

STÄRKEN – UNDERESTIMATED QUALITIES

What are strengths

In career literature, the concept of strengths is regularly used. But few authors define what they mean by it. I use a definition from the Gallup Institute, according to which strengths are habitual patterns of thinking, feeling and behaving. They are the things that are easy for us to do. And that's why most people are not aware of them. If applicants are asked the question about them in job interviews, they find it difficult to name them. And yet they show themselves in our behaviour in certain situations. But with increasing routine we behave more and more unconsciously. Therefore, I work out the strengths with my clients by examining their professional past. Strengths are of great importance for career development and I recommend building the career on them. This will help you to become above average in your profession. And you will continue to perform you get older.

Relevance of the strengths in the job

Strengths are also called soft skills. As the name suggests, they are difficult to grasp. Many people therefore regard them as less relevant than hard skills. These become more concrete in their effects. They can also be certified in diplomas and job references. As a result, soft skills are greatly underestimated. They are decisive for success, especially in higher qualified jobs. Whether a salesperson correctly assesses the customer's needs based on his empathy and ability to judge is decisive for winning a large order. Or if a managing director follows the right strategy, he leads his company to success. The success factors for this were his strategic skills and his powers of judgement. Strengths may be elusive, but their effects are very concrete. The more qualified a position is, the more likely the hard skills are hygiene factors. Soft skills, i.e. strengths, make the difference.