

# The Strength-Based Way

Unlocking human potential.  
Transforming culture from the inside out.



STRENGTHS PROFILING  
**AUSTRALIA**



A large, curling blue wave dominates the frame, creating a tunnel-like effect. The water is a deep blue with white foam at the base of the curl. The background behind the wave is a smooth gradient from light green at the top to a darker green at the bottom. Centered over the wave is the text "STRONG PEOPLE = STRONG PERFORMANCE" in white, bold, sans-serif capital letters.

**STRONG PEOPLE =  
STRONG PERFORMANCE**

# Our Mission

Our mission is to **reconnect people** to what energises them, to **create thriving workplaces** where individuals are celebrated, and to **drive performance** through meaningful, strengths-based development.



# The Silent Business Killer

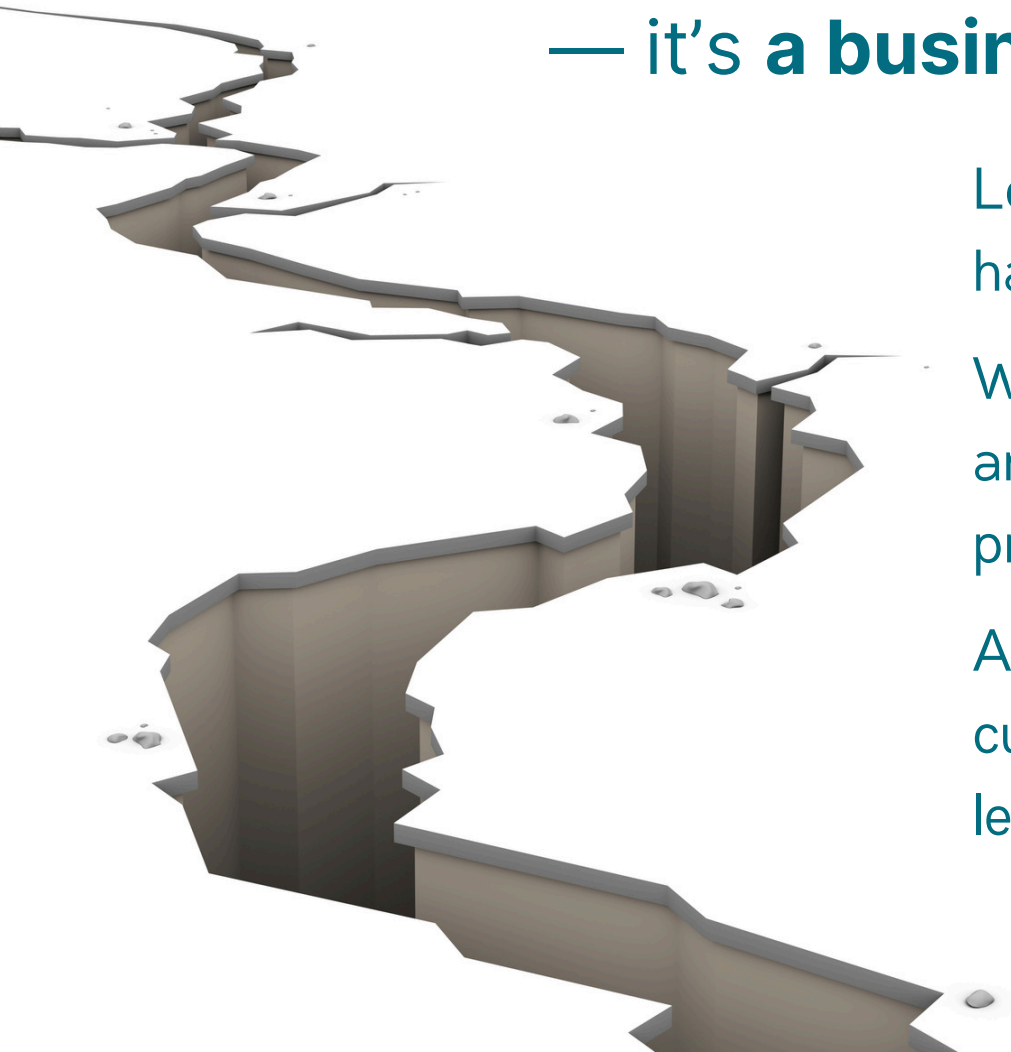


**Disengagement is more than an HR issue  
— it's a business crisis.**

Low energy. High stress. Employees operating at half capacity. Leaders stretched thin.

When motivation drops, performance follows, and the cost is staggering—millions lost in productivity, high turnover, and declining results.

A disengaged workforce doesn't just impact culture; it erodes profitability, weakens leadership, and stifles growth.

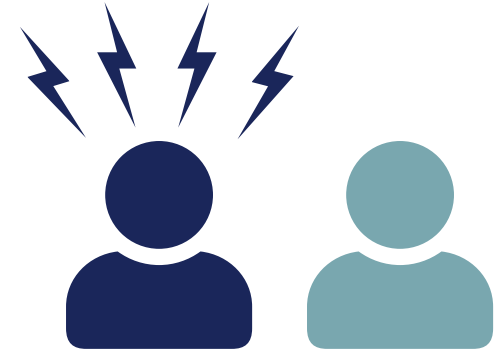




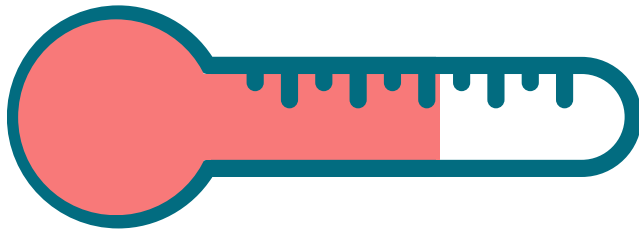
Only 1 in 4 Australians are engaged with their work<sup>1</sup>



43% of Australian employees are watching for another job<sup>1</sup>



1 in 2 employees experience significant stress at work<sup>1</sup>



61% of Australian employees reported experiencing burnout<sup>2</sup>



The average direct cost of absenteeism is \$4025 per employee per annum<sup>3</sup>

1. Gallup State of the global workplace 2024

2. Mental Health First Aid International

3. DHS 2023 Absence and wellbeing management report

# Why Use Strengths?

## The People

When people play to their strengths they are rewarded with being:

- ✓ Happier
- ✓ More Confident
- ✓ Higher levels of self-esteem
- ✓ Higher levels of energy and vitality
- ✓ Less stressed
- ✓ More resilient
- ✓ More likely to achieve their goals
- ✓ Able to perform better at work
- ✓ More engaged at work
- ✓ More effective at developing and growing

**“98% of employees want their employer to recognise their strengths”**





# The Business

Employees who use their strengths daily are **6x more engaged** in their work, meaning they get more satisfaction and are more committed.



Strengths-based companies report

**19%**

Higher Sales

**72%**

Lower Turnover

**21%**

Higher Profit





Use of strengths improves relationships, communication and teamwork



People who use their strengths are **38% more** likely to be **productive**



When performance conversations with managers focus on weaknesses, **performance** can decrease by 26%, but when individuals speak about their strengths it **increases by 36%**



Engaged employees use their strengths at work around 70% of the time – that's 6 1/2 hours a day!



# Our Approach: From Insight to Impact

Our work blends coaching, positive psychology, and lived experience. We don't offer cookie-cutter programs. Every engagement is tailored to your culture, people, and goals.

Some of the **problems we solve** include:

- ❗ Burnout and disengagement impacting performance
- ❗ Teams low on energy, trust or direction
- ❗ Leadership stuck in reactivity and fire-fighting
- ❗ Unclear pathways for developing and retaining talent
- ❗ Culture lacking human connection or purpose
- ❗ Leaders unaware of their impact
- ❗ Organisations struggling to engage the next generation of workers



# How We Work



## 1. Discover Strengths

Uncover the unique strengths of individuals, leaders, and teams. Through deep insights, we identify untapped potential, refine leadership approaches, and align strengths to work more effectively. Teams gain clarity on how to collaborate, divide work smartly, and manage weaknesses with confidence.



## 2. Apply Strengths

Turn insights into action. Strengths become an everyday tool for leadership, communication, and collaboration. Leaders learn how to motivate, manage, and develop their teams. Organisations align people with the right tasks, integrate strengths into team meetings, and create a strengths-based approach to work.



## 3. Transform & Perform

Strengths begin to reshape the way your business operates. Teams function at a higher level, engagement and productivity increase, and leaders foster trust and alignment. Strengths-powered decision-making leads to a workplace where people thrive and business results follow.



## 4. Sustain Success

Strengths begin to reshape the way your business operates. Teams function at a higher level, engagement and productivity increase, and leaders foster trust and alignment. Strengths-powered decision-making leads to a workplace where people thrive and business results follow.



# What is Strengths Profile?

Strengths Profile is a **world-renowned, evidence-based** tool that maps what energises people—not just what they're good at.

Developed by Cappfinity and **grounded in positive psychology**, Strengths Profile is used by Fortune 500s, governments, and purpose-led organisations around the world.

- » Expert Profile (for individuals)
- » Leader Profile
- » Team Profile
- » Manager Profile



The Strengths Profile measures **60** of the most commonly expressed human **strengths**—what people do well and what gives them energy. It goes beyond skills and personality traits, revealing what lights you up, and what quietly drains you. Measuring across the dimensions of **performance, energy, and use**, results are mapped into four quadrants offering a unique insight into how each strength shows up in daily work life.



It's a **practical, energising tool** that brings engagement to life—because when people work with their strengths, they feel more like themselves.

**What would engagement look like**  
*if your team felt energised, not just employed?*

# Why us?

I started Strengths Profiling Australia because I knew workplaces could do better – better for their people, and better for their bottom line.

Strengths Profile offered the missing link. It gave me a **clear, practical framework** that honours both individual and team dynamics—and it works. I've seen the difference it makes across every industry, from corporates to community organisations. It changes the way people **communicate, connect, and contribute**.

I'm known for helping people see what they've never seen before—those **lightbulb moments** that shift everything. And across individuals, leaders, and entire organisations, I've seen the impact: **richer conversations, deep engagement, improved results**.

**I'm not here to tick boxes. I'm here to help leaders, teams, and organisations unlock what makes them extraordinary.**





“ *When people feel valued and energised, they show up fully—and that’s when workplaces come alive.* ”

Margit Cruice  
Founder &  
Director Strengths Assessment & Coaching

**A thriving workplace starts here—  
*where people feel energised and businesses grow.***

**Ready for a conversation? No pressure, just potential.**



**+(61) 407 532 722**



**strengthsprofilingaustralia.com.**



**margit@strengthsprofilingaustralia.com.au**



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AUSTRALIA**