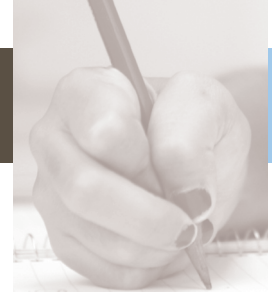


# The Strengths Movement in Education Strategic Imperatives



## THE STRENGTHS MOVEMENT MUST:

- 1 Provide resources and tools for parents and teachers to help youth maximize and build on their strengths.
- 2 Focus on leveraging businesses to influence and partner with schools around the concept of developing strengths.
- 3 Demonstrate a win-win for business/students/schools/parents in the strengths approach.
- 4 Be a platform for stakeholders to develop models for the mutual benefit of themselves and the Strengths Movement.
- 5 Seek to unite existing and ongoing efforts at progressive education reform.
- 6 Provide measurable results for both youth and businesses.
- 7 Shift perceptions and behaviors toward strengths based models.
- 8 Have the goal of affecting business hiring practices.
- 9 Have an international focus.
- 10 Encourage collaborative efforts and combining of strengths as a central value of the movement.
- 11 Yield both intangible and tangible benefits for business:
  - **Intangible:**  
brand recognition, PR, etc.
  - **Tangible:**  
reduced costs, increased productivity, improved consumer support.
- 12 Pursue a legislative agenda as an indicator of progress.
- 13 Have recognizable identity, location and leadership.
- 14 Be action oriented.

