



# Summer Time and “Using Your Strengths” is Easy...



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Summer is often seen as a season to slow down—vacations, sunshine, and a more relaxed pace. But what if you could use this time to work smarter, not harder? The summer months offer a unique opportunity to align your energy with your natural talents. That’s where CliftonStrengths (formerly StrengthsFinder) comes in.

## What is CliftonStrengths?

If you’ve read any of my blogs, you know that I consistently talk about CliftonStrengths which identifies your top talents across 34 strength themes and 4 Domains. Instead of focusing on what you lack, it emphasizes your natural abilities and how to maximize them in work and life.

## Why Summer Productivity Matters

While summer can feel like a break, it’s actually a great time to set goals, reset habits, and work toward personal or professional milestones. Identify your Domain and find ways to be productive!

### 1. Executing Strengths

Summer is your chance to complete goals you’ve been putting off. Set clear daily or weekly targets—then enjoy the satisfaction of checking them off. Tools like checklists, planners, or goal-tracking apps can help you stay on task while still enjoying your downtime.

**Summer Tip:** Create a summer project list and schedule short, focused work sprints—then reward yourself with a favorite treat

### 2. Strategic Thinking Strengths

This is your season to dream, plan, and explore new ideas. Use the quieter pace to read books, take a course, or map out long-term goals. You thrive on mental stimulation, so give yourself permission to think big.

**Summer Tip:** Schedule “thinking days” where you disconnect from distractions and focus on brainstorming or researching something that energizes you.

### 3. Relationship Building Strengths

Your productivity is fueled by people. Summer is perfect for networking, mentoring, or team-building—especially in informal or outdoor settings. Use your natural ability to connect to create momentum in your work and relationships.

**Summer Tip:** Host a coffee chat, book club, or mastermind group with like-minded peers.

### 4. Influencing Strengths

You’re naturally wired to energize and inspire others. If you’re in a leadership or public-facing role, summer can be a great time to launch something new, speak at events, or grow your platform.

**Summer Tip:** Record a podcast, start a blog, or volunteer to lead a summer initiative that allows you to shine and influence.

50% of employees  
say that they are  
less productive in  
the summer! \*