



# Birkman Mindset

Behind every personality and behavioral style is a deeply rooted set of attitudes and perspectives that impact everything we do – mindset. Combined, these attitudes and perspectives shape how we view ourselves, how we see the people around us, and our understanding of how we compare to society at large. Through the Birkman Perspectives Scales, we provide data and insights on the strengths of our mindset, the challenges of our mindset, and how others may perceive our view. By working with this data, we can learn new ways of thinking and confront the pros and cons our mindset adds situationally. These Scales include:



### Distinctiveness:

The extent to which you see variation in your attitude, mindset, and behavior from others.



### Alignment:

The extent to which you present yourself in a traditional way.



### Social Acuity:

The extent to which you have realistic expectations of other peoples' behaviors and attitudes.



### Image Management:

The extent to which you devote energy to managing and maintaining a favorable public image.

## How Birkman Mindset data is used:

The coaching experience that this report offers allows us to:

- Increase awareness of where other, common perspectives don't align with our personal mindset
- Begin to understand the possibility of others' perspectives
- Open and challenge our minds to see value in and leverage the differences in mindset

## How you can use Birkman Mindset data:

- eLearning module to provide foundational knowledge of working with Perspectives Scales
- 2-day workshop to deepen your understanding of Perspectives Scales, and apply the data to business case studies
- A platform to grow your coaching and consulting practice to help end users, including leaders and the executive suite, navigate market uncertainty and disruption

## Who is it for and why should they care?

Executive coaches, decision makers, C-suite level, next-level career moves, consultants

Understand what drives the behaviors we exhibit and the outward personality that others experience, how we judge our experiences in a social context, and the ways we process information to make decisions.



Let's Solve Together. Start the Conversation

[www.birkman.com](http://www.birkman.com) | +1 (713) 623-2760 | [connect@birkman.com](mailto:connect@birkman.com)

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