



Relationships Shape the Future

Connecting leaders and teams to untapped results.





There's a problem.

75% of leaders* say their biggest drain isn't economic uncertainty or the workload. It's difficult relationships. Conversely, 50% of employees quit because of their relationship with their manager*. Factor in hybrid and remote work, rapid turnover, and the high cost of conflict, and it's clear. The biggest problem hiding in plain sight is

disconnected

Disconnected teams reflect the chasm between leaders and the people they lead. Despite their best efforts, they struggle to listen, so the brilliant ideas fall on deaf ears. Because people are complex and different, disconnected teams often have misunderstandings that lead to missed opportunities. And even with collaboration tools, "communication" sounds more like noise.

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**Harvard Business Review – “What Resilience Means, and Why It Matters”*

**Gallup – “Employees Want More From Their Managers”*



Why Core Strengths?

\$350 Billion is spent annually on leadership development. Despite that massive investment, \$359 Billion more is spent on conflict management. Something isn't working. Organizations invest in customer relationship management (CRM). But what about the relationships inside your organization?

From top to bottom, leaders and teams struggle with relationships. It's time to be intentional about helping them. Worldwide, talent development leaders like you have tried their best. Personality assessments, leadership training, and even collaboration software have helped organizations improve the employee experience.

But none of those tools are designed to improve the quality of work relationships. In fact, there's never been an enterprise system to help you measure, visualize, or improve leader-team relationships until now.

So, like a CRM, think of Core Strengths as your TRM. Your very own Team Relationship Management Platform.





What can Core Strengths do for me?

People are your biggest expense. With thriving relationships, they're your greatest asset. So if you want to move the needle on org performance, the smartest way is to address the disconnection.

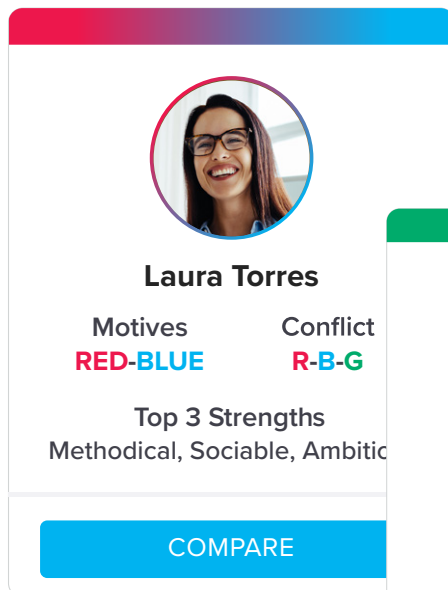
With Core Strengths you can transform disconnected teams into **relationally-intelligent** teams that make smart decisions and get things done.






How does it work?

Under the hood, Core Strengths is built on 50+ years of relationship science. We call it **Relationship Intelligence (RQ)**, the personality insight to improve relationships. When implemented, RQ can repair even the most broken team relationships.



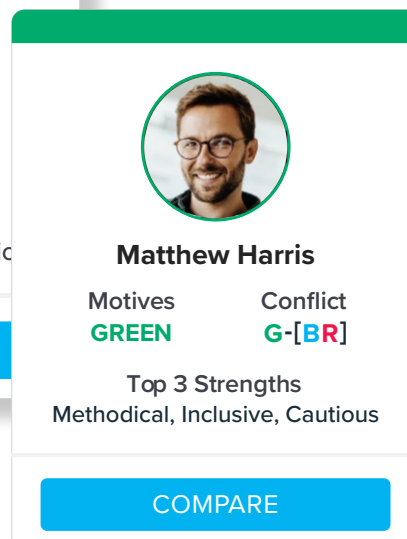



Laura Torres

Motives **RED-BLUE** Conflict **R-B-G**

Top 3 Strengths
Methodical, Sociable, Ambitious

[COMPARE](#)



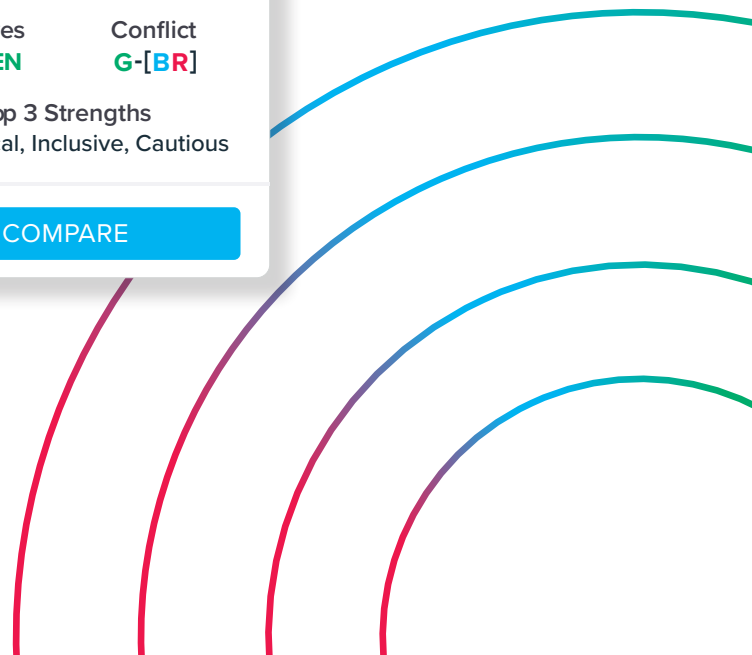


Matthew Harris

Motives **GREEN** Conflict **G-[BR]**

Top 3 Strengths
Methodical, Inclusive, Cautious

[COMPARE](#)





It starts with:

Measuring Everyone's Work Style

This includes their motives, values, strengths, and triggers. Our RQ assessment (SDI 2.0) is the only assessment designed to measure and **improve team relationship effectiveness.**

The screenshot displays the CoreStrengths web application interface. At the top, the navigation bar includes the CoreStrengths logo, a 'Dashboard' link, and dropdown menus for 'Discover', 'Compare', 'Teams', 'Develop', 'Assess', and a user profile icon. The main header area features a dark background with the text 'Gain insight for interactions' and a large colorful graphic. Below the header, there are tabs for 'Motives', 'Conflict', 'Strengths', and 'Tips'. The main content area is divided into three columns, each representing a different individual:

- Victoria Patel (Director):** Motives: RED; Conflict: R-[BG]; Performance: Assert-[Accommodate-Analyze].
- Amy Chang (Account Executive):** Motives: BLUE; Conflict: G-B-R; People: Analyze-Accommodate-Assert.
- Mark Logan (Structural Engineer):** Motives: GREEN; Conflict: G-R-B; Process: Analyze-Assert-Accommodate.

Each individual's profile includes a 'Change' button, a profile picture, name, title, and a 'Communication Tips' section. The 'Communication Tips' section asks 'How are things in this relationship?' and provides a dropdown menu for 'Meetings'. Below the dropdown, there are bulleted tips for each individual, such as 'Create an agenda with desired outcomes and time limits' for Victoria Patel and 'Invite them to participate and let them know who else will be present' for Amy Chang.



Injecting Relationship Intelligence Into L&D Efforts

Whatever your objectives are, RQ-tailored coaching and training programs help leaders and teams appreciate their differences, learn together, and take **collaborative action**.

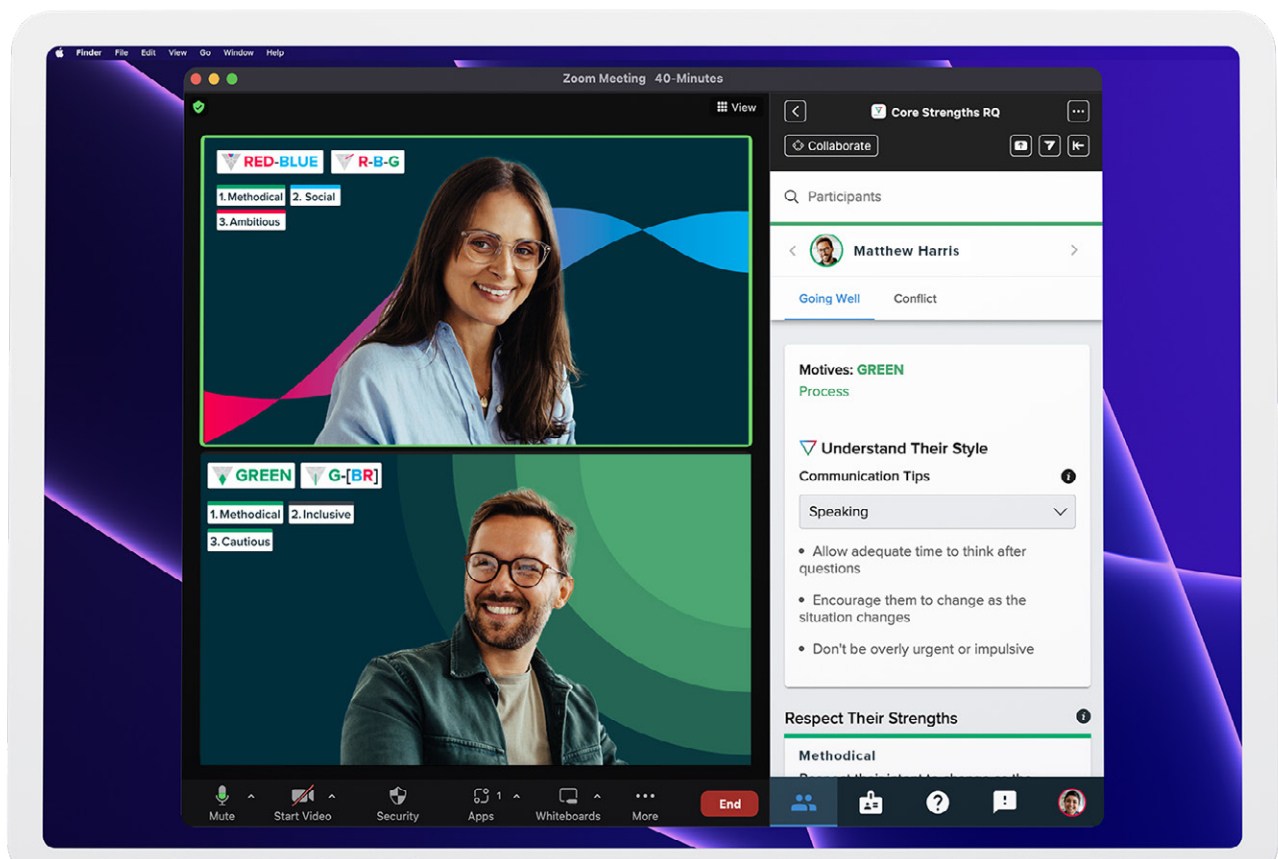
The screenshot displays the CoreStrengths coaching platform. At the top, the logo and navigation menu are visible. The main header reads "Add and manage coachees" with sub-tabs for "Coaches", "Coachees", "Conversations", and "Academy". A search bar and filters for "Motives" and "Coaching Since" are present. The interface is divided into two main sections:

- Coach Profile:** Features a profile for Victoria Patel, Account Executive. It includes a "Strengths" section with a grid of 28 items, where item 2, "FORCEFUL", is highlighted. The description for "FORCEFUL" states: "You act with conviction, power, and drive. Strong. That's often the word that comes to mind when people think about you. Why? Because you act with conviction. You like calling the shots. You like taking..."
- Conversation Log:** Lists several discussion topics with "New talking point" buttons:
 - Purpose and Context:** Questions about meeting reasons, topic fit with personal goals, and alignment with team goals.
 - Recast the Past:** Questions about accomplishments since the last conversation, surprises or unexpected results, and reasons for opposition or conflict.
 - Co-Create the Future:** Questions about drivers for goal achievement and the potential effect of failure.



Providing In-the-Moment Reinforcement

Wherever teams meet and message colleagues, we **serve up the insights** to help them communicate in a way that resonates with each unique personality.





Because team relationships shape the future of your organization, Core Strengths brings measurement, development, and reinforcement into one platform – uniquely designed to build relationally-intelligent teams. **That means no more disconnection.** With Relationship Intelligence (RQ) at the foundation, leaders and teams now have the tools for



building **trust**



generating **commitment**




driving **results**



“The implementation of Core Strengths has been transformational to our organization. Core Strengths provides our workforce with the tools they need to **be better leaders, better teammates, strengthen relationships and get better results.**”

Sheryl D. Roy | ExxonMobil

Global Organizational Effectiveness Consultant



To see how Core Strengths can resolve the disconnection in your organization, visit corestrengths.com, or call **760.602.0086** to speak with one of our Client Partners about your unique needs.

