

## **STRENGTHS**

### **What comes easy is often our greatest strength**

Strengths are habitual ways of thinking, feeling and behaving that come naturally to us—so naturally that we barely notice them. That's why many struggle to name them in job interviews. Yet they are revealed in how we act in familiar situations. As we gain experience, these patterns become unconscious. In coaching, I guide clients through past work and life experiences to uncover their strengths. They form the basis of a fulfilling and lasting career. Those who build on their strengths remain effective—even as they age.

### **Strengths outweigh certificates**

Strengths are our soft skills—and underestimated. Unlike hard skills, they're harder to measure and rarely documented. Yet in demanding roles, these very qualities make the difference. Whether a salesperson identifies customer needs or a CEO chooses the right strategy: success depends not just on knowledge, but on its application. The more qualified a role, the more hard skills become a given. What truly sets people apart are their strengths—their unique edge.