

# Unleash the Power of CliftonStrengths®

How to Become  
a Gallup-Certified  
Strengths Coach

GALLUP®



“The greatest profession of them all is helping people to grow, see if they can discover what’s inside of them, see if they can find their talents, see if you can help them at least once, twice, or many times, sometime at least, touch excellence and know that they can perform because there’s nothing better for our own definition of ourselves at that time if there’s some achievement in our lives.”

— DON CLIFTON

# You can help others be their best by coaching to their strengths.

We know strengths don't really develop without conversations, without coaching.

**Thousands of people around the world discover their CliftonStrengths talents every day. And every one of them needs a Gallup-Certified Strengths Coach in their life.**

To help them discover their talents and develop them into strengths.

To help them use their strengths to overcome their challenges and accomplish their goals.

To help them capitalize on their potential and perform at their best.

**We offer a comprehensive curriculum to prepare you to be a Gallup-Certified Strengths Coach.**

You can connect with the millions of people in need of CliftonStrengths coaching, in need of someone to help them be the best version of themselves.

We provide extensive education enabling you to earn the unique distinction of being an expert in strengths-based development.

This guide includes step-by-step instructions for becoming a Gallup-Certified Strengths Coach. These expert coaches are the foundation of the CliftonStrengths movement. They bring the power of CliftonStrengths coaching to every corner of the world.

You can join them.

Because everyone needs a coach.  
And someone needs you to be theirs.

## Why should I become a Gallup-Certified Strengths Coach?

"The certification was foundational. It set the stage. It fed my Learner® theme. It helped me to feel competent and created credibility, and clients enjoy getting the credibility that comes from the certification. Gallup gave me an invaluable network of peers. They have been instrumental in the growth of my business. I love the different perspectives." — **Becky Hammond, United States**

"It gave me a tool that is more powerful than all of the others out there." — **Alex Wong, Singapore**

"I am a better coach as a result of the certification, and that has its own positive impact. Certification plays an important role in my ability to deliver quality services to really great clients. My growth is organic in nature, and in most cases, my footprint inside a company increases. That's because I do good work." — **Maureen Monte, United States**

"As a paid professional development designer who attends numerous conferences every year, the professional development I received from Gallup was the best. The certification gave me a 'stamp of approval' that I did the work — that was important to me."

— **Carol Anne McGuire, United States**

"It has brought a very positive slant to my coaching, allowing coachees to value their natural talents, identify how to aim them at specific challenges and opportunities, and leave coaching sessions feeling extremely inspired from the positivity of engaging around what they already do well. It's also helped me develop business, as more and more clients realize the value and business benefit of focusing on strengths." — **Andrew McLean, United Kingdom**

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It has accelerated my business growth significantly and enabled me to impact hundreds of people's lives through coaching and workshops. It has helped expand my network, opening up more opportunities for collaboration, joint ventures and speaking opportunities. The Gallup name is respected across all industries, with clients connecting to the integrity and value of Gallup and its research."

— **Murray Guest, Australia**



# From Coursework to Certification in Four Easy Steps

**We take pride in our thorough and engaging process for becoming a Gallup-Certified Strengths Coach.**

We are confident that after you have completed all four steps, you will be able to effectively lead individuals and teams to the full benefits of strengths-based development.

**Questions about any steps?** Email [certification@gallup.com](mailto:certification@gallup.com).

## Step 1

**Complete  
Your Required  
Coursework**



**Learn how to be an effective strengths coach through Gallup's transformational coaching curriculum.**

Attend the intensive Gallup Global Strengths Coach course or attend the Successful Strengths Coaching and Coaching for Individuals, Managers and Teams courses.

*See pages 10 and 11 for more details about these courses.*

## Step 2

**Complete Your  
Certification  
Application**



**Provide the necessary information to complete your application.**

Within five business days of completing your coursework, you will receive an email invitation to complete the brief online application and coach agreement.

*See page 18 for the agreement and other legal considerations.*

### Step 3

#### **Complete Your Strengths Coaching Certification Exam**



#### **Test your knowledge of the concepts in your coursework.**

After submitting your application, you will receive an email invitation preparing you for the certification exam.

Your invitation will include materials to help you prepare and instructions for taking the self-paced online exam.

*More details about the exam appear on page 12.*

### Step 4

#### **Complete Six Practice Coaching Sessions**



#### **Demonstrate your strengths coaching abilities.**

While your exam tests conceptual knowledge, these coaching sessions help you practice and gauge your effectiveness as a strengths coach.

## **Congratulations!**

#### **You are a Gallup-Certified Strengths Coach.**

You are ready to join a community of coaches around the world working toward a common goal — to unleash the power of strengths in everyone they coach.

You have received a passing grade on the exam and completed six practice coaching sessions; you will receive a three-year designation as a Gallup-Certified Strengths Coach.

#### **As a Gallup-Certified Strengths Coach, you earn:**

- a digital copy of the Gallup-Certified Strengths Coach logo
- your official certificate of designation as a Gallup-Certified Strengths Coach
- access to CliftonStrengths development opportunities offered exclusively to Gallup-Certified Strengths Coaches

*See the next page for more on the benefits of becoming a Gallup-Certified Strengths Coach.*

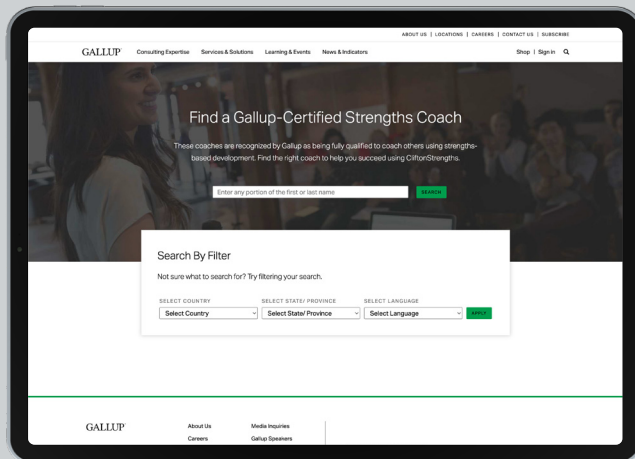
# The Benefits of Being Certified

## Promote Yourself on Our Coaches Directory

Only Gallup-Certified Strengths Coaches appear on this powerful online resource at [www.gallup.com/coachesdirectory](http://www.gallup.com/coachesdirectory).

Individuals, teams and organizations can use the directory to verify your Gallup-Certified Strengths Coach certification. They can also search the directory to find the right coach to help them develop their strengths and achieve their goals.

For more information, visit [www.gallup.com/coachesdirectory](http://www.gallup.com/coachesdirectory).



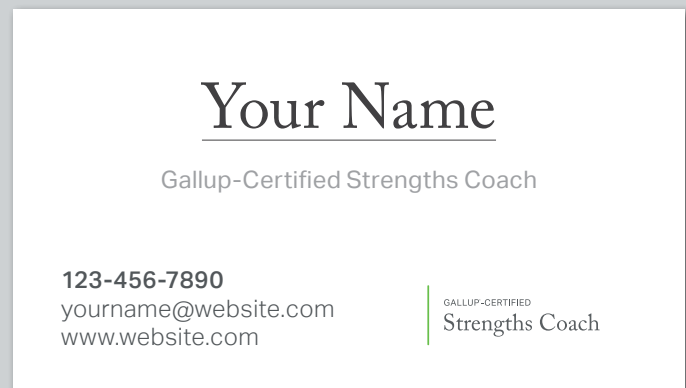
*Certified Coaches Directory*

## Distinguish Yourself as an Expert Strengths Coach

You earned it, so tell anyone and everyone who should know: You are a Gallup-Certified Strengths Coach.

You will receive permission to publicly brand yourself as a Gallup-Certified Strengths Coach, setting yourself apart from others. You are trained in more than 80 years of research into human behavior and development science, thanks to expert teaching from Gallup's best instructors.

So proudly display your Gallup-Certified Strengths Coach credentials everywhere — from your website and social media profiles to your business cards and advertisements.



*Sample card showing use of logo*



## Participate in Continuing Education Opportunities

The courses you complete on your path to becoming a Gallup-Certified Strengths Coach count toward professional credit hour requirements in organizations such as the International Coach Federation, the HR Certification Institute and the Society for Human Resource Management.

Similarly, offerings like the Gallup Learning Series give certified strengths coaches the chance to earn continuing education or recertification credit hours applicable to those professional organizations.

These exclusive learning opportunities keep you on the cutting edge of strengths coaching science and application.



*Gallup Learning Series for Gallup-Certified Strengths Coaches*

## Connect With a Powerful Community of Coaches

As a Gallup-Certified Strengths Coach, you will experience the opportunity to learn from — and share with — your peers.

Tune in to our webcasts for insights and stories from expert coaches. Read original editorial content created by coaches for coaches. You can also share your valuable ideas and information with others through these and other media curated with Gallup-Certified Strengths Coaches in mind.

And don't miss out on joining the ongoing conversations with other coaches in our private groups on social media outlets such as Facebook.



## Additional Benefits Available With a Gallup Access Subscription

A Gallup Access CliftonStrengths subscription comes with advanced CliftonStrengths reporting and visualizations and \$1,500 in CliftonStrengths assessment access codes. It also gives you advanced functionality and access to advice and education based on decades of research and proven outcomes. When you purchase a Gallup Access subscription, we can transfer all bundles and codes (unused and redeemed) on your consumer account and wave the standard \$500 data migration fee.

## What are the greatest benefits of being part of the community of Gallup-Certified Strengths Coaches?

"Support. If I have a question, I can post it to the community, and I know that when I wake up, a solution will be there. You get unparalleled access to Gallup. I love the content like Called to Coach and Theme Thursdays and being able to ask questions live. You can tell the passion Gallup has for it." — *Carol Anne McGuire, United States*

"The sharing and collaboration are amazing. It's like having a bank of worldwide business experts and coaches on hand. If you have a query or problem, someone is there to help. The wealth of knowledge and experience is massive." — *Charlotte Blair, United States*

"You are part of a worldwide movement — South America, Singapore, Japan, Mexico, etc. The community helps to support what I do, and Gallup is great at keeping us connected." — *Keith Baldwin, United States*

"There is a real abundance economy in the Gallup-Certified Strengths Coaches' community, where members are so happy to share their knowledge, tools, insights, learnings and experiences to support the strengths movement. The community isn't just a bunch of coaches; it's a global group of leaders and strengths enthusiasts who are passionate about changing the people who change the world. People who want to help each other be successful and reach the goal of a billion people unlocking their strengths." — *Murray Guest, Australia*

"To be a part of the community gives you the chance to learn of different ways, tools and techniques to apply to your strengths coaching." — *Alma Azuara, Mexico*

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The greatest part of the Gallup-Certified Strengths Coaches' community is that 'we do not compete with one another, we complete and help one another.' I love it.

I have met some phenomenal people who have helped me as I impact the world with strengths. I have answered questions, provided suggestions or shared my experiences with other coaches. They are a wonderful, diverse and genuine group of people."

— **Beverly Griffeth-Bryant,**  
*United States*



# Find the Learning Path Perfect for You

Gallup has created a complete coaching curriculum to educate and train you to help others reach their full potential using their strengths.

To earn your designation as a Gallup-Certified Strengths Coach, you must complete the certification process within six months from the last day of your coursework.

**For more details about each course, visit: <https://gallup.com/learning>**

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## Path 1

**Gallup Global Strengths Coach** 4½ days in person or 4 days virtual via Zoom

*Designed for those interested in a powerful immersion into strengths coaching*

This in-depth, hands-on coaching course reshapes the conversation about human development. You will learn a radically different way to coach and develop others — helping them focus on their strengths and use them to produce hard-hitting results.

You will explore and refine your coaching style by using your CliftonStrengths to be an effective coach. You will gain the science, expertise, techniques, tools, practice and experience you need to positively influence people's lives with the gift of strengths. And you will be able to help the people you coach better understand their talents and strengths, navigate their challenges, move forward when they are stuck, and reach their greatest potential.

You will learn to:

- develop your own strengths and use them to become a more effective coach
- appreciate your clients' unique talents, understanding what they can contribute to the world and helping them use their talents and strengths to reach their goals
- provide managers with techniques for boosting individual and team performance using CliftonStrengths
- empower teams to address challenges by using their collective strengths
- help teams learn how to appreciate others' talents and strengths and combine them to accomplish goals together

## Path 2

**Successful Strengths Coaching** 2 days (in person or virtual via Zoom)

**Coaching Individuals, Managers and Teams** 3 days (in person or virtual via Zoom)

*Designed for those wanting to spread out their coursework to allow for mastery of strengths coaching fundamentals*

The **Successful Strengths Coaching** course is a hands-on coaching course that teaches you the essential elements of coaching with a strengths-based approach. You will learn the core principles and practices of coaching that change lives and help people achieve better results.

You will gain unique insights into becoming an effective strengths coach. You will learn how to help others understand, apply and integrate CliftonStrengths results into their lives and work. You will also learn how to conduct the four core coaching conversations that strengths coaches should have with their clients.

In a strengths-based culture, leaders, managers and employees choose to continually develop each person's potential, resulting in an engaged workforce and organic business growth. The **Coaching Individuals, Managers and Teams** course teaches you how to help managers empower their people by seeing one another in terms of their strengths.

You will also learn how to help managers and teams have conversations about strengths that are purposeful and productive — shaping people's mindsets and approaches to work and helping them make decisions based on individual or team strengths.

*For more information about hosting these courses on-site, contact Gallup at 800-204-1192.*

## More Information About Completing Your Certification Exam

After applying to become a Gallup-Certified Strengths Coach, you will receive an email from [certification@gallup.com](mailto:certification@gallup.com) with the exam details, including:


- your unique coach ID (same ID used for the application)
- a link to the online exam

Certification exam details:

- The exam is not timed but must be completed in one sitting.
- You can reference any materials (e.g., coaching kits) during the exam.
- You cannot work with others to complete the exam.
- The exam includes 100 multiple-choice and true/false questions.
- You must correctly answer 85 or more questions to pass.
- Exam results are immediately available for your review.

You are allowed to retake the exam should you not pass on your first attempt.

After passing the exam and completing the practice coaching sessions, you will receive notification indicating you have earned the Gallup-Certified Strengths Coach certification. Gallup will email your credential certificate and the Gallup-Certified Strengths Coach logo.



The most effective way to  
develop and empower people is  
to help them use their strengths.

## What advice would you give someone considering becoming a Gallup-Certified Strengths Coach?

"Just do it — Positive Psychology is growing in the business world as leaders recognize the value in helping staff to identify and apply their natural talents and strengths. The training is excellent, the quality of materials you have to utilize with clients are second to none, and the ongoing support from Gallup makes you feel valued as a Gallup-Certified Strengths Coach, and gives new opportunities to learn and grow your business." — **Andrew McLean, United Kingdom**

"You get so much great coaching information. It gives you a backbone, a structure for the coaching process. You don't have to create a curriculum." — **Ryan Haumond, United States**

"I use to work with other behavioral instruments but the CliftonStrengths assessment is the one my clients are most happy with. The CliftonStrengths assessment is by far the best coaching supplement tool I've ever used. The biggest advantage with the CliftonStrengths assessment compared to other tests, in my opinion, is that it acknowledges that everyone is unique but still gives us ways to understand and talk about them." — **Carina Kindkvist, Sweden**

"Becoming a Gallup-Certified Strengths Coach provides you with the research, language, frameworks and tools to grow your coaching business. The Gallup certification is well-respected and provides power marketing opportunities. I doubled the return on the certification investment within a couple of months, and I've helped over 500 people unlock their strengths in just over 12 months. I highly recommend this to anyone considering it." — **Murray Guest, Australia**



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I believe in learning from the best.

You get to experience firsthand the incredible professionalism and deep subject-matter expertise that everyone in Gallup seems to possess.

Another important aspect of becoming a Gallup-Certified Strengths Coach is experiencing confidence in your craft. Being certified, combined with lots and lots of practice and experience, will help take you to that next level."

— **Maureen Monte, *United States***



## Is there anything else you want to tell someone considering becoming a Gallup-Certified Strengths Coach?

"I've been working with CliftonStrengths since 2005. I was previously 'certified' by a non-Gallup organization. While it wasn't a waste of money, my Gallup certification experience was infinitely more rewarding. My Gallup instructors and speakers had a level of confidence that spoke volumes. Not only are the instructors and experts committed to our success, but I consider them my friends. It doesn't get better than that." — **Maureen Monte, *United States***

"You get first access to the latest research, insights and data — the alumni networks."  
— **Charlotte Blair, *United States***

"It's been extremely beneficial to me and can be extremely beneficial for anyone wanting to coach with a strengths perspective." — **Becky Hammond, *United States***

"It is life changing, believe me. If you are a strengths advocate, don't hesitate. This certification definitely gives you all the tools for you to 'explode' this in your very unique way."  
— **Alma Azuara, *Mexico***

"There is a real strengths-based movement in organizations, schools, communities, homes, families and lives. A movement that is helping people be the best they can, unlock their potential, build their confidence and let go of old mindsets that were holding them back. Becoming a Gallup-Certified Strengths Coach provides you the real opportunity to be a part of this movement, make a difference and get real satisfaction from changing people's lives significantly for the better." — **Murray Guest, *Australia***

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It's the best investment that someone could make. If I could do it again, I would have skipped all of the other certifications I have and just do Gallup's. It's extremely individualized to who we are. Gallup gives great tools. You get to learn from the source. I love how it's corporate-oriented. Other people are doing great things, but Gallup gives you the greatest credibility ever."

— **Nicole Seichter, *United States***



# Legal Guidelines

## Trademark and Copyright Guidelines

There are specific limitations to your use of Gallup® and Gallup's intellectual property. For your convenience, we have outlined some of the most relevant guidelines below:

- Use of any Gallup® trademarks requires an executed licensing agreement with Gallup®.
- Reference to Gallup®, StrengthsFinder®, CliftonStrengths® or other Gallup® trademarks must be used for only factual or descriptive purposes — for example, you cannot incorporate any of these terms in your business name, website domain or to imply association with Gallup® in any way beyond your certified coaching status.
- You may not use Gallup's name or trademarks to market or promote your own books, websites or any other materials. For example, you may not put a statement on your materials that they are “based on” or “from” Gallup's StrengthsFinder® assessment.
- You cannot use terms associated with Gallup®, CliftonStrengths®, StrengthsFinder® or other Gallup® trademarks in your business name or website domain. For example, you may not name your business “Clifton Strengths Coaching” or use “StrengthsFinder” in a domain name.
- You may not call yourself a partner or employee of Gallup®, nor may you say you are affiliated or sponsored by Gallup®.
- You may not design your website, books or other materials to look and feel like official Gallup® property by incorporating colors and font which are too similar to Gallup's websites, books or other Gallup® materials.
- You may not reproduce any Gallup® materials not specifically designated to be reproduced.
- You may not incorporate, integrate or “repackage” any of Gallup's materials into your own materials. For example, you may not incorporate the items designated to be reproduced or copied from your Gallup® coaching materials into a workbook containing materials that you have created. All published material of Gallup® is protected by copyright. If you are interested in using CliftonStrengths® theme names and descriptions in your materials, or any other Gallup® content, please visit Gallup's Permissions page for more information.

Failing to comply with these requirements may subject you to legal accountability and, if applicable, end in a revocation of your certified coaching status.

## Professional Conduct Rules

Gallup's professional conduct rules describe the professional expectations we have of Gallup-Certified Strengths Coaches. These rules are part of the Product Terms of Use. For the full language, visit <http://courses.gallup.com/producttermsofuse>.

## Unleash the Power of CliftonStrengths®

In your use of the content, any related strengths materials or the individual strengths of another individual for the purposes of coaching, training or consulting with that individual or an organization, you agree to conduct yourself in a way that reflects positively on Gallup and the content. The following professional conduct rules are the minimum expectations Gallup places on the relationships you create with individuals or organizations.

- You acknowledge that nothing in the product terms, the professional conduct rules or your work with strengths shall be construed as creating a partnership, joint venture, agency relationship or the granting of a franchise between Gallup and you.
- You shall not make any representations, warranties or guarantees to anyone on behalf of Gallup.
- You will not knowingly make untrue or misleading claims, and you are responsible for setting clear, appropriate and culturally sensitive boundaries.
- You acknowledge that CliftonStrengths® or BP10™ assessments are not validated as selection/hiring tools under the Uniform Guidelines promulgated by the EEOC, and as such, you will not use a CliftonStrengths or BP10 assessment as a hiring tool or for selection purposes.
- You shall not advertise, promote or suggest in any manner that the services you provide to individuals or organizations in connection with the strengths content are provided by or sponsored by Gallup, except to state that, if applicable, you have completed one or more Gallup Strengths Workshops, or you have successfully completed all requirements for coaching certification. Additionally, you will not claim that you are employed by, affiliated with or sponsored by Gallup.
- You will not claim to be a Gallup-Certified Strengths Coach unless you complete the requirements to be certified, which includes successful completion of any required recertification programs.
- You will respect the right of the individual or organization to terminate the consulting process at any time.
- You will respect the confidentiality of the individual's or organization's information, except as otherwise authorized by the individual or organization or as required by law.
- You will obtain agreement from individuals or organizations before releasing their names as clients or references or any other identifying information.
- You will obtain agreement from any person you consult with before releasing information to another person compensating you.
- You will accurately create, maintain, store and dispose of any records of work done in relation to the practice of consulting in a way that promotes confidentiality and complies with any applicable laws.
- Your use of the content shall not harm the reputation of Gallup or the content.
- You must notify all participants in writing of Gallup's trademarks. A complete listing of Gallup's trademarks can be found at <http://courses.gallup.com/trademarks>.
- You must notify all participants in writing that you and your company are not authorized representatives of Gallup, and you must include the following text in any non-Gallup material: *The non-Gallup information you are receiving has not been approved and is not sanctioned or endorsed by Gallup in any way. Opinions, views and interpretations of CliftonStrengths or BP10 results are solely the beliefs of [Insert Name of Company or Individual].*

## **Gallup-Certified Strengths Coach**

### **Overview**

As a Gallup-Certified Strengths Coach, you embody Gallup's powerful and important brand to those you coach. We take great care to ensure that Gallup-Certified Strengths Coaches accurately and effectively represent Gallup in accordance with the following professional conduct rules, which are part of our Product Terms of Use, our coach certification agreement, and Gallup's copyright and trademark protections.

### **Gallup-Certified Strengths Coach Trademark and Copyright Guidelines**

Your status as a Gallup-Certified Strengths Coach provides a variety of benefits and obligations when it comes to the use of Gallup® intellectual property. Upon completion of the requirements for certification, you may:

- Identify yourself as a "Gallup-Certified Strengths Coach" on your business cards, website, social media, promotional materials and other documentation.
- Use the official "Gallup-Certified Strengths Coach" logo, in accordance with the Logo Visual Identity Guidelines, so long as you maintain your ongoing certification.
- Make copies of certain Gallup® materials for use in your coaching that are specifically designated to be copied, such as those found on the portable media device (USB drive) included with physical copies of coaching kits or the downloadable resources from digital kits. These materials are only meant to be reproduced with individuals you are actually coaching. For example, these materials may not be mass produced and distributed within a large company where you are not coaching each individual that receives the materials. You may only reproduce the materials for individuals you are personally coaching.
- Use the generic term "Strengths" in your company name, trademarks, materials and websites.
- Provide links to Gallup® web pages on your website.
- Provide biographical information to Gallup® in order to be listed in Gallup's online directory of certified coaches. However, Gallup® does not provide this listing as anything other than a courtesy and does not represent this listing shall lead to any business.

## Unleash the Power of CliftonStrengths®

### Coach Certification Agreement

The coach certification agreement describes the terms of your agreement with Gallup as a Gallup-Certified Strengths Coach. The current version can be found at [https://www.gallupstrengthscenter.com/Home/en\\_us/Agreement](https://www.gallupstrengthscenter.com/Home/en_us/Agreement):

*Gallup's strengths-based products and materials, including the Gallup-Certified Strengths Coach logo and any materials developed exclusively for the Gallup-Certified Strengths Coach program ("the Materials") are offered as a service of Gallup and were created to enable everyone to discover, develop and apply their strengths in every aspect of their lives. Gallup has chosen to make the Materials more broadly available through education and providing training for independent coaches. This training will allow coaches to use the Materials and achieve Gallup-Certified status. Your use of the Materials is governed by this agreement and the Purchase and Use Terms located at <https://www.gallupstrengthscenter.com/Home/en-US/Agreement>. You should not use the Materials if those terms and this agreement are unacceptable to you.*

You are required to sign and commit to comply with the terms of this agreement including but not limited to protecting the contents of the Materials being provided during this training session.

- 1) Gallup will train, certify and recertify you ("Coach") as a Gallup-Certified Strengths Coach in the methods and procedures involved; upon the condition that Coach abides by the terms of this agreement.
- 2) Eligibility for certification is based on successfully completing the educational and other requirements provided in the certification program. Upon completion of all required educational elements, Coach has one year to complete all other steps required for certification. Should Coach fail to complete all certification elements during this period, Coach must restart the certification process from the beginning.
- 3) All Materials are copyrighted and, absent written permission from Gallup, may only be used as provided in Purchase and Use Terms. Should Coach observe any violation of the Purchase and Use Terms, Coach shall report such violation to Gallup.
- 4) Coach must be recertified every two years in order to use the Gallup-Certified Strengths Coach logo. If Coach fails to recertify within 24 months after the most recent certification, Coach shall cease marketing as a Gallup-Certified Strengths Coach until such time as Coach has been recertified by Gallup and shall notify all clients to whom they are currently providing strengths services that they are no longer certified as a Gallup-Certified Strengths Coach.
- 5) As long as Coach has valid certification, Coach will be entitled to use the Gallup-Certified Strengths Coach logo, in accordance with the Gallup-Certified Strengths Coach Logo Visual Identity Guidelines.
- 6) Coach's right to use the Gallup-Certified Strengths Coach logo automatically terminates if Coach violates any provision of this agreement or the Purchase and Use Terms. In this event, Coach must remove the Gallup-Certified Strengths Coach logo from all marketing materials and communications immediately.
- 7) Gallup is not responsible for the financial viability of Coach, and as such Gallup has no responsibility or obligation to generate business leads, participation or revenue for Coach under this agreement.
- 8) All Coaches must comply with the Legal Guidelines provided in the course materials.

**Recertification date:** Shall be on or before the two-year anniversary date of your most recent certification.

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There are 7 billion people in the world. Imagine if all 7 billion received coaching to maximize their potential this week. It would change how humans develop. Even being coached just once per year to develop strengths can dramatically change one's life journey and improve the odds for an **extraordinary life.**"

— **Jim Clifton, *Chairman and CEO, Gallup***



Join the  
CliftonStrengths  
movement.

You can unleash the power of  
strengths throughout the world.

Become a Gallup-Certified  
Strengths Coach **today**.

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