

BIRKMAN

Terminology Changes

BIRKMAN COMPONENTS

Acceptance → **Social Energy**
Activity → **Physical Energy**
Empathy → **Emotional Energy**
Esteem → **Self-Consciousness**
Authority → **Assertiveness**



Structure → **Insistence**



Advantage → **Incentives**



Change → **Restlessness**



Thought (no change)



NEW REPORT SETS

Career Exploration Report

(Career Management Report + Career Management Plus)

Birkman Comparative Report

(Issues to Watch + Differences to Watch)

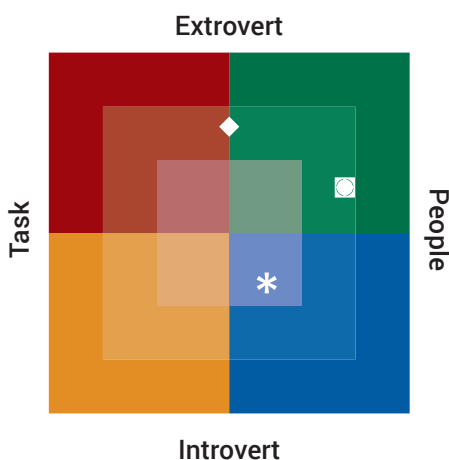
Challenge & Freedom Report

BIRKMAN INTEREST CHANGES

Clerical → **Administrative**

Mechanical → **Technical**

BIRKMAN MAP



MINDSET

Distinctiveness



Alignment Image



Management Social



Acuity

