



# CONTEXT®

PEOPLE EXCEPTIONALLY TALENTED IN THE CONTEXT THEME ENJOY THINKING ABOUT THE PAST. THEY UNDERSTAND THE PRESENT BY RESEARCHING ITS HISTORY.

Perspective and background are important for people with strong Context talents. They value the retrospective viewpoint because they believe that is where the answers lie. They look back to understand the present. From the past, they can discern blueprints for direction. And, counterintuitively, they become wiser about the future because they can see its seeds sown in the past. People with strong Context may feel disoriented when they can't see patterns stemming from prior events. Others may become impatient with them as they strive to understand the history of a given situation. But, in the end, this historical context gives them confidence in their decisions.

## ITS POWER AND EDGE

Checking the rearview mirror is essential for safe driving. It keeps drivers up to date with what's happening behind them. In the same way, the genius of people with strong Context is their unique ability to understand the link between where they have come from and where they are going.

### IF CONTEXT IS A DOMINANT THEME FOR YOU:

Look to the past to build a better tomorrow.

- Read historical novels, nonfiction, or biographies. You will discover many insights to help you understand the present.
- Help your organization strengthen its culture via folklore. For example, collect symbols and stories that represent the best of the past.
- When a problem occurs, ask your colleagues to identify the actions and other factors that led to it. Having learned from the situation, your colleagues will be equipped to make choices that lead to better outcomes in the future.
- Find a mentor who has a long history in your community or organization. Listening to his or her experiences will likely spark your thought process and accelerate your learning.
- Accept change. Remember that the Context theme does not equate with “living in the past.” Instead, you can become known as an agent for positive change.

### IF CONTEXT IS A LESSER THEME FOR YOU:

Many StrengthsFinder themes are rooted in an element of time (past, present, or future). Lacking the intensity that comes from Context talents might mean that you are more inclined toward the present or future than the past.

- Among your top themes, find those that help you explore and better understand the situations and topics you face. Learner, Analytical, and Communication talents may help you seek a historical perspective in the same way Context talents do for others.
- Turn to others to gain perspective. When you need to identify patterns or gain a historical perspective, interview experts or people who have a history with the situation.
- Spend time with friends or colleagues who have powerful Adaptability, Context, or Positivity talents. They can help ground you in the past and present.
- Some people need to “go backwards before they go forward.” When you propose a course of action that requires people to change the way they are doing things, remind them of the changes they have adapted to over time before guiding them into the future.