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## MBTI Puts You in a Box. CliftonStrengths Hands You the Microphone

Let's face it: building a strong, productive team isn't just about hiring talented individuals—it's about getting people to work well together. Two of the most popular tools are the Myers-Briggs Type Indicator (MBTI) and CliftonStrengths (formerly StrengthsFinder). As someone who is certified in both I can tell you, when it comes to improving team dynamics, communication, and performance, one tool clearly stands out: **CliftonStrengths**. It's the difference between being a cover band and simply playing what's already created, and building the dream band with fresh creativity and talent that can grow.

CliftonStrengths focuses on **what you do best**, where MBTI tells you who you are (e.g., "I'm an ISFJ").

CliftonStrengths reveals what **you're great at doing**—whether that's building relationships, solving problems, strategizing, or influencing others.

### Why it matters for teams:

Teams don't just need personality labels—they need to know who brings what to the table.

CliftonStrengths makes it easy to identify:

- The **relationship builders** who hold the group together
- The **executors** who get things done
- The **strategic thinkers** who see the big picture
- The **influencers** who drive action and ideas

*GALLUP FOUND THAT  
TEAMS WHO USE  
CLIFTONSTRENGTHS ARE  
12.5% MORE PRODUCTIVE  
THAN TEAMS THAT DON'T*

MBTI was originally created as a self-discovery tool, not a teamwork model. While it's been adapted for team use, it often stops at labels like "Thinker" or "Perceiver."

### CliftonStrengths, on the other hand, was *built with teams in mind*.

It incorporates

- Team reports
- Strengths-based coaching
- Leadership dashboards
- Action planning tools

When a team understands its members' different Strengths it leads to better outcomes. For example:

- One team member's **Activator** (jumps into action) balances another's **Deliberative** (cautious and thoughtful).
- A **Futuristic** thinker can partner with an **Arranger** to move visionary ideas into motion.

CliftonStrengths maps the whole talent ecosystem, not just personality style.

MBTI shares how someone prefers to receive information (Intuitive (N) or Factual (S)) but CliftonStrengths **improves communication** in a practical way by providing clues on how to work together.

Imagine this:

- You're collaborating with someone high in **Analytical**. You'll know to bring **data** and **logic**.
- Your project lead has **Harmony** and **Empathy**—they'll care deeply about **team morale** and **unity**.
- Your brainstorm buddy has **Ideation**—perfect for **creative problem-solving**.

Instead of vague traits, you get a tactical communication playbook.

If you're looking to elevate your team to have them play like Rock Star Band (like the Beatles)- CliftonStrengths is the way to go.

