



# From Woo to Whoa: What 10 Years of Strengths Have Taught Me About Loving What You're Great At

This month, November 6<sup>th</sup> to be exact, marks ten years since I first became a CliftonStrengths Coach and wow, what a ride it's been! When I started, I thought my role was to help people understand their Strengths. What I didn't realize was how deeply it would help me understand myself and others in ways that have shaped everything I do, both professionally and personally.



My Top 5 are **Communication**, **Harmony**, **Activator**, **Woo**, and **Maximizer**, and I can honestly say they've been my greatest teachers.

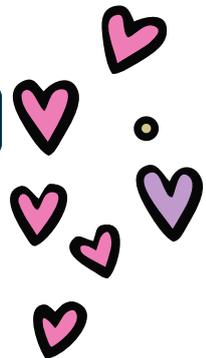
- **Communication** gives me the power to turn insights into stories that stick – helping people feel their Strengths, not just understand them.
- **Harmony** reminds me that progress doesn't come from who's loudest, but from who's listening. I've learned that calm isn't complacent... it's the secret to clarity. Although some would argue I'm one of the loudest people they know 😊 but I am always looking to seek consensus.
- **Activator** keeps me moving. When others are still thinking about "what if," I'm saying "let's go!" Coaching has shown me that momentum builds confidence.
- **Woo** and **Relator** – now this duo has been an adventure. Woo loves meeting new people, sparking energy, and creating instant connections. Relator, which is my #9, on the other hand, craves depth, the kind of connection that comes after trust, time, and real conversation. Balancing them has taught me something powerful: relationships don't have to be either wide or deep. They can be both. Woo helps me open doors; Relator helps me walk through them and stay awhile.
- And of course, **Maximizer** keeps me focused on taking what's good and making it amazing. Whether it's helping a leader refine their style, or helping a team work more seamlessly together, I'm always asking, "How can we make this even better?"

What I've learned over the years is that understanding your own Strengths isn't just insightful – it's transformational. You communicate with clarity, collaborate with purpose, and make decisions that actually align with who you are. This self-awareness doesn't just make you a better professional – it makes you a better person, partner, friend, and leader.

Ten years later, here's what I know for sure:

When people truly understand their Strengths, they start showing up differently. They communicate better. Collaborate easier. Lead more naturally. And they stop trying to be someone they're not.

**WHEN YOU KNOW WHAT DRIVES YOU, DRAINS YOU, AND INSPIRES YOU, YOU START LEADING AND LIVING WITH GREATER INTENTION**



This has changed how I work, how I lead, and how I connect... because when you start from Strengths, you start from what's right. And that changes everything.

Curious what your own Strengths could reveal about you? Let's talk! I love helping individuals and teams discover what makes them thrive – and how to use their natural talents to reach new levels of success.



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