

Introducing Strengths Profile and the New Brand

We are delighted to have launched our refresh of R2 Strengths Profiler, newly named Strengths Profile! We asked many of you what you wanted. These changes reflect your user needs for a better platform, more tools and simpler language. This gives you an overview of the changes we have made at a glance.

What's changed?

6 strengths names – The meanings are the same, it now just rolls off your tongue easier!

R2 Name	New SP Name	R2 Name	New SP Name
Efficacy	Self-belief	Planful	Planner
Empathic Connection	Empathic	Reconfiguration	Adaptable
Order	Organiser	Scribe	Writer

The Model of Development language – This has been replaced with language that is easy to action and understand, but has the same meaning.

R2 Model	SP Model
Marshall realised strengths	Use realised strengths wisely
Maximise unrealised strengths	Use unrealised strengths more
Moderate learned behaviours	Use learned behaviours when needed
Minimise weaknesses	Use weaknesses less

New Profiles – New look and feel Profiles have been designed to help you have simpler action-based conversations. We also have one new Profile, Manager Insights. Download our samples at www.strengthsprofile.com

New Products – Two new toolkits are available for teams and managers to embed strengths. View our [samples](#)

- **Platform** – A dedicated Strengths Profile site, with more accessible information and easier to use dashboard.
- **60 icons** – New icons to help you resonate visually with the 60 strengths.
- **New strengths cards** – With updated icons and advice, available at enquiries@strengthsprofile.com
- **Discount** – Accredited Strengths Profile practitioners automatically receive 10% discount at checkout.

What's not changed?

- **60 strengths** – The strengths, their meaning and definitions are all the same.
- **Methodology and science** – It is still the same robust and validated assessment, including the questions.
- **The Quadrants** – Our Quadrant is what makes us unique so no change to the realised and unrealised strengths, learned behaviours and weaknesses.
- **Strengths Families** – They lost their colour for simplicity but the five Strengths Families remain.

What do I need to do and know?

- Sign up to Strengths Profile at www.strengthsprofile.com and get familiar with the tool.
- R2 operates on a separate platform. You will not be able to transport data from one platform to the other or have a combination of platforms to produce a Team Profile.
- You will be able to access the data in R2 Strengths Profiler until March 2018.

Contact the Strengths Profile team at enquiries@strengthsprofile.com for any questions