

StrengthsFinder Background

- 1998** The Gallup Organisation, in collaboration with Donald Clifton¹, released the first **StrengthsFinder™** online assessment after:
- **20,000 ninety minute in-depth interviews with senior leaders across the globe** (for cross-referencing ability each interviewee was asked the same set of questions),
 - **Studies of more than one million work teams**, and
 - **40 years** of **Gallup® Polls**.
- The **StrengthsFinder™** online assessment was designed to:
- Be less than an hour long, and
 - Objectively identify areas of enduring personal talent where an individual's greatest potential for building strengths could occur.
- 2001** The first edition of the accompanying book **Now, Discover Your Strengths²** was released. It spent 5 years on the best sellers list with nearly **2 million copies** being sold.
- 2004** To honour the passing of Donald Clifton, the assessment was formerly renamed **Clifton StrengthsFinder™**.
- 2007** After more than **three million people completed the first version** of the assessment, Tim Rath, a leading business thinker and New York Times Bestselling Author, in collaboration with Gallup scientists released a new edition of the online assessment and book called **StrengthsFinder 2.0³**. This has now been translated into **more than 20 different languages** and is on sale in **more than 100 nations**.
- 2008** Gallup scientists in collaboration with Tim Rath and Barry Conchie⁴ released **Strengths Based Leadership⁵**. This book was based on the **studies of 10,000 followers** (of leaders) from around the world and why they followed the most influential leaders in their lives.
- 2013** **StrengthsFinder 2.0** sold more than **4 million copies** and was the hottest selling book in the US.
- 2015** **Over 13 million people** have now undertaken the **StrengthsFinder 2.0** online assessment.

¹ Donald Clifton (1924-2003), an American educational psychologist viewed as the Father of Strengths-Based Psychology.

² Buckingham, Marcus, and Donald O. Clifton. *Now, Discover Your Strengths*. New York: Free, 2001. Print.

³ Rath, Tom, and Marcus Buckingham. *StrengthsFinder 2.0*. New York: Gallup, 2007. Print.

⁴ Barry Conchie, leadership consultant in executive assessment, team diagnostics, and succession planning.

⁵ Rath, Tom, and Barry Conchie. *Strengths Based Leadership: Great Leaders, Teams, and Why People Follow*. New York: Gallup, 2008. Print.