



SIGNIFICANCE™

PEOPLE EXCEPTIONALLY TALENTED IN THE SIGNIFICANCE THEME WANT TO BE VERY IMPORTANT IN OTHERS' EYES. THEY ARE INDEPENDENT AND WANT TO BE RECOGNIZED.

People with strong Significance talents want others to see their worth. They want to be recognized, heard, and valued. Particularly, they want to be known and appreciated for the unique strengths they bring. They seek to have an impact on people, groups, and society as a whole. They want their contributions viewed as substantial, powerful, and significant. They are motivated by their intense yearning to be recognized, and as a result, they keep reaching. Their Significance theme pulls them upward, away from the mediocre and toward the exceptional.

ITS POWER AND EDGE

The genius of people with strong Significance begins and ends with the difference that they are determined to make. They want the world to be a better place because they are in it.

IF SIGNIFICANCE IS A DOMINANT THEME FOR YOU:

Help others raise the bar.

- Significant people do important things. Imagine the legacy you want to leave. Picture yourself at retirement, looking back on a life that has made the world a better place. What will you have done to get there?
- Make a list of the goals, achievements, and qualifications you crave and post them where you will see them every day. Use this list to inspire yourself.
- If you perform best when given independence, share that insight with your manager. Be ready to give examples of how you have succeeded with that kind of freedom. After recognizing the value of this insight, your manager likely will give you the space you need to create exceptional results.
- Share your dreams and goals with your colleagues to keep you reaching and accountable for your mission. Your ambitions may motivate them to reach for outcomes they had never before considered.
- Stay focused on performance. Your strong Significance theme will drive you to claim outstanding goals.

IF SIGNIFICANCE IS A LESSER THEME FOR YOU:

If you lack the intensity and drive of Significance talents, you might be less concerned with the recognition you receive, but you no doubt want to have a positive impact on the people and projects in which you are involved.

- Among your top themes, find those that provide you with energy and motivation. Achiever, Belief, Consistency, and Maximizer talents may be the fire that can fuel you endeavors in the same way that Significance talents do for others.
- Find roles where you can support and serve. Your fulfillment is linked more to the quality of your relationships with others than to independent success.
- Find a champion amongst your friends and colleagues — someone who is always standing up for and recognizing others. Self-promotion might not be your strongest suit, so bringing people like this into your network will help ensure you get the recognition you deserve.
- You are not likely to be highly aware of or sensitive to matters of perception or image, but it is still important to quietly let others know about your accomplishments.