

STRENGTHS ("S" in SHAPE)

Sounds good, doesn't it? Who wouldn't 'want strength'?

As you might expect, a strength is one desired outcome of personal growth. But exactly what *is* a strength? What are we striving toward, and how is it different from an Ability?

When you see a strength in action, you see someone consistently providing near-perfect performance in a specific area. You see an Ability in action (See 'Abilities' later in this document).

But how can they so consistently perform with such excellence? The answer is simple: It *is* easy for her. He *is* a natural, BUT ... he and she have also worked at it, developing a natural talent or ability into a strength.

"Strengths" are the result of maximized talents.

Specifically, a strength is created when ones most powerful talents are refined with practice and combined with acquired relevant skills and knowledge.

On the other hand, a talent unused, undeveloped is useless ... how many great musicians never knew because they never played an instrument? How many great artists, athletes, teachers, ... and so on.

Within our natural selves, we each hold extraordinary potential. Of course, the first step toward fulfilling that potential is to discover our greatest abilities.

The next most important step is to intentionally work on, to develop and to finely tune those abilities, talents and gifts into strengths.

The book "Discover Your Strengths" by Marcus Buckingham and Donald Clifton will help you with this.

My advice to you is to decide what you are good at, that is a good fit with the Virtual Franchise, and figure out a way to spend 60+% of your time working your business using your Abilities, to develop them into Strengths. That's what all NMDs have done – but mostly by accident. You can do it on purpose! That will speed your personal growth and the growth of your business.

