



# Birkman Overview Brochure

*Empower People and Performance*

2019



Impacting Peoples' Lives

## For More than 65 Years

Since 1951, Birkman has helped people and organizations improve performance through our extensive behavioral and occupational assessment – The Birkman Method.

Companies and consultants use The Birkman Method to **encourage personal growth** by acknowledging strengths and challenges alike. Individuals and teams benefit from The Birkman Method through **better communication** and a **clearer understanding** of people's Interests, Needs, Usual Behaviors, and Stress Behaviors.

The Birkman Method is a favorite assessment of experienced executive coaches, organizational and HR professionals, mentors, and counselors because it **paints a comprehensive picture of an individual's personality and motivations**.



## Why is Birkman better?

# We reach further into personality.

### **We have the only assessment that captures underlying Needs.**

Needs are what individuals crave from their environment and the people around them. When someone's Needs are met, they are fulfilled, engaged, and productive.

Needs vary widely between people, and they are not observed simply from behavior – this is one of the reasons why Birkman is unique in measuring them.

#### **Benefits**

- By understanding one's own Needs, individuals are better able to recharge, stay motivated, and avoid Stress Behavior.
- By understanding an employee's Needs, a manager is able to provide the support to improve morale, increase productivity, and better facilitate communication.

### **We examine personality and perceptions in a social context.**

"No man is an island, entire of itself; every man is a piece of the continent." –John Donne

The Birkman Method is distinct because it taps into what an individual believes about "most people" around them, providing a unique glimpse into one's perception of both self and others.

#### **Benefits**

- Social context of a person's Behavior promotes better self-management and awareness of their own extremes relative to social norms.
- By seeing the ways others perceive the world, an individual can better respect and empathize with their colleagues.

### **We combine behavioral and occupational data in one assessment.**

There are many factors that affect a person's career performance and satisfaction. Just looking at motivations doesn't give the full picture.

#### **Benefits**

- We measure how employees relate to the people around them through their communication style, giving insights into potential gaps in an organization's communication or culture.
- We have data on the typical Interests, Usual Behavior, and Needs of individuals in a variety of job fields, so respondents can see how closely they match the complete personality profile of people tenured in different careers.



**Established. Trusted. Proven.**

## **Around the Globe.**

### **Strict Validity & Reliability**

Birkman has always placed the greatest importance on scientific validity and innovation. Today's Birkman assessment is the result of decades of research and development.

### **Extensive International Presence**

The facets of human personality cross all borders. The Birkman Method questionnaire is used in more than 40 countries and delivered in more than 20 languages.

### **High Volume and Longevity of Data**

Through providing millions of assessments over the span of multiple generations, we've developed consistency that continues across time and all demographics with statistical soundness.

### **Extremely Loyal Users**

Many consultants and companies have been using Birkman for 30+ years. Why do they stay with us? Because of the life-changing impact of the assessment.





# Overview of the Birkman Method

## Measures 4 Key Facets of Personality

The Birkman Method **uncovers and interprets behavioral data** that is unique to our assessment. While our analysis is complex at its core, results are presented in ways that are **user-friendly and easy to understand**.



### Interests

Activities that you enjoy and motivate you in your work and personal life. You will naturally gravitate towards these.

Examples:

- Scientific
- Persuasive
- Artistic
- Numerical

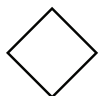


### Needs

What you need from other people and your environment to be satisfied and engaged.

Examples:

- Strong, direct supervision
- Team acceptance
- Opportunities to feel heard
- A definite plan in place



### Usual Behavior

Your typical behavior when your Needs are met. These are your strengths and how others see you.

Examples:

- Initiates actions
- Competitive
- Reflective
- Organized, detailed



### Stress Behavior

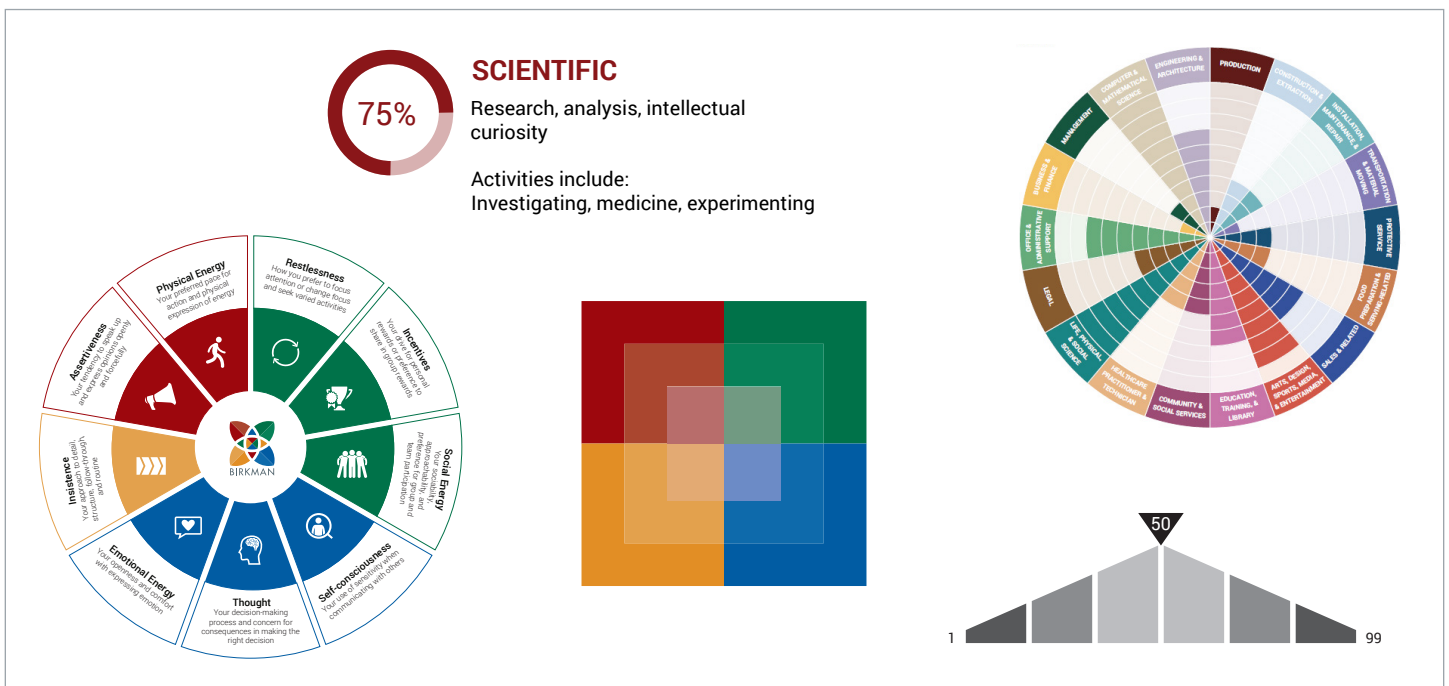
Your unproductive behavior when your Needs are not met by others or your environment.

Examples:

- Impatient, edgy
- Overly competitive
- Indecisive
- Resistant to change

## Provides Memorable, Positive Feedback

The Birkman Method interprets distinct personality traits using a combination of **memorable graphical features including colors, symbols, grids, and scales**. Feedback from a Birkman assessment is framed to be **empowering to individuals and teams**. Birkman highlights a person's strengths, avoiding harsh criticisms or judgments, and encourages professional growth.



## Analyzes How Behavior and Occupation Interact

The Birkman Method combines behavioral and occupational research for a greater understanding of an individual's ideal fit within an organization. Reporting includes personalized information on:

### Job Families

Ranking of **22 job families** based on an individual's unique profile of Interests, Needs, and Usual Behavior.

### Job Titles

Ranking of more than **200 job titles linked to O\*Net**, a leading resource for occupational information.

### Organizational Focus

Degree to which a person identifies with and is similar to others in various work environments.





Enrich your most valuable assets.

# Growth starts at the human level.

## **Birkman feedback can benefit every stage of the employee life cycle.**

Companies across all industries – including non-profit and faith-based organizations – successfully use Birkman to develop their talent and teams.

Birkman helps people express their strengths and positively leverage the differences that make us unique. Because Birkman drives awareness of oneself and others, it **can positively impact any relationship in a person's life.**

**There are 5 Core Applications for which people use Birkman.** Each application is drilled down further into sub-topics. For example, leadership transitions, high potential development, and executive coaching all fit within the Leadership and Executive Coaching category.

## **Leadership & Executive Coaching**

Develop better leaders by increasing their self-awareness.

## **Team Effectiveness**

Build successful teams by finding a common language of communication.

## **Succession Planning**

Prepare your talent pipeline to carry your organization into the future.

## **Talent Development**

Optimize employee performance through self-awareness and emotional intelligence.

## **Hiring & Selection**

Make well-rounded and lasting hiring decisions by reading beyond the resumé.

*“The reality of life is that your perceptions – right or wrong – influence everything else you do.*

*When you get a proper perspective of your perceptions, you may be surprised how many other things fall into place.”*

- Roger W. Birkman, Ph.D.  
Founder

*“The Birkman philosophy is that individuals are complex, each one possessing important strengths that are of greatest value to any workplace once they are unlocked.*

*In the bigger picture, it teaches an appreciation of the value of others and the knowledge that the strength of the whole lies in the variety of the strengths of the participants.”*

- Sharon Birkman Fink  
President & CEO



Learn more about integrating Birkman  
into your organization at  
**[birkman.com](http://birkman.com)**

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