

Dear [Recipient Name],

Birkman has a 75-year legacy of continuous innovation and improvement. Ensuring the ongoing psychometric validity of The Birkman Method questionnaire necessitates continuous development. One of their top initiatives for 2024 is to enhance the career section of the Birkman questionnaire by adding emerging job titles. I am happy to share with you that by the end of Q1 2025, the Birkman questionnaire will include more relevant, relatable job titles for people of all ages. Some of these new job titles include Social Media Influencer, Robotics Technician, Web Developer, Career Counselor, Forest and Conservation Technician, and Trial Lawyer. In addition, the Interests scoring will be enhanced to allow for greater precision within the Interests percentiles.

Updating the career section, to bring it in line with current job titles and career paths, is essential. As part of this update, the Birkman **Preferred Work Styles scales** will no longer be in use after February 2025. These scales include *Knowledge Specialist, Directive Management, Delegative Management, Work Motivation, Self Development, Corporate Adaptability, Social Adaptability, Social Responsibility, Public Contact/Detail, Global/Linear, and Conceptual/Concrete*.

I appreciate that we currently use these scales at [organization]. The Birkman is a robust tool, and as your Birkman Certified Professional, I will work with you to ensure we can find new approaches to address the applications impacted by these scales. If you have any questions or require any clarification on the updates, please don't hesitate to reach out to me at [email address] or [phone number]. For more details, please review the [attached FAQs article](#) from Birkman.

Thank you for your continued partnership.

Sincerely,

[Person Sending the Email]