



The best way to predict your
future is to create it

Abraham Lincoln

Jo Self

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discover.
JO SELF



GALLUP CERTIFIED
Strengths Coach

All training is available in English or Spanish

Why Higher-Ed?

I am fully dedicated to teaching CliftonStrengths® as a Second Language, believing that a common language which celebrates differences as advantages will bring communities together and positively power them forward.

I'm also on a mission to democratize coaching and education.

My desire to work with higher-ed institutions is born of my belief that we can raise a strengths-based generation and do so more quickly than most might believe. I believe there is a unique opportunity to not only support the Strengths Champions who are nurturing and coaching the student body but to also support the faculty so they may thrive and experience their roles with greater energy and enthusiasm.

My goal is to work myself out of a job, leaving behind a successful and sustainable strengths program which can grow and thrive long into the future.

KEY ELEMENTS

This is an inward and outward journey that includes a four-tier strategy.



SELF-APPRECIATION

We may be quite self-aware, but we rarely truly appreciate our value and what we have to offer the world. Through courses like the Language of You, you will weave together a fabric of your talents, skills, motivations and values to reveal your unique purpose.



CAREER SUCCESS

Career Success is equally about finding the right role as well as developing as you go. Knowing what your strengths need to perform at their highest level is key to knowing what to look for and how to express your value. It is also an amazing coaching tool to develop one's team more effectively.



COMMUNICATION

Once we see ourselves more objectively, we open the path to improve the effectiveness of our communication. It's not just what we say or how we say it, but the intention behind the words and the impact they have.



CONTINUING EDUCATION

Enhancing your knowledge & building community are most beneficial to building a thriving Strengths program. The Practical Strengths Mastery Network Organizational Membership is an opportunity to offer your strengths champions the support they need for continual improvement and success.



These programs offer an opportunity for training and building the best strengths champions and better team dynamics for a strong faculty. Likewise, many of the tools can also be applied to the student population. Learning by doing creates a higher level of confidence when coaching others.

Roadmap for Developing Strengths Champions


Start with Advocates, then Choose your Champions

All program descriptions can be found on the following two pages



BUILD THE FOUNDATION

-  **Choose 5-20 people** as your initial Strengths Advocates. This is the starting line-up for those who carry the torch and are responsible for the implementation of Strengths. This can include those already involved and/or certified.
-  **The Language of You** This highlights each individual's value and contributions as well as to build rapport amongst the team. Training not only includes individual benefits but also how to apply with students in their educational and career development.

BUILD THE TEAM

-  **Speakeasy Lab** Appreciate and aim Strengths in a meaningful way to create a more interdependent team. Ideal for all faculty involved in Strengths.

BUILD KNOWLEDGE

-  **Strengths as a 2nd Language** Deep-dive learning into each of the 34 Talent Themes. Level 1 knowledge recognizes patterns and how to talent spot more effectively. Level 2 knowledge digs into nuances and complementary or friction pairings.
-  **Monthly Learning Circles** Virtual sessions designed to support the continuing development of the Strengths Advocates. Can include debriefings, small group coaching, problem solving, program design solutions, etc.

Investment Estimates for 10 Strengths Advocates (Actual costs determined by scope of program & budget)

TIMING	PROGRAM	INVESTMENT
6 hrs	Language of You Group Training	\$4,000 (\$400pp)
6 hrs	Speakeasy Lab	\$3,000 (\$400pp)
10 hrs	Strengths as a 2 nd Language	\$6,000 (\$600pp)
1 hr/month	Learning Circle and Continuing Development Support	\$300/mo

- All programs can be run virtually or in person.
- Training can be combined with a retreat or team meeting.
- All training is modular and flexible for weekly sessions or run as full/half-day workshops.
- All programs and materials are available in Spanish or English.
- Additional support can be provided for developing Career Center Support or overall Campus Strengths programs.
- All materials can be branded for the school and used in ongoing development.



SIGNATURE CORE PROGRAMS

LANGUAGE OF YOU

Knowing your talents is the first step in understanding how to be you at your best and create a rock-solid foundation from which to launch you and your purpose. **Show your strengths with confidence.** In this masterclass you'll learn how to isolate the driving force of your identity, how to differentiate your unique strengths, and how to communicate your competitive difference – all with confidence and power. *This program is easily translated into a tool to use with students to explore their talents on a deeper level.*

SPEAKEASY LAB*

A series of workshops designed to bring more cohesion and compassion into the team dynamic. We kick-off with a team summary session, exploring what's working and what blind spots might prevail. Next, we explore communication tactics and styles, ensuring that every one can see the positive intention behind the words, even when the impact isn't as expected. Leaders may opt for 1:1 work to dive deeper into each team member's strengths, creating greater appreciation and better motivations for each person. *See *Roadmap of offerings on the next page*

STRENGTHS AS A 2ND LANGUAGE

A deep-dive training course into the 34 talent themes of CliftonStrengths®. Often, we hold back our potential due to insecurity of knowledge. This course provides an opportunity to truly understand each talent's needs, motivations, fears, and peculiarities. In the more advanced course, we explore nuances between themes, how to differentiate them, and how talent combinations can affect the 'aiming' of the talent.



Speak Easy Lab Offerings

TEAM WORKSHOP: Team Summary

Format: 2 hr

Explore your Team Summary report to understand the strengths you hold as a team. More often than not, what is making you successful, might also be holding you back. This session identifies and demonstrates each talent of the team and explores how to use your talents to overcome challenges and continue to aim for sustainable success.



TEAM WORKSHOP: Communication Through the Domains

Format: 2.5 hr

Understand the different styles of communication starting with the four domains of CliftonStrengths: Executing, Influencing, Relationship Building, and Strategic Thinking. Each domain has a certain style when they speak as well as certain needs for the kind of information they need to be at their best. Learning the nuances of each domain will improve relationships, team dynamics, and interpersonal communication. The dynamic is interactive and can include a team activity to demonstrate each domain's particular style.



TEAM WORKSHOP: Domain Needs

Format: 1.5 hr

This is an interactive experience in which all domains have a chance to interview one another and share their needs, idiosyncrasies, and contributions which helps others understand the domains at a deeper level.



Team Briefing for Leaders

Format: 1:1 Sessions/Time based on number of direct reports or peers. Recommended to do after a Team Summary Session.

Explore each team member's talents at depth, to understand how best to coach, motivate and inspire them based on what they naturally do best. This can alleviate pain points including lack of engagement or motivation as well as possible communication misunderstandings and/or conflict.



Jo Self

Gallup Certified Coach
Gallup Licensed Author, Practical Strengths

Strategic | Activator | Maximizer | Communication | Ideation
WOO | Arranger | Connectedness | Command | Positivity

The majority of my focus is around enhancing and enabling better communication among leaders, teams, and individuals. I do this through tools like CliftonStrengths to have more productive conversations by understanding the natural needs and motivations of ourselves and others. I also work with those who desire to build a business from their strengths and to target their messaging accordingly as well as C-Suite and Fortune 500 teams to enhance their team effectiveness and interdependence.

My background is diverse having started my career in hospitality, I moved on to developing award-winning employee programs for the world's largest fast-food restaurant company, Yum! Brands. By 2007 I ventured into the world of working independently by starting my own event business. Once I moved to Peru in 2011, I built a Top 50 Start-Up Tourism Business. In 2015, after a brief health scare, everything changed and I looked to Gallup to start my most recent path, one which is not just a job, but a calling – and Practical Strengths is the biggest part of that journey.

I dream of living in a world where talents aren't wasted, potentials are realized, and happiness is contagious. As the author of the Gallup Licensed Practical Strengths book series, I am determined to teach the 34 talents of CliftonStrengths® as a 2nd language, believing that a common language which celebrates differences as advantages will bring communities together and positively power them forward.

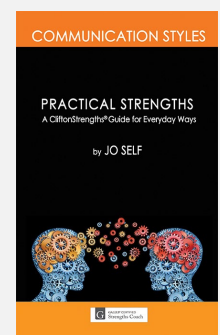
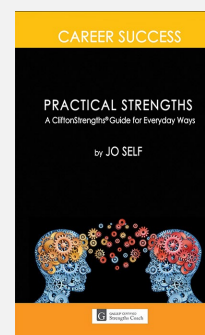
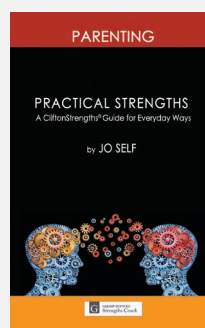
Currently published books include:

Parenting, Career Success, and Communication Styles.

Upcoming titles include:


Conflict Resolution, Relationships, and Family & Education


All books are currently being translated into Arabic, Mandarin, Portuguese and Spanish.




THIS IS
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