

...On Inspiring the Best of You

"Alex and his colleagues know how to unlock your strengths better than anyone else on the planet." [David Taylor, Author of *The Naked Leader* books](#)

"*The Strengths Book* provides a call to action for everyone to find what is strongest about themselves and maximise it. The Hall of Fame section for each of the sixty strengths provides a veritable catalogue of male and female role models, which should inspire everyone to make the most of the life that they have been granted." [Marci Shimoff, # 1 New York Times bestselling author, *Happy for No Reason* and *Chicken Soup for the Soul*](#)

"Positive psychology has the potential to strengthen the world. A major challenge is taking robust theories and making them accessible, practical and useful. This book delivers on all counts. I thought it was fab. I am ordering copies for academics, practitioners and people who are simply interested." [Sebastian Bailey, Co-founder, The Mind Gym](#)

"The most extraordinary thing I've learnt about the strengths approach is its universal applicability. *The Strengths Book* is thoughtful and engaging but above all it is deeply practical." [David Robinson OBE, Community Links, & Vice-Chair, Prime Minister's Council on Social Action](#)

"What Obi-Wan Kenobi taught Luke Skywalker, Alex, Janet and Robert teach each and everyone of us in a radical and culture-shifting book. May the force be with you." [Marc Mathieu, Founder of BeDo, former Senior Vice President of Global Brand Marketing, Coca-Cola](#)

"Doing what you do best simply is best. Best for you. Best for your friends, family and loved ones. Best for your colleagues. Even best for your boss! Here's a book, from experts in the field, that shows us all why identifying and playing to our strengths really can unlock the door to a more fun, energetic and successful life." [Nic Marks, Founder of the Centre for Well-being, nef \(the new economics foundation\)](#)

"*The Strengths Book* ushers in the second decade of a century devoted to positive psychology. It combines the deep eastern and western insights of the last centuries and provides a guide for the future..." [Jitendra Mohan, Professor Emeritus of Psychology, Panjab University, Chandigarh, India, and President, Asian Association of Applied Psychology](#)

"It is so easy to focus on our weaknesses and become preoccupied by what we perceive we can't do. This book and the work of CAPP turn that notion on its head and help us identify our strengths and how we can use them to develop our skills and our belief in our own abilities and attitudes." [David Moorcroft MBE & OBE, Point Four One, and 3000m and 5000m UK record holder since July 1982](#)

...On Leading in Organisations

"The strength of *The Strengths Book* lies in its clear description of what strengths are, why they matter, and how to recognise them.... *The Strengths Book* is a well thought through and carefully crafted book by strengths experts who want to strengthen us." [Dave Ulrich, Professor, Ross School of Business, University of Michigan, and Partner, The RBL Group, BusinessWeek #1 Management Educator & Guru](#)

"The ability to understand yourself at your best and to be true to this in the moment is the bedrock of truly effective leadership. This excellent book enables both experienced and emerging leaders to appreciate, honour and strengthen their unique capacities, and to harness these to their full potential for the greater good." [Arvinder S. Dhesi, Group Talent Director, Aviva plc](#)

"Meeting and working with the team at CAPP has opened my eyes to the power of strengths, and how focussing on them can improve both the performance and the work experience of teams and individuals." [Mark Rayner, Head of Training and Development, Hampshire Fire and Rescue Service](#)

"More than ever before, organisations who strive for excellence will need to be highly self-aware, understand the power (and fragility) of relationships and develop and equip their leaders to enjoy making their staff stronger, more self-reliant and more productive. The Strengths Book helps you navigate that journey." [Tarik Chawdry, Assistant HR Director, Birmingham City Council](#)

"Consciously being aware of one's strengths and analysing strengths in others can lead to great results...It sounds easy and common sense but requires conscious effort... I would urge you to read this book to help your conscious effort become unconscious." [Gifford Tanser, Human Resources Director, Boehringer Ingelheim](#)

"... Developing organisations built around strengths represents just such a shift and *The Strengths Book* offers a route that enables existing assumptions to be challenged and alternative strategies to be deployed." [Nick Barclay, Client Director, Executive Education, Warwick Business School](#)

On Enabling Happiness and Flourishing

"To identify what really matters in our life, to acknowledge the potential that we all have within ourselves, and to apply joyful effort in actualizing it are some of the essential keys to human flourishing that are so well presented in this inspiring, practical, and meaningful book."

[Matthieu Ricard, author of *Happiness: A Guide to Developing Life's Most Important Skill*](#)

"This book lights your unique path to flourishing. Digest it and come alive with positivity and possibility." [Barbara Fredrickson, Ph.D., author of *Positivity: Discover the Groundbreaking Science to Release Your Inner Optimist and Thrive*](#)

"An innovative exhibition of the evidence for appreciating, building, and creating a life that revolves around strength use. If you are interested in dynamic strategies for becoming energized, productive, creative and fully alive, *The Strengths Book* is an essential read..." [Todd B. Kashdan, Ph.D., author of *Curious? Discover the Missing Ingredient to a Fulfilling Life*](#)

"Only when people read this book will they realise that strengths are the key to unlocking unanswered questions about their attitudes to work and their long term happiness and well-being. I would recommend this book to everyone who wants to understand more about the person they are and could be." [Liz Bramley, Head of Employee Engagement & Diversity, The Co-operative Group](#)

"*The Strengths Book* offers a new perspective on the challenge of being, informed by the intellectual and philosophical revolution of positive psychology. Quite simply it offers a pathway to flourishing and growing through both the good and the challenging times in our lives."

[Professor Michael West, Executive Dean, Aston Business School](#)

...On Developing Yourself and Others

"This book takes a giant step forward in making an approach to strengths development accessible and useful...an outstanding, practical, and engaging discussion of strengths...I plan on distributing copies to everyone I know." [Kim Cameron, Editor, *Positive Organizational Scholarship*, and William Russell Kelly Professor of Management and Organizations, Ross School of Business, University of Michigan](#)

"A timely and practical book by leaders in the field. If you are looking for a book that helps you to identify and harness your strengths, you've found it." [Susan David, Ph.D., Co-director, Institute of Coaching, McLean/Harvard Medical School](#)

"...*The Strengths Book* is a powerful, practical and pragmatic guide...I thoroughly recommend it to anyone who is interested in discovering and developing the best of themselves and others." [Dr. Anthony Seldon, Master, Wellington College](#)

"*Play to your strengths* is easy to say yet difficult to apply. This book is a practical and navigable guide to understanding and then making the most of your strengths." [Stephen Isherwood, Senior Manager, Graduate Recruitment, Ernst & Young LLP](#)

Praise for *The Strengths Book*

"... A wonderful field book on the subject, whether you want to know the science behind CAPP's strengths studies, to hear and pass on strengthspotting stories and tips or to have a simple, easy to use compendium of the sixty strengths of Realise2. ..." [Steve Chapman, Director of Organisation Development \(Manufacturing\), GlaxoSmithKline](#)

"The most readable, practical book on strengths that I have yet seen. If you are looking for a more sophisticated and evidence-based approach, if you want to know how to use strengths-based positive psychology more effectively, if you want to get the best out of yourself and others - this is the book for you." [Dr. Anthony M. Grant, Director, Coaching Psychology Unit, University of Sydney, Australia](#)

"Whether you have 'hit a wall' in your career and want to change direction, or if you simply want to pause, take stock and reconsider what you need to do differently in order to flourish where you are, *The Strengths Book* and the Realise2 assessment will prove invaluable resources." [Anne Wilson, Careers Consultant, University of Warwick](#)

"*The Strengths Book* enables us to take pride in and to boost those areas where we naturally shine, while developing strategies to minimise the impact of our weaknesses rather than to try to be all things to all people. I will be turning to its sound advice repeatedly in both my business and personal life." [Angela Blacklaw, Head of Talent Development, in the Public Sector](#)

"... *The Strengths Book* makes a welcome change by taking a positive approach. In combination with the Realise2 strengths assessment, it helps you to understand your strengths and how to use them to the benefit of yourself, your team, your department or your organisation." [Heinz Landau, Executive Vice President Group Strategy and Corporate Development, B. Grimm Group, Thailand](#)

"... This book provides the language and practical tools to assess our strengths as well as bringing it alive with useful case studies... *The Strengths Book* provides a refreshing, positive and practical guide to assessing and building our strengths." [David Stephenson, Group Head of OD, Royal Mail Group](#)

"Every ordained Minister should read this book to develop their gifts and graces into strengths of ministry." [Rev. Dr. Howard Mellor, Discernment and Selection Co-ordinator, The Methodist Church](#)

The Strengths Book: Be Confident, Be Successful, and Enjoy Better Relationships by Realising the Best of You, by Alex Linley, Janet Willars and Robert Biswas-Diener

Available from www.amazon.co.uk and www.amazon.com

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