



## Use Your Strengths

Have you ever been in a situation where work seemed effortless? Well, you were probably in a situation that required you to use your personal strengths.

Socrates said “Know thyself.” Socrates was right on the money. Knowing your strengths and weaknesses makes your success journey faster and easier. The better you understand what your strengths are, the better equipped you will be to find an arena you are suited to play in and then come up with a strategy that will help you win in that arena.

This concept applies in sports, in education, at home, in your personal and in your professional success.

Successful people focus on their strengths. Do you know yours?

In sports, knowing yourself is not as complicated. Your body type rules out many sports. Someone built like a linebacker will not make an effective wide receiver. I would not make a good sumo wrestler *or* a good jockey.

If I had not known what my strengths were, I never would have made it to the Olympics. As I tell my audiences, I was not a great athlete. My main strength was perseverance. I chose the sport of luge because I knew I could persevere in the face of challenges. I figured the luge was so dangerous that there would be many quitters.

**FourWinterGames.com**

My strategy was to outlast the competition. I never would have been able to come up with an effective strategy if I had not known what my strengths were.

A few years ago I took a personality assessment test.

The report was uncanny. It revealed things about me that I did not consciously know but that once I read them, I immediately agreed with. The report gave me insights about myself that have helped me build my businesses and have helped me whenever I communicate with others – my wife, my children, my colleagues, my prospects, etc.

I've always worked hard. The knowledge from this report allows me to work smart as well. Bottom line, it has made me more productive. It gives me an edge. It helps me win more in life and at work. If you want to be more successful, discover your strengths and focus on your strengths.

**Put it into action:**

Take a personality test. You'll be glad you did. I personally recommend the DISC and Kolbe tests. They are terrific. Once you discover your strengths, focus on them and team up with people who are strong in the areas you are weak.

**FourWinterGames.com**

© Ruben Gonzalez

