



BIRKMAN
eBook

Using The Birkman Method[®] To Enhance **Couples' Relationships**



Team Building: Personal Relationships



THE BIRKMAN METHOD

Birkman's scientifically developed, multi-dimensional assessment uses personality data to help understand individuals' unique behavior across different situations and interactions.

The Birkman Method reaches further into personality by exploring individuals' underlying needs and stress behaviors, allowing individuals to not only understand who they are, but also the complexities that make us unique and those that, by nature, make us tick.

PERSONALITY ASSESSMENTS

For your personal life.

Today, most people have taken some form of a personal assessment – from a magazine quiz to more advanced psychological assessments. Josh Bersin, consulting principal for Bersin by Deloitte, explained that the use of personal assessments has increased dramatically in the last half-decade. Around 30 to 40 percent of people used assessments five years ago. Now, that number is closer to 60 to 70 percent.

While assessments are typically related to work situations, such as teambuilding and employee-manager relationships, there is an increasing number of people turning to these tools to improve their most important relationship - their marriages.

THE GIFT OF UNDERSTANDING

Marriage is a wonderful thing, but it does not come without its share of challenges. According to the American Association for Marriage and Family Therapy, over 750 thousand couples seek help from therapists each year.

Issues between couples can arise when one feels that the other is not showing respect, understanding, or appreciation of the other. According to Psychology Today, couples tend to fight more often when one person feels that the other isn't interested in their feelings or needs.

With respect to assessments, The Birkman Method brings unique insights to couples. Birkman can directly compare a couple's usual and stress behaviors, as well as their underlying needs and motivations. This direct comparison can be invaluable for helping couples tangibly understand similarities, differences, and potential causes of frustration between their personalities.

A TOOL TO BRIDGE THE GAP

Bob Bolling, a Senior Level Birkman Certified Consultant and relationship coach, says that after the honeymoon phase, qualities that once attracted couples to each other can begin to bother them or become outright annoying. This often occurs after two to five years of marriage. A typical example is when a High Structure individual marries someone with Low Structure Behavior and Needs.

“Birkman takes the emotion out of the issues and creates an opportunity to more objectively and constructively discuss similarities and differences.”

- Bob Bolling,

Senior Level Birkman Certified Consultant



SEEING IT IN WRITING

Bolling, who has been coaching couples using The Birkman Method for more than nine years, says most couples need to see each other's behaviors in writing to fully appreciate and understand why each one of them act and react differently. "Since Birkman puts each person's Usual Behaviors, Needs, and Stress Behaviors in black-and-white, it takes the emotion out of issues and creates an opportunity to more objectively and constructively discuss similarities and differences," Bolling explained.

"The purpose of the married couple's Birkman consulting is to help each participant understand that this is the way their partner really is and that they are not purposely being difficult. They're not just doing things to tick you off - this really is what this person needs," said Bolling. "Then they say, 'Oh, I get it. So, maybe I need to listen more, seek to understand my spouse, and act accordingly.'"

*"Opposites attract as they say.
Yet, it is these opposites that can begin to cause friction."*

FROM GOOD TO GREAT

Having personal behaviors and attitudes in writing from an objective resource gives couples the opportunity to read and review why they act and react in particular ways. Consulting provides a safe environment for discussion, and participants quickly realize that all marriages have challenges and differences.

Along with the professional help from a trained and certified Birkman Method expert, married couples can discover new ways to capitalize on their strengths and learn methods to work with their differences to benefit their marriage. "With the help of Birkman, we take marriages from good to great," Bolling summarizes.

The Birkman Method allows couples to discover things about each other and have conversations that may not have been possible without this valuable tool.

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-Bob Bolling, Senior Level Birkman Certified Consultant



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<http://www.birkman.com/services/the-birkman-method>
<http://www.psychologytoday.com/blog/anger-in-the-age-entitlement/201104/marriage-problems-why-couples-fight>
<http://online.wsj.com/articles/are-workplace-personality-tests-fair-1412044257>
Interview with Bob Bolling, Birkman Certified Consultant, The Personality Coach