

STRENGTHS

Our strengths come so naturally to us that we hardly notice them. That is precisely why they are difficult to articulate.

Strengths are habitual patterns of thinking, feeling and behaving – things that come easily and show up in typical situations. Because increasing routine leads to unconscious action, it is worth looking back: at past roles, projects and achievements. In coaching, I use this reflection deliberately to make strengths visible. They form the foundation for a fulfilling and sustainable career – and those who build on their strengths remain effective, even as they grow older.

Strengths are often underestimated – because, unlike hard skills, they are difficult to measure and rarely documented. Yet in demanding roles, it is precisely these qualities that determine success. Whether a salesperson accurately understands customer needs or a CEO defines the right strategy, success depends not only on expertise but also on personal strengths.

The higher the level of qualification, the more hard skills become a hygiene factor. What truly matters is what makes people distinctive.

Articles on strengths (all articles)

- Why strengths are poor career signposts
- What external perceptions are good for