

## WHAT IS A STRENGTHS-BASED PERSPECTIVE?

The strengths-based perspective falls under the heading of “Positive Psychology.” Positive Psychology is sometimes misinterpreted by people who think it refers to looking at life through rose-colored glasses; the belief that a positive attitude is the key to a happy and successful life. Instead, as quoted by the theory’s originator, Dr. Martin Seligman, “Positive Psychology is primarily concerned with using psychological theory and research to understand the positive, adaptive, creative and emotionally fulfilling aspects of human behavior.”



**WHAT DOES THIS MEAN TO YOU AND ME?** It means that Positive Psychology supports the best of your nature, talents and traits and also fosters your creativity and adaptability to provide you with a higher level of happiness and life satisfaction. On the most basic level, strength-based living is a way to individualize Positive Psychology by learning about your own innate strengths and talents and applying them to your life. It provides you with your own unique tools for success.

Of course, it has to be said, there is nothing wrong with having a positive outlook on life, but “strength-based” isn’t about how you perceive the world, it is about how you process and adapt to things in *your* world; it isn’t about how you view the world it’s about how you *interact* in the world to attain the best possible outcomes for your career and your life.

## THE DEVELOPMENT OF POSITIVE PSYCHOLOGY

Positive Psychology is a contemporary branch of psychology that was developed, in part, by Martin Seligman. If you recognize the name “Seligman” it is probably because you are familiar with his theory of learned helplessness. The general theory of learned helplessness holds that if you are repeatedly exposed to a negative stimulus which you feel you cannot escape from, eventually, you will stop trying. You will start believing that your efforts are useless. The feeling of helplessness that

accompanies that belief will be reflected throughout all other areas of your life. In addition, it can heighten feelings of inadequacy and negative emotions such as depression. That's the bad news, but there is good news too!

Dr. Seligman's latest work toward a greater understanding of what creates happiness is, in a way, an extension of his original work in learned helplessness. If we learn helplessness by not being able to master challenges and that causes us generalized depression, then conversely, why can't the positive results we get when we succeed at challenges bring us learned optimism and generalized happiness? Well, it turns out it that is exactly what professionals in the field of Positive Psychology are finding to be true!

Simply stated, if you put yourself in a position to overcome individual challenges by using your innate strengths, you will have more overall success and happiness in *all* areas of your life. This emphasis on creating positive results is changing how people think about their strengths and weaknesses and why the team at Psyched to Sell Crafts is so excited to bring this essential element of success to the crafting community.



## DISCOVERING THE STRENGTHS-BASED APPROACH

Today, from top business executives and managers to salespeople, nurses, teachers, students, pastors, and others, more than 10 million people have started realizing the benefits of learning about their strengths and how to use them to their best advantage.

As Paul Brown, Forbes magazine columnist observes, "Simply stated, making a weakness less of a weakness is simply not as good as being the best you possibly can be at something and using those talents and skills to overcome the challenges in your life." If you think about it, this approach to life's challenges makes perfect sense.

**PEOPLE SUCCEED  
BY DISCOVERING  
AND DEVELOPING  
THEIR INNATE  
STRENGTHS, NOT  
BY TRYING TO FIX  
THEIR WEAKNESSES**

Where else, except the field of psychology (or school), does anyone ever tell you to work on your weakness more than encouraging you to improve what you're already good at? For instance, if you want to participate in track and field events and you tried all the events with a coach, would his advice to you be to work really hard at throwing the shot put since you weren't very good at it and ignore the fact that you

ran like a cheetah? No, he'd have you out on that track trying to improve your running times even more!

It would be obvious to him that you'd have the opportunity for greatness doing something you're innately good at while you could probably only achieve a slightly higher level of mediocrity, no matter how hard you practiced, doing something you had no talent for to begin with. The reality is, if you want to be successful and happy, living a strengths-based life is something you need to embrace.

## **THE IMPORTANCE OF "STRENGTHS-BASED" FOR CRAFTERS**

Why aren't more crafters using this strengths-based perspective? It's because most of the 10 million people that are using this approach were introduced to the concept in a corporate or collective setting such as at school, in the office or at team-building conferences. Unless you were in the right place at the right time, it is possible this is a concept you haven't heard much about and that's why we're sharing it with you. As supporters of the crafting community, we want you to experience the empowerment, success and happiness that comes from applying your strengths to your business and your life.

What makes this information so essential for crafters who sell their merchandise? The personality traits of the craft entrepreneur compose a much larger role in the decision making, production, marketing and sales of their merchandise. That's why learning about working from a

strengths-based perspective is so important. When you design your business based on your strongest traits, you are creating the opportunity for greater success.

Each of us can create success if we build on our strengths. It sounds cliché, but you actually *can* replace scarcity with abundance and replace average with greatness. You just have to learn to discover and develop your strengths and apply them to your work and the challenges in your life. The team at Psyched to Sell Crafts believes in your potential to create a more successful and more profitable business. By providing information about strengths-based sales and marketing training along with the skills necessary to create a quality business we hope to count you among our success stories.



**Psyched To Sell Crafts**  
SUPPORTING & INSPIRING YOUR POTENTIAL FOR SUCCESS