose to focus on (or even obsess over) their weaknesses. In fact, most people will describe their weaknesses much more easily than their strengths. Some spend hours trying to fix their weaknesses, as if this might be the way to control them, or to make them disappear. In reality, not only is there nothing to fix, but furthermore, we end up fighting the grain of nature, as weaknesses form part of who we are. Instead, one approach might be to address a weakness by using a strength. For example, if you are very analytical and find it challenging to influence others verbally, you could develop a purely fact-based approach to provide convincing arguments. Another approach might be to recognize your weaknesses and develop the right mindset to identify what strengths and opportunities are hiding behind each so-called "weakness". For example, individuals who find it challenging or boring to focus on the long term might be very creative, enthusiastic, and productive in the

early stages of a project. This skill could also be extremely useful for entrepreneurs or in situations that require a quick turnaround and fast results.

Interestingly, when asked to identify our strengths, most of us (if we are even able to articulate what they are) will revert to strengths related to our job experience, expertise, studies, etc. However, the types of strengths that are the most interesting to analyze are those that are our natural strengths. These strengths come so easily to us, that we take them for granted. We truly enjoy using these skills and tend to feel fulfilled when we deploy them. They have become so instinctive and such a fundamental part of who we are, that we don't even notice when we use them.

What might be gained by exploring your weaknesses and natural strengths? How might this be useful in your work situation or personal life? How could this lead to a more fulfilling profession or role?

My invitation is:

- Explore your weaknesses with the "right mindset".
- Think of a story (personal or professional) relating to something you did that gave you a sense of accomplishment, a feeling of fun, something that you really enjoyed doing...
- Share your story with someone, asking them to listen carefully for the strengths that were being utilized.
- Imagine ways to incorporate these natural strengths into your work and personal life.

To find out how intoaction can help you make this topic part of your organization's culture, please contact us directly at info@intoaction.eu

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Top 8 reasons to partner up with a coach

1. You want to make yourself a priority.
2. You feel stuck.
3. You want to build on your strengths.
4. You want to reach your goals more effortlessly.
5. You need a neutral sounding board to bounce ideas off.
6. You are facing a stretch challenge.
7. You have an important decision to make.
8. You are ready to move to the next level.

intoaction helps Executives and Entrepreneurs achieve their desired results through individual and team coaching, as well as through workshops devoted to developing leadership skills, managing change successfully, and enhancing team effectiveness. <http://www.intoaction.eu/>



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Coach for Executives and Entrepreneurs

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