

WORLD'S MOST POPULAR STRENGTHS 2018

STRENGTHS · PROFILE

Capp analysed 31,850 Strengths Profiles from over 30 countries and 28 professional sectors. We've shared the most common realised and unrealised strengths, learned behaviours and weaknesses of the world below.

30

Countries

31,850

Strengths Profiles

28

Sectors



People who use their strengths more often achieve their goals more effectively

Strengths Profile Measures



Performance

How well you perform when using these strengths



Energy

How energised you are by using these strengths



Use

How often you use these strengths

Realised Strengths

Strengths you use and enjoy



Pride



Humility



Moral Compass



Improver



Resolver



Drive



Relationship Deepener

Learned Behaviours

Things you've learned to do but may not enjoy



Work Ethic



Detail



Personalisation



Empathic

Global Strengths Quadrant



Unrealised Strengths

Strengths you don't use as often



Mission



Time Optimiser



Legacy



Persistence



Self-belief



Innovation



Persuasion

Weaknesses

Things you find hard and don't enjoy



Courage



Competitive



Adherence

Worldwide Strengths Families

We studied the most & least common Family Strengths.

Most Common



Pride

Strength Family: Being



Humour

Strength Family: Communicating



Improver

Strength Family: Motivating



Relationship Deepener

Strength Family: Relating



Resolver

Strength Family: Thinking

Least Common



Courage

Strength Family: Being



Narrator

Strength Family: Communicating



Work Ethic

Strength Family: Motivating



Enabler

Strength Family: Relating



Adherence

Strength Family: Thinking