



# MAXIMIZER®

PEOPLE EXCEPTIONALLY TALENTED IN THE MAXIMIZER THEME FOCUS ON STRENGTHS AS A WAY TO STIMULATE PERSONAL AND GROUP EXCELLENCE. THEY SEEK TO TRANSFORM SOMETHING STRONG INTO SOMETHING SUPERB.

Maximizers see talents and strengths in others, usually before anyone else does. Strengths — whether their own or someone else’s — fascinate them. Maximizers love to help others become excited about their potential. They have the capacity to see what people do best and which jobs they will be good at. They can see how people’s talents match the tasks that must be completed. Excellence, not average, is their measure and pursuit. They have a quality orientation that leads them to focus on areas of strength for themselves and others and to manage around weakness.

## ITS POWER AND EDGE

Maximizers have and bring to others a focus on quality. They naturally prefer working with and for the best. They create strengths within groups by enabling each person to do what he or she naturally does best. Their drive toward excellence can lead to a new standard of success.

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

Direct your energy to push for excellence in all you do.

Seek roles in which you help others succeed. In coaching, managing, or teaching roles, your focus on strengths will prove beneficial to others.

- Once you have claimed your own strengths, stay focused on them. Refine your skills. Acquire new knowledge. Practice. Keep working toward mastery.
- Devise ways to measure your performance and that of your colleagues. These metrics will help you spot strengths.
- Develop a plan to use your strengths outside of work. In doing so, consider how your strengths relate to your personal mission and how they might benefit your family or the community.
- Study success. Deliberately spend time with people who have discovered their strengths. The more you understand how marshaling strengths leads to success, the more likely you will be to create success in your own life.

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

If you don’t have the intensity of the Maximizer theme, it doesn’t mean that you do not strive for excellence. Instead, you are probably less selective about where or with whom you invest your energy.

- Among your top themes, find those that provide you with energy and motivation. Focus, Futuristic, and Significance talents may be the fire that helps you ensure that your efforts are applied toward the best possible outcomes.
- Regularly seek counsel from people you respect and who push you to excel. Share and discuss the projects and plans that you have been working on. Ask them to help you find ways to make them even better.
- Build stretch goals for yourself. These goals will create new standards of success.
- Help others understand that, for you, getting a product to a standard of quality might mean excellence, but may not mean perfection. If people around you want to “polish the pearl,” seek permission to move on to other tasks that might be better served by your talents.