



## Our Mission

Harnessing Potential, Empowering Organizations and  
Strengthening Communities

### P.O.M.

#### PURPOSE

To equip community leaders with an innovative approach that:

- Attracts, develops and retains people, industry and resources
- Leads to a strong workforce, local economy and community culture

#### OUTCOMES

**Communities:**

- Accelerate Community Engagement
- Elevate Employee Experience
- Improve Workplace Satisfaction
- Heighten Emotional Intelligence
- Expand Leadership Development
- Return to Civil Discourse

#### METHOD

Enhance collaboration and cohesion through  
**The Genius Within**  
workshop experience for:

- Individuals
- Teams
- Community Leaders and Initiatives
- Municipalities
- School Districts
- Higher Education
- Faith-based Organizations
- Workforce Development
- Not For Profit Entities

#### *Have You Heard?*

Strong Communities was honored to receive the **2019 Rebuilding Tennessee Award for "Building Leadership Infrastructure"** from the Tennessee Development District Association

And...

Southwest Tennessee Development District was awarded the **2018 Innovation Award by National Association of Development Organizations**, for adopting and forwarding the Strong Communities Movement

## Why Strong Communities?

Just as EVERY acorn has the potential to become a mighty oak, EVERY person is equipped with innate talent to offer the communities where they live and work.

What would be possible in your community if people identified, understood and applied their natural talents to solving tough issues?

What might your community attract when people are focused on what is OH SO RIGHT with each other and your community's assets?



## HOW TO IGNITE YOUR STRONG COMMUNITY



### STEP 1

Host a Strong Communities®  
'Catch the Buzz'  
Event



### STEP 2

Invite Community Leaders to Experience a workshop (Investment Required)



### STEP 3

Identify Community Initiative to Champion



### STEP 4

Engage in the Global Strong Communities Movement via  
**Strong Communities.coach**

## How Do You Earn a Strong Communities Designation?

When only 1% of the residents within a city, county, region or state have completed the CliftonStrengths Assessment and attended a Strong Communities workshop, your geography is designated as a Strong Community!

## Why use a Strengths-Based Approach?

- Focuses on "what works well"
- Builds bridges of understanding
- Increases Engagement and Morale
- Celebrates Diverse Perspectives