



WAKE FOREST ORIENTATION

# FORESTRY 101

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Leading with Strengths

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**WFU**

**O R I E N T A T I O N**

# Welcome to the Forest



# Today's Facilitator

MARCUS  
SANDERLIN

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DIRECTOR  
OFFICE OF LEADERSHIP ENGAGEMENT

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14+ YEARS OF CAREER DEVELOPMENT  
LEADERSHIP AND CAREER COACH  
9 YEARS AT WAKE FOREST

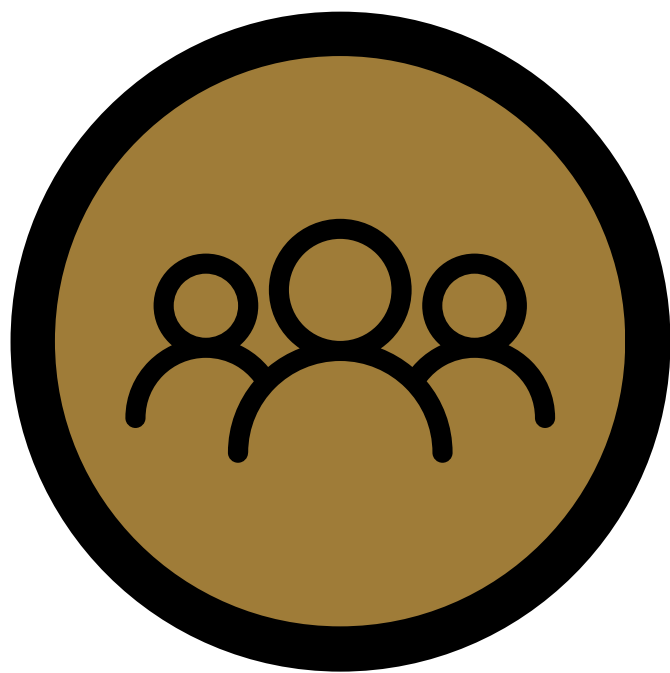




# Quick Question...

**What does it mean for  
your student to be  
successful  
at Wake Forest?**

# Success is in the eye of the beholder...



Community



Clarity



Content



Career

SKILLS

KNOWLEDGE

VALUES

**EXPERIENCE**

STRENGTHS



**WHERE  
STUDENTS  
ARE**



**WHERE THEY  
ASPIRE  
TO BE**



Then again...

**What if your student is already well positioned to lead and **succeed?****

**(They just need the language to recognize it.)**

# CliftonStrengths

“Leading With Strengths”

CliftonStrengths<sup>®</sup>



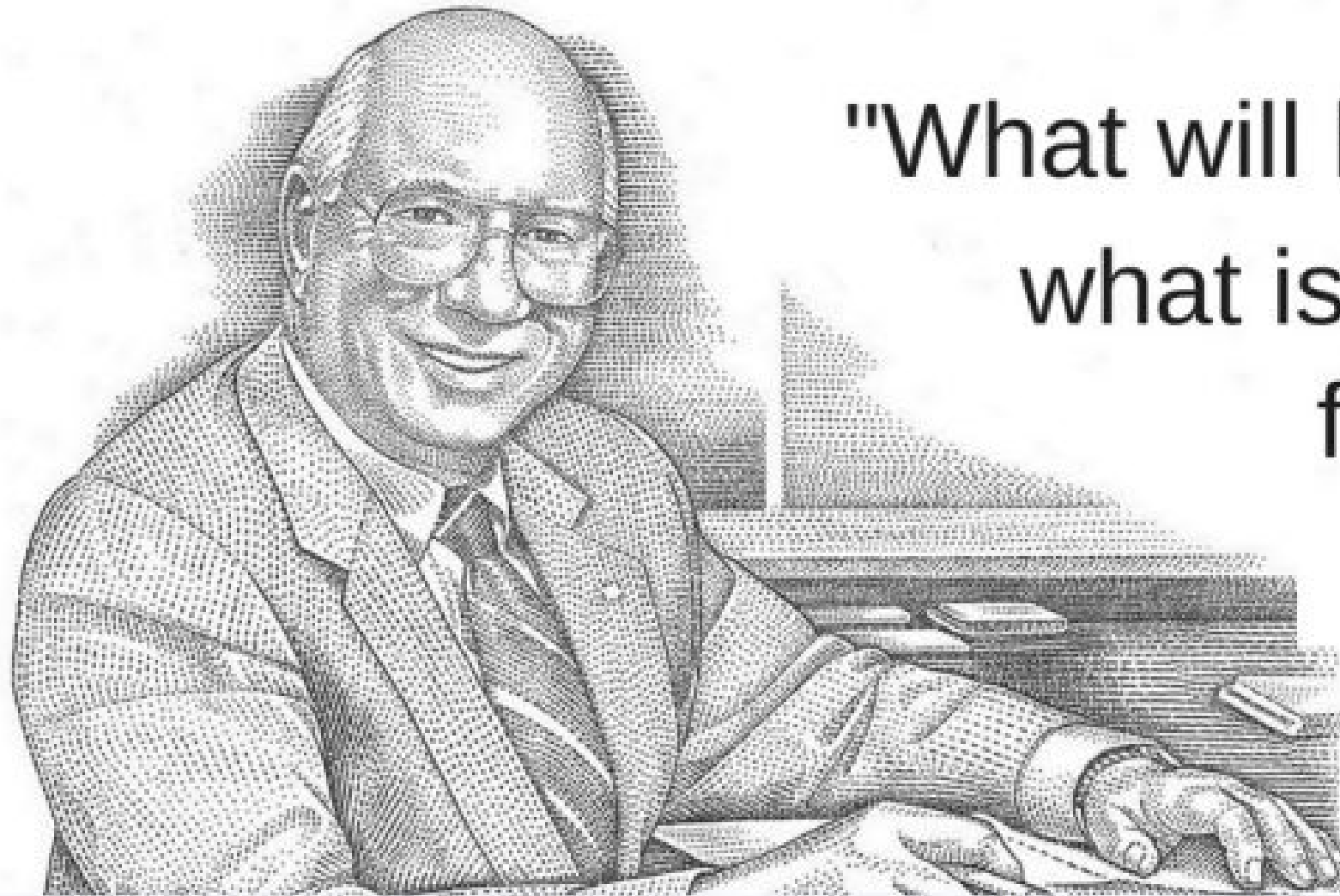
WAKE FOREST  
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O R I E N T A T I O N



"What will happen when we think about what is right with people rather than fixating on what is wrong with them?" - Donald O. Clifton

# What Is CliftonStrengths?

- Grounded in more than five decades of research and serves as a *starting point* for self-discovery
- 34 possible talent themes; students discover their Top 5
- A person's specific combination is nearly unique. There are millions of possible Top 5 combinations

**It doesn't tell a student what they *should* be.**

**It reveals when they are *already* at their best.**

# THEMES ARE THE BASIC LANGUAGE OF TALENT

## EXECUTING

The doers who love  
clear goals and  
**getting things done.**

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Achiever  
Arranger  
Belief  
Consistency  
Deliberative  
Discipline  
Focus  
Responsibility  
Restorative

## INFLUENCING

The movers and  
shakers **who speak  
up and make  
things happen.**

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Activator  
Command  
Communication  
Competition  
Maximizer  
Self-Assurance  
Significance  
Woo

## RELATIONSHIP BUILDING

The connectors  
who **make people  
feel included.**

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Adaptability  
Connectedness  
Developer  
Empathy  
Harmony  
Includer  
Individualization  
Positivity  
Relator

## STRATEGIC THINKING

The ideas and  
dreamers **who  
love to plan  
ahead.**

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Analytical  
Context  
Futuristic  
Ideation  
Input  
Intellection  
Learner  
Strategic



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## **1. Woo®**

You love meeting new people and winning them over. You enjoy socializing and making connections.

## **2. Developer®**

You recognize and cultivate the potential in others. You spot the signs of each small improvement and love when you see someone make progress.

## **3. Empathy®**

You have an instinctive ability to understand people. You feel others' emotions as if they were your own.

## **4. Achiever®**

You work hard and possess a great deal of stamina. You take immense satisfaction in being busy and productive.

## **5. Positivity®**

You have contagious enthusiasm. You are naturally upbeat and can energize others.



## INFLUENCING

### 1. Woo®

You love meeting new people and winning them over. You enjoy socializing and making connections.

#### How This Theme Contributes to Your Success

Chances are, you have relationships with everyone in the classroom, including teachers. It is natural for you to want to befriend and socialize with everyone you come across. In fact, you may even know students who aren't in your classes just because you've taken the time to introduce yourself to them. You make friends wherever you go.

Those around you know you well because you are outgoing in the classroom. Others look forward to partnering with you and having you around because of this friendly energy; when you're not there, people notice. Because you form quick relationships with others, you take the pressure off your classmates to initiate relationships, which many appreciate.

You have an extensive social network that's constantly growing. You'll always make room for people in your network because that's how you find the right classes, get an internship or hear about an opening in a club. You are strategic and savvy about how you handle your relationships. You understand that success and opportunities often come from within your own network.



# WFU

## O R I E N T A T I O N

### How This Theme Could Get in the Way of Your Success

- Your wellbeing may struggle in classes that don't meet in person or that require little involvement. You don't feel like you're performing your best when you aren't surrounded by others. When you encounter these classes — especially if they are required — you might find it challenging to stay engaged, remain energized or apply yourself.
- If you're worried about the status of a relationship — especially with a teacher — it's often all you can think about. Maybe you forgot to turn in an assignment or acted out of character during class one day. If you feel like someone is mad, frustrated or acting distant, you may feel distracted or even anxious. This can get in the way of learning.
- Because you love interacting with others, your fear of missing out can be a great distraction. You might find yourself attending social events instead of completing an assignment or talking to everyone passing by as you study in the library. While being social is necessary for you, you also must focus on what your real priorities are.



- 1. Woo
- 2. Developer
- 3. Empathy
- 4. Achiever
- 5. Positivity

## How Woo Blends With Your Other Top Five Strengths

### WOO + DEVELOPER

Your commitment to helping others grow is enhanced by the many people you know. Your network is an educational resource.

### WOO + EMPATHY

Your emotional intuition adds value to your social initiative and influence. You can sense how the strangers you meet feel.

### WOO + ACHIEVER

You thrive in situations that involve hard work and getting things done but that also require you to interact with new people.

### WOO + POSITIVITY

Socially and emotionally influential, you find it easy and enjoyable to meet a new person or to give hope to someone in despair.

# How to Apply Woo as a Student

*This theme gives you an edge — here's how you can use it.*

- ☐ **Sign up for engaging classes.** Check out the class details, and talk to others who have taken it. Try to choose classes that meet in person; if one doesn't, ask about how interactive it will be with other students. For those classes that are boring and not relational, try forming a study group or ask to meet outside of class so that you can still get to know those classmates.
- ☐ **Set aside time away from others to focus on your work.** Find the solitude that works best for you to get your classwork done. Maybe this means working alone in your room with music or studying at a coffee shop surrounded by people you don't know and who won't distract you. Find what works for you, and then reward yourself with social time afterward.
- ☐ **Get involved in groups that will benefit your future.** You will be drawn to many clubs, groups and extracurricular activities. Try to get involved in something outside of your classes and social circles that helps you achieve your goals. Consider student government, campus tours, honors societies and more. Be intentional about where you spend your energy.
- ☐ **Think about the people in your social network.** Consider every coach, teacher, mentor, counselor, classmate and friend in your network and the quality of each relationship. How can you have conversations with these people about how they can help you in the future? As they connect you to opportunities, consider others whom you can help connect as well.



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# Strengths @ Wake

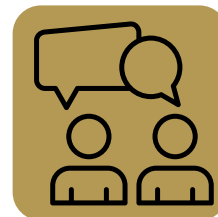




# Why Strengths Matter



**Builds self-awareness that translates to performance**



**Elevated ability and quality of storytelling**



**Guides purposeful exploration of clubs, courses, and experiences**



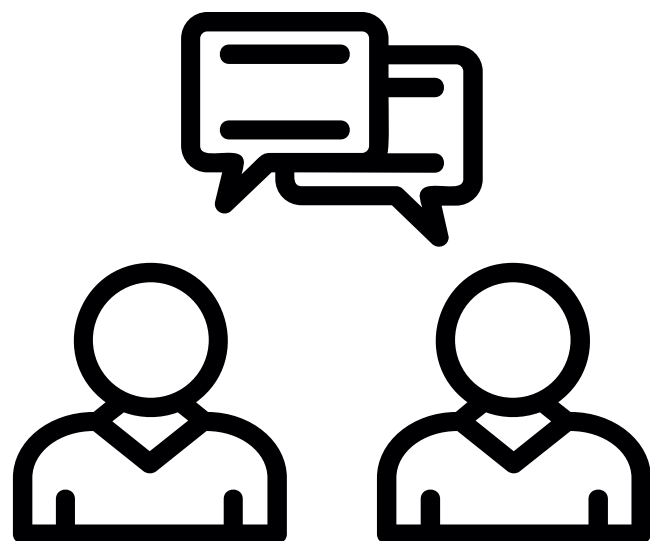
**Enhances the capacity to engage and better understand others**



**Prepares students/professionals for future personal and professional success**

# Strengths @ Wake

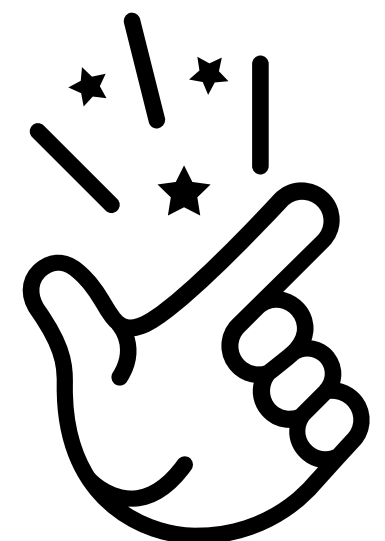
**NOW**



**THEN**



**NEXT**



# Now (First 6 Weeks)

## **The Challenge:**

- New environment, new people, identity questions
- Dozens of daily decisions about where to invest time
- Uncertainty about belonging and fit
- Pressure to "figure it out" quickly

## **How Strengths Help:**

- Provide stability when everything feels uncertain
- Guide better decisions about involvement
- Build confidence in natural approach

# Now (First 6 Weeks - Parent Insights)

| Without Strengths                                              | With Strengths                                                                                                               |
|----------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| "You're being antisocial. Just get out there and meet people." | "Your Deliberative needs time before committing to plans. Is there an event or experience that would be interesting to you?" |
| "You have to be more organized?"                               | "Your Adaptability helps you handle surprises—where do you need structure?"                                                  |
| "You need to network more."                                    | "Your Relator builds deep connections—what does networking look like for you?"                                               |
| "You should really focus on picking your major."               | "Your Analytical needs data—what information would help you decide?"                                                         |

# Then (Undergraduate Experience)

## **The Challenge:**

- Developing leadership capacity
- Finding meaningful contribution
- Building self-awareness employers value

## **How Strengths Help:**

- Reveal natural leadership styles (not one-size-fits-all)
- Show how to contribute through the four domains
- Build confidence in unique approach to influence

# Next (Career Navigation)

## **The Challenge:**

- Translating college experience into career language
- Standing out in competitive job markets
- Making informed career decisions

## **How Strengths Help:**

- Students who articulate strengths stand out in interviews
- Knowing strengths helps target roles where they'll thrive
- Strengths provide career resilience through transitions

## **The Wake Forest Advantage:**

- Students graduate knowing their strengths and how to communicate them professionally.

# Next (Strengths in the Market)

## **Gallup Research Shows:**

- People who use strengths daily are 6x more engaged at work
- Strengths-based teams show higher performance
- Self-aware candidates make better long-term hires

## **Growing Trend:**

- Strengths-based hiring and development is expanding
- Organizations seek candidates who know how they contribute
- Career resilience comes from understanding transferable talents



# **The Office Of Leadership Engagement (OVERVIEW)**

# We Believe...

## ALL DEACS CAN LEAD

- WFU is designed to elevate and refine leaders.

## LEADERSHIP STARTS WITH SELF

- Intentional leadership begins by exploring values, skills, interests, and strengths in order to effectively/authentically lead others.

## LEAD FOR IMPACT, WITH PURPOSE

- Lead not for yourself, but for and with humanity.

## LEADERSHIP IS ACTIVE

- Leadership is developed through action, engagement, and reflection.



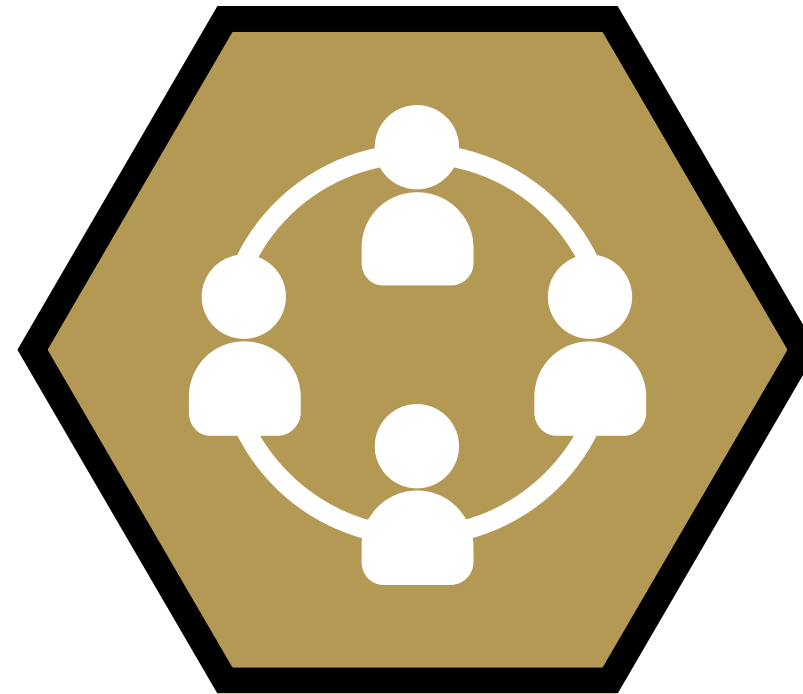
# Office Of Leadership Engagement Key Programs



# How We Engage



**Coach**



**Consult**

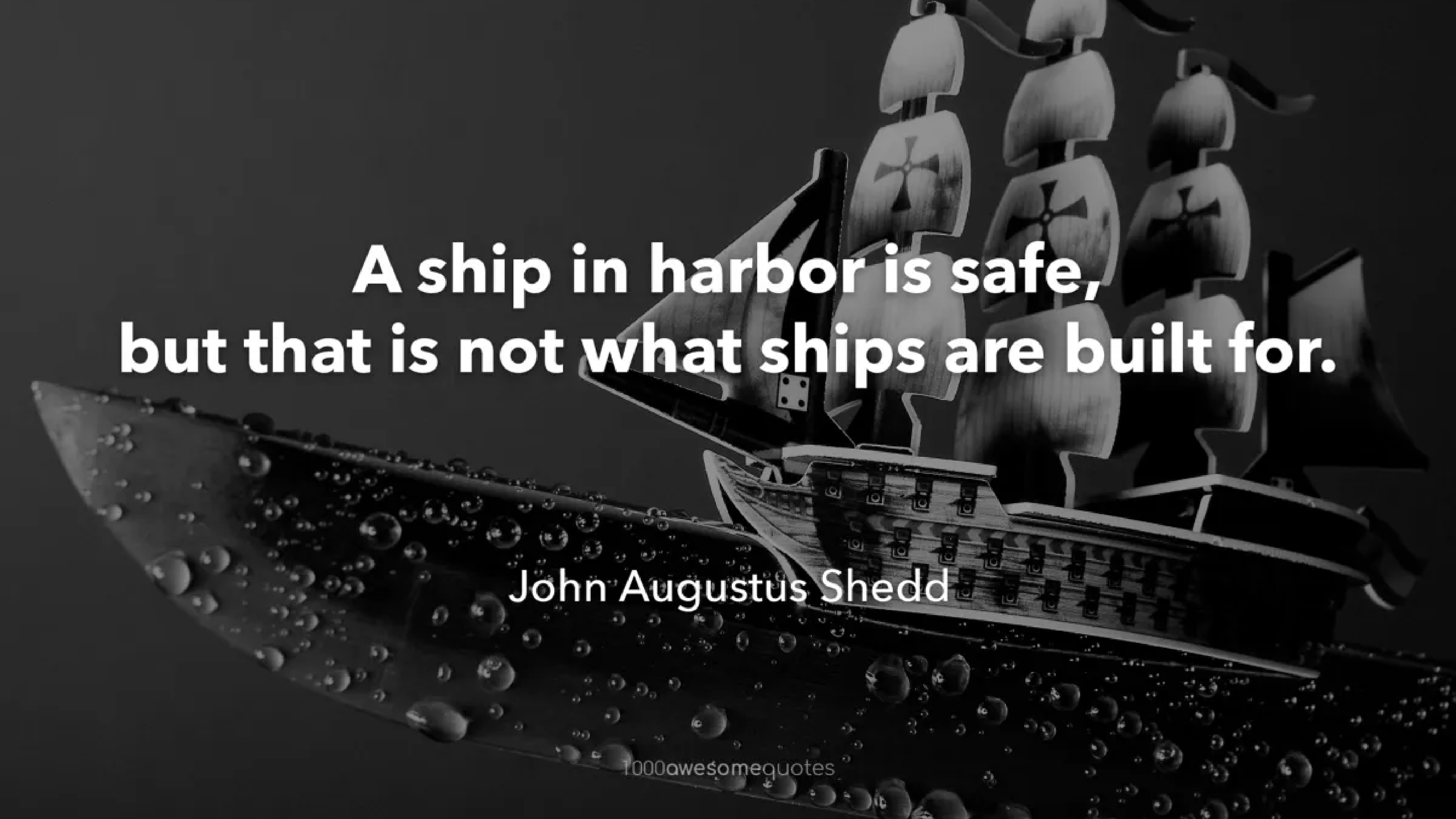


**Program**

# Final Thoughts

- Connect Through Content
  - Leverage Strengths
- Be Curious
- Excellence > Perfection
- Celebrate Difference, Not Conformity
- Trust The Process





**A ship in harbor is safe,  
but that is not what ships are built for.**

John Augustus Shedd



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# FORESTRY 101

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# QUESTIONS?!?

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CONNECT WITH ME  
VIA LINKEDIN

