

THE BTSA, BLINK AND STRENGTHS REVOLUTION

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The Strengths Revolution is definitely making progress.

Gallup has made teaching people about their strengths a major piece of their business - because their own research told them 80 percent of the people globally were not using their natural strengths, but instead were focusing on their weaknesses, and that this, in turn, was having a significant, negative effect on businesses, performance and profits. So Gallup has begun to beat the drum everywhere, encouraging people to discover, embrace and develop these strengths.

The most recently, Malcolm Gladwell in *Blink* discusses the vital importance of the "unconscious" intuitive problem solving skills managed by the Basal Right and Frontal Right. The kind of scientifically grounded stories Gladwell shares in *Blink* increases the public recognition and valuing of the gifts offered by these specialized modes of thinking.

Dr. Benziger has been helping people identify their natural strengths for 25 years. Now, her energy and focus on this global challenge is being validated and recognized by others.

Gallup's research with over 2 million people globally substantiated Benziger's research. Now, Gallup's move into this market re-inforces Benziger's work by introducing hundreds of thousands to the people all over the world to the concept of Now Discover Your Strengths. As Gallup does this they are helping the Strengths Revolution Dr. Benziger began a quarter of a century ago, reach The Tipping Point Malcolm Gladwell has shown us exists. The result will be people everywhere thriving by embracing their gifts.

Malcolm Gladwell's *Blink*, can be seen as another indicator that the strengths revolution is reaching The Tipping Point. This revolution is after all in part a revolution about embracing and valuing of the natural strengths managed by our two discrete areas in our Right Brain, strengths Gladwell shows are tremendously powerful in today's world, strengths Gladwell refers to as unconscious.

Those who felt validated by *Blink*, and wish to learn more about how to think and solve problems using right-brained strategies that work strategies like those described by Gladwell in *Blink*, are encouraged to contact Dr. Benziger directly and attend Benziger's Creative Problem Solving Workshop where participants will learn to apply these strategies to their own professional or personal problems.