



## Conozca Sus Fortalezas 2.0



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# Conozca Sus Fortalezas 2.0

*Tom Rath*

## **Conozca Sus Fortalezas 2.0** Tom Rath

Do you do what you do best every day? Chances are, you don't. From the cradle to the cubicle, we devote more time to fixing our shortcomings than to developing our strengths. To help people uncover their talents, Gallup introduced StrengthsFinder in the 2001 management book *Now, Discover Your Strengths*. The book ignited a global conversation, while StrengthsFinder helped millions discover their top five talents. In *Conozca sus Fortalezas 2.0*, Gallup unveils the new and improved version of its popular online assessment. With hundreds of strategies for applying your strengths, StrengthsFinder 2.0 will change the way you look at yourself -- and the world -- forever. AVAILABLE EXCLUSIVELY IN CONOZCA SUS FORTALEZAS 2.0 (using the access code included with each book): The StrengthsFinder 2.0 assessment, fine-tuned to be faster and more accurate A Strengths Discovery and Action-Planning Guide featuring: a customized version of your top five theme report; 50 Ideas for Action for building on your top five themes; and a strengths-based action plan for setting goals And much more on the StrengthsFinder 2.0 website: A strengths community area; resources, activities, and discussion guides; a strengths screensaver; and a program for creating display cards of your top five themes

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192 pages

### About the Author

Tom Rath is one of the most influential authors of the last decade. He studies the role of human behavior in health, business, and economics. Rath writes and speaks on a range of topics, from well-being to organizational leadership. He has written several international bestsellers, including the #1 New York Times bestseller *How Full Is Your Bucket?* In 2007, *The Economist* listed his book *Conozca sus Fortalezas 2.0* as the top-selling business book worldwide. In total, Rath's books have sold more than 5 million copies, been translated in 16 languages, and made over 250 appearances on the Wall Street Journal bestseller list. Rath is a senior scientist and advisor to Gallup, where he previously spent 13 years leading the organization's work on employee engagement, strengths, and well-being. He has also served as vice chairman of the VHL cancer research organization.

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