



**Gilliam & Associates, LLC, works with leaders, managers, teams, and organizations as they cultivate a strengths-based, engaged culture based on the work of G&A and Gallup. G&A tailors their work uniquely (no cookie-cutter approach) to the client's specific needs, goals, and context.**

*We at Gilliam & Associates are committed to helping our clients in their workplace and/or personal lives to be at their best and to invite the best out in those with whom they work, live, or play.*

*- Dr. W. Craig Gilliam  
Owner & Founder*

*Most people think they know what they are good at. They are usually wrong... And yet, a person can perform only from strength.*

*- Peter F. Drucker  
Management Guru*

## **A Business Case for Strengths & Engagement Development**

Gilliam & Associates, LLC, uses Clifton-Strengths assessment to help leaders, managers, and employees leverage their strengths and manage their weaknesses for positive outcomes in the workplace and life.

On average, organizations have seen a **7% increase** in employee engagement just by having employees take the assessment.

Building on the strengths and weaving a strengths and engagement philosophy throughout an organization, according to research, has yielded a **23% increase** in employee engagement.

Gallup's meta-analysis of 1.2 million individuals and 49,495 work units in 45 countries specifically shows how strengths affect outcomes and engagement. Teams that received strengths-based, engaged development have achieved...

**19%**  
increased sales

**29%**  
increased profit

**59%**  
fewer safety incidents

**72%**  
lower turnover  
*(in high turnover organizations)*

## **Dr. W. Craig Gilliam** Founder & Owner

*Achiever | Learner | Adaptability | Maximizer | Relator*

Dr. W. Craig Gilliam is founder and owner of Gilliam & Associates, LLC and resides in Shreveport, LA. He is a Gallup-Certified Strengths Coach, consultant, facilitator, and educator in areas of organizational development, leadership coaching, and assisting organizations create strengths-based, engaged workplace cultures for higher-performance, success, and productivity. His clients include both individuals and organizations (For Profit and Not For Profit), e.g., institutions of higher education, government agencies, healthcare systems, work teams, religious organizations (including congregations), and others.

With over 20+ years experience consulting and coaching, Craig has served on faculty at a counseling and training center in New Orleans; adjunct instructor at SMU for 14+ years; director of a center for leadership excellence; on staff as a consultant for a mediation and conflict transformation center in Washington, D.C., and a senior consultant and conflict resolution specialist for the Arbinger Institute.

Craig's passions/hobbies are family, poetry, and martial arts. He is a 4th degree black belt in traditional Japanese Karate (Shotokan).



## Services for Leadership & Organizational Development:

Coaching, education, consultation, & interventions to assist organizations in having a positive workplace and to get the competitive advantage— (for individuals, leadership, managers, & teams)

- Strengths-based coaching and education
- Leadership development
- Increasing employee engagement & high-performance teams
- Creating a strengths-based, engaged culture in your workplace
- Strategic planning & mapping into the future: Having the conversations to establish purpose, mission, and values and alignment with them
- Dealing with conflict constructively in the workplace and life
- Facilitating difficult conversations
- And more...

*We also work with religious organizations, congregations, and clergy.*

**Success has its own rules, and highly successful people look at the world in a different way. . . . Therefore, we cannot understand greatness by studying average.**

*Donald O. Clifton*

*Father of Strengths-based Psychology and creator of CliftonStrengths*

If you'd like more information or if G&A can assist you or your organization, please contact us at:

[www.gilliamandassociates.com](http://www.gilliamandassociates.com)

GILLIAM & ASSOCIATES, LLC



**Helping individuals, teams, and organizations be at their best.**

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