

Welcome to



BIRKMAN

Getting Started with Birkman Essentials

Steps to Birkman Essentials:

1. The Benefits of Understanding Personality

2. Getting to Know Birkman

3. How to Generate a Birkman Basics Report

4. Exploring the Birkman Basics Report

5. Reaching Further with Birkman



Getting Started:
BIRKMAN
ESSENTIALS

Step 1:

The Benefits of Understanding Personality



The Benefits of Understanding Personality

How can Birkman help me in my organization or consulting practice?



Make more well-rounded and **fitting hiring decisions!**



Getting Started:
BIRKMAN
ESSENTIALS

Step 2:

Getting to Know Birkman



What is The Birkman Method?

A comprehensive behavioral and occupational assessment.



Developed in 1951
by Dr. Roger
Birkman



Results are
scientifically reliable
and valid



Used in many industries
across 6 continents

How is Birkman Different?

We reach further into personality.

We measure **underlying Needs**. Understanding your Needs makes it easier to recharge, stay motivated, and be productive.

We examine **personality and perceptions in a social context**, helping you to improve your self-awareness and others-awareness.

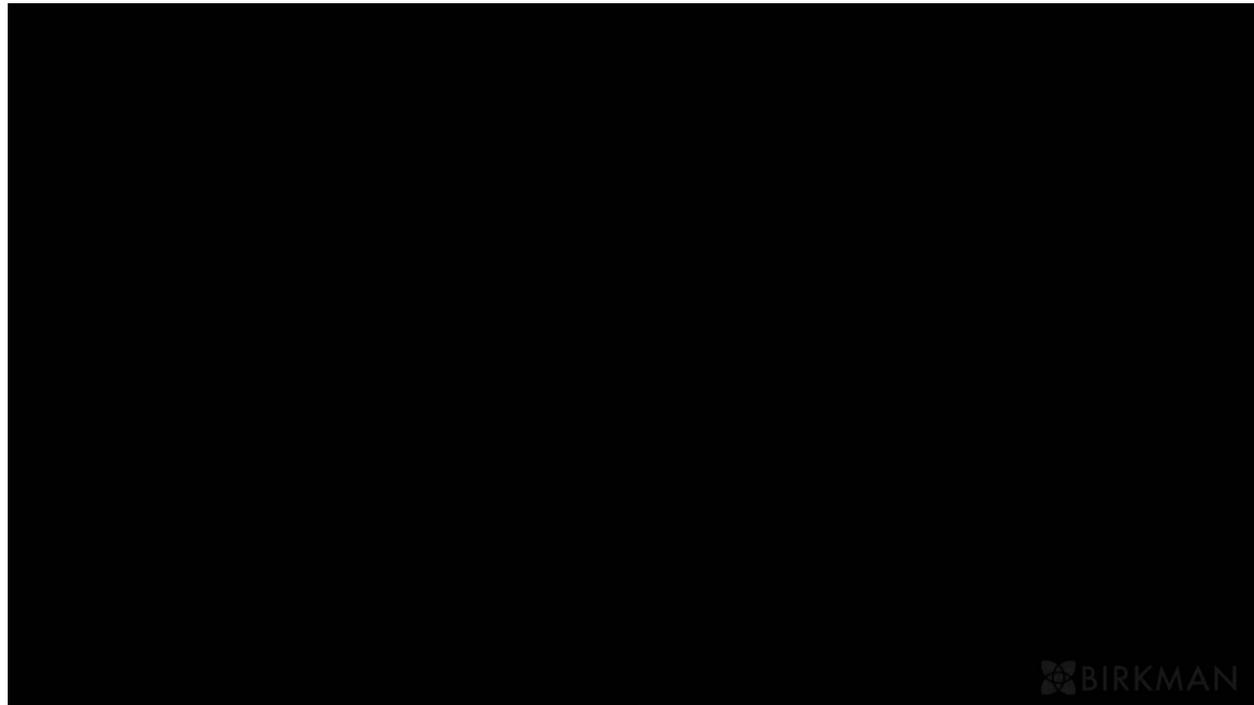
We combine **behavioral and occupational data** to gain well-rounded insights into the careers best suited to your personality.

We offer **more than 40 reports from one assessment**, The Birkman Method. Today we'll get started with your **Birkman Essentials Report!**



A Video About Birkman

Here's a quick glimpse into The Birkman Method.



Birkman Reporting Packages

Birkman has four reporting packages.

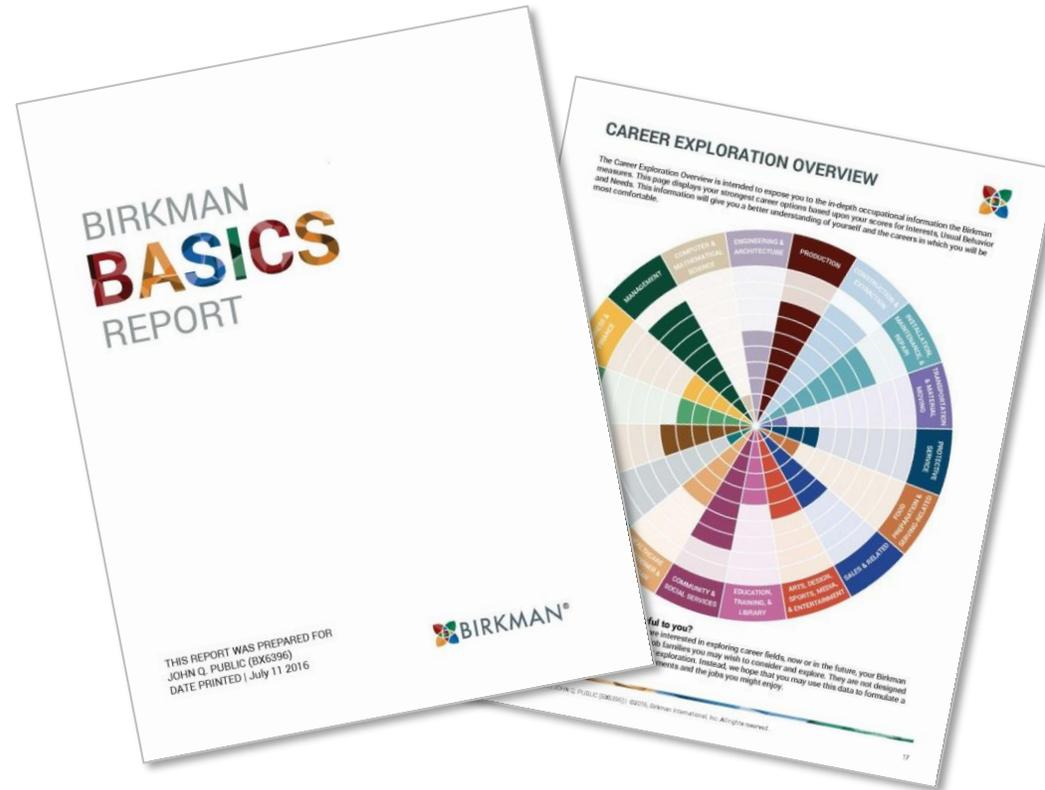
- Essentials
- Professional
- Premier
- Career Planning

| BIRKMAN I • Individual C • Comparative G • Group | Birkman Self-Interpreted Solutions | Birkman Certified Solutions | | For Career Coaches |
|---|------------------------------------|-----------------------------|---------|--------------------|
| | ESSENTIALS | PROFESSIONAL | PREMIER | CAREER PLANNING |
| Birkman Basics Report (I) | ✓ | ✓ | ✓ | |
| Birkman Interests (I) | ✓ | ✓ | ✓ | ✓ |
| Birkman Map (I) | ✓ | ✓ | ✓ | |
| Birkman Map Summary (I) | ✓ | ✓ | ✓ | |
| Group Birkman Map (G) | ✓ | ✓ | ✓ | |
| How you prefer others talk to you (I) | ✓ | ✓ | ✓ | |
| Some basic information about you (I) | ✓ | ✓ | ✓ | ✓ |
| Understanding Birkman Interests (I) | ✓ | ✓ | ✓ | |
| Understanding the Birkman Map (I) | ✓ | ✓ | ✓ | |
| Your strengths (I) | ✓ | ✓ | ✓ | |
| Biggest mistakes others can make with you (I) | | ✓ | ✓ | |
| Birkman Signature Report (I) | | ✓ | ✓ | |
| Coaching Page (I) | | ✓ | ✓ | |
| Coaching relationship (C) | | ✓ | ✓ | |
| Group Graph (G) | | ✓ | ✓ | |
| How you prefer others work with you (I) | | ✓ | ✓ | |
| Signature Summary (I) | | ✓ | ✓ | |
| Stress Management (I) | | ✓ | ✓ | |
| Understanding the Components (I) | | ✓ | ✓ | |
| Usual, Needs, and Stress (I) | | ✓ | ✓ | |
| Your possible challenges (I) | | ✓ | ✓ | |
| A guide for your sales manager (I) | | | ✓ | |
| Accountability (I) | | | ✓ | |
| Advanced Behavioral Analysis (I) | | | ✓ | |
| Birkman Comparative Report (C) | | | ✓ | |
| Career Exploration Report (I) | | | ✓ | ✓ |
| Coaching Report (I) | | | ✓ | |
| Coaching to Needs (I) | | | ✓ | |
| Component Combinations (G) | | | ✓ | |
| Forgiving others (I) | | | ✓ | |
| Guide Pages (I) | | | ✓ | |



Birkman Essentials provides access to behavioral and occupational data.

What is Included in Birkman Essentials?

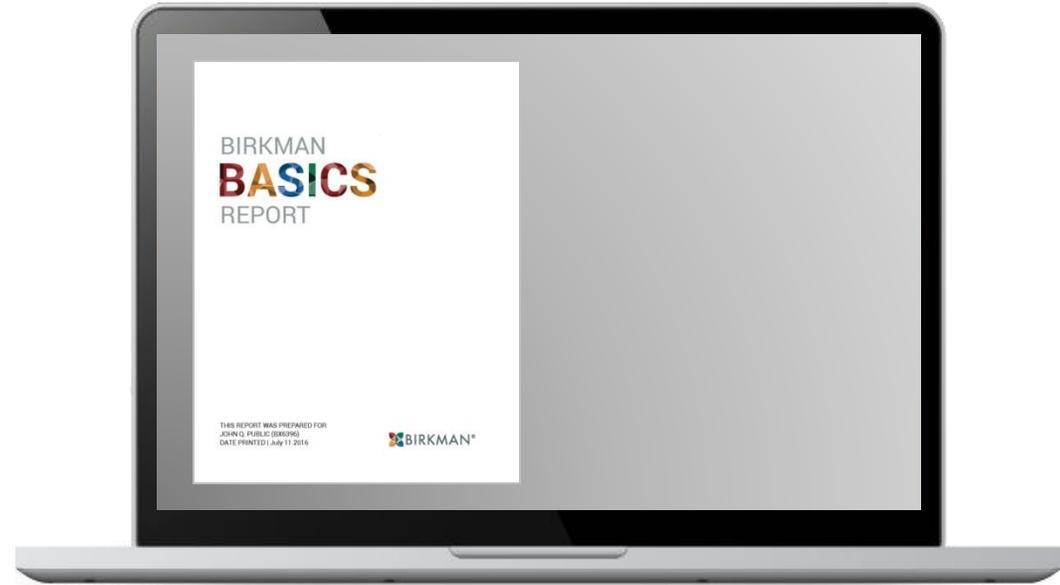


Step 3:

How to Authorize a Questionnaire & Run a Report

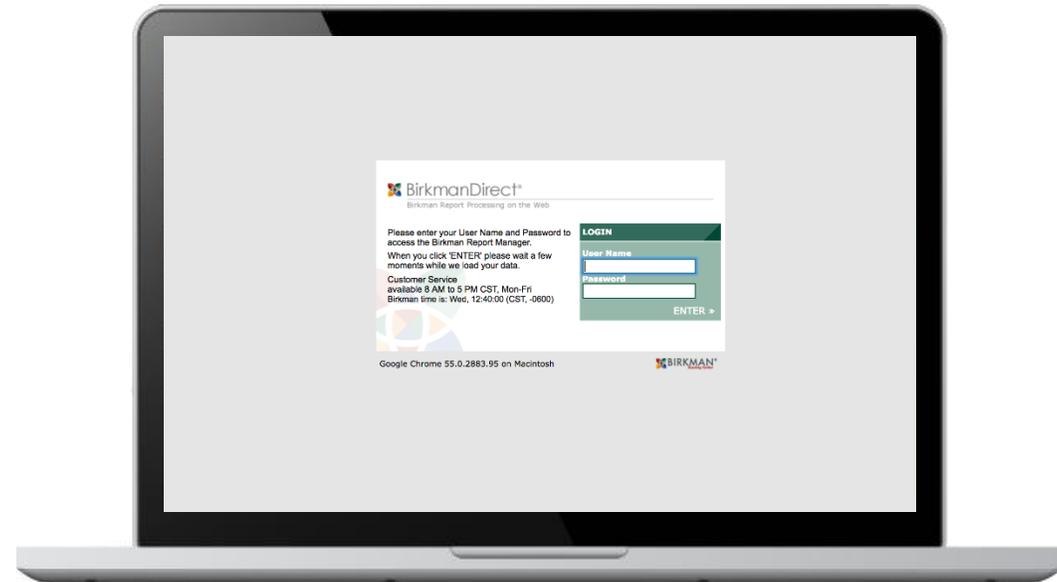


How Do I Get Started?



Let's go through the steps to
generate your first report.

How Do I Get Started?



Go to direct.birkman.com to log in.



Authorizing a Questionnaire



NAVIGATION



Questionnaire



Reports



Birkman 360°

QUESTIONNAIRE STATUS

QUESTIONNAIRES SCORED

| Date Completed | Company | Birkman ID | Respondent |
|----------------|---------|------------|---------------------|
| 2017-03-08 | 6481DMO | D00145 | JANET JONES |
| 2016-12-15 | 6481DMO | D00141 | ELIZABETH EDWARDS |
| 2016-05-25 | 6481DMO | D0013X | ANNE ANDERSON |
| 2015-12-01 | 6481DMO | D00140 | DAN DAVIS |
| 2015-07-06 | 6481DMO | D00146 | OWEN ONG |
| 2015-02-17 | 6481DMO | D0013Y | BETSY BROWN |
| 2012-03-19 | 6481DMO | D00144 | HANNAH HORVATH |
| 2011-05-25 | 6481DMO | D00142 | FRANCISCO FERNANDEZ |
| 2006-11-01 | 6481DMO | D0013Z | CHRIS COOPER |
| 06-04-26 | 6481DMO | D00143 | GEORGE GREEN |

QUESTIONNAIRES AUTHORIZED

| Date Created | Company | Email | Options |
|--------------|---------|--|---------|
| 2005-12-19 | 6481DMO | PreWebQID@birkman.com | |
| 2005-12-07 | 6481DMO | PreWebQID@birkman.com | |
| 2005-11-21 | 6481DMO | PreWebQID@birkman.com | |
| 2005-11-21 | 6481DMO | PreWebQID@birkman.com | |
| 2005-11-21 | 6481DMO | PreWebQID@birkman.com | |
| 2005-11-21 | 6481DMO | PreWebQID@birkman.com | |
| 2005-11-21 | 6481DMO | PreWebQID@birkman.com | |
| 2005-11-20 | 6481DMO | PreWebQID@birkman.com | |
| 2005-11-17 | 6481DMO | PreWebQID@birkman.com | |
| 2005-11-16 | 6481DMO | PreWebQID@birkman.com | |

Click Authorize Questionnaire in the green Management Center section.

AUTHORIZE QUESTIONNAIRES

RESEND QUESTIONNAIRES

REPORT SETS

BIRKMAN STORE

CONSULTANT DIRECTORY



Authorizing a Questionnaire

NAVIGATION

QUESTIONNAIRE > AUTHORIZE QUESTIONNAIRES



AUTHORIZE QUESTIONNAIRES

RESEND QUESTIONNAIRES

REPORT SETS

TRANSFERS

BIRKMAN STORE

CONSULTANT DIRECTORY

Select Company

Select a Company

Select Language

Select a Language

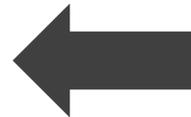
Create As Password? [What is this?](#)

No

Redeem Questionnaire Coupons? *(newly certified consultants only)*

Continue

Input one or more Email Addresses



Now, select the correct information from the three drop-down menus.

Authorizing a Questionnaire

NAVIGATION

QUESTIONNAIRE > AUTHORIZE QUESTIONNAIRES



AUTHORIZE QUESTIONNAIRES

RESEND QUESTIONNAIRES

REPORT SETS

TRANSFERS

BIRKMAN STORE

CONSULTANT DIRECTORY

Select Company

Select a Company

Select Language

Select a Language

Create As Password? [What is this?](#)

No

Redeem Questionnaire Coupons? (newly certified consultants only)

Continue

Input one or more Email Addresses



Add the email address of the respondent(s).

Generating a Report



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Birkman 360°

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[RESEND QUESTIONNAIRES](#)

[REPORT SETS](#)

[BIRKMAN STORE](#)

[CONSULTANT DIRECTORY](#)

REPORTS > CREATE REPORTS

1 Select Individuals or Groups

| | | | | | | |
|---------------------------|----------|----------------------|----------------------|--------------------------------------|---------------------------------------|----------------------|
| <input type="text"/> | COMPANY | All Companies | FROM | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/> | GROUPS | <input type="text"/> | TO | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| ID # <input type="text"/> | TRACKING | All Words | <input type="text"/> | <input type="button" value="Clear"/> | <input type="button" value="Search"/> | |

SEARCH RESULTS (10)

YOUR SELECTION

ANDERSON, ANNE - D0013X
BROWN, BETSY - D0013Y
COOPER, CHRIS - D0013Z
DAVIS, DAN - D00140
EDWARDS, ELIZABETH - D00141
FERNANDEZ, FRANCISCO - D00142
GREEN, GEORGE - D00143
HORVATH, HANNAH - D00144
JONES, JANET - D00145
OWEN, OWEN - D00146



2 Select a Report to Run

Click the **Reports** button in the green Management Center section.



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[CONSULTANT DIRECTORY](#)

REPORTS > CREATE REPORTS

1 Select Individuals or Groups

| | | | | | | | |
|-------|----------------------|----------|----------------------|----------------------|----------------------|--------------------------------------|---------------------------------------|
| LAST | <input type="text"/> | COMPANY | All Companies | FROM | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| FIRST | <input type="text"/> | GROUPS | <input type="text"/> | TO | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| ID # | <input type="text"/> | TRACKING | All Words | <input type="text"/> | | <input type="button" value="Clear"/> | <input type="button" value="Search"/> |

SEARCH RESULTS (10)

(1) YOUR SELECTION

- ANDERSON, ANNE - D0013X
- BROWN, BETSY - D0013Y
- COOPER, CHRIS - D0013Z
- DAVIS, DAN - D00140**
- EDWARDS, ELIZABETH - D00141
- FERNANDEZ, FRANCISCO - D00142
- GREEN, GEORGE - D00143
- HORVATH, HANNAH - D00144
- JONES, JANET - D00145
- ONE, OWEN - D00146

- DAVIS, DAN - D00140



2 Select a Report to Run

Select the **person's name** to generate a report on, then **click Add**.



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RESEND QUESTIONNAIRES

REPORT SETS

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CONSULTANT DIRECTORY

REPORTS > CREATE REPORTS

1 Select Individuals or Groups

| | | | | | | | |
|-------|----------------------|----------|----------------------|----------------------|----------------------|--------------------------------------|---------------------------------------|
| LAST | <input type="text"/> | COMPANY | All Companies | FROM | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| FIRST | <input type="text"/> | GROUPS | <input type="text"/> | TO | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| ID # | <input type="text"/> | TRACKING | All Words | <input type="text"/> | | <input type="button" value="Clear"/> | <input type="button" value="Search"/> |

SEARCH RESULTS (10)

ADD >>

<< REMOVE

(1) YOUR SELECTION

- ANDERSON, ANNE - D0013X
- BROWN, BETSY - D0013Y
- COOPER, CHRIS - D0013Z
- DAVIS, DAN - D00140
- EDWARDS, ELIZABETH - D00141
- FERNANDEZ, FRANCISCO - D00142
- GREEN, GEORGE - D00143
- HORVATH, HANNAH - D00144
- JONES, JANET - D00145
- ONE, OWEN - D00146

RESET

DETAILS

ADD ALL

- DAVIS, DAN - D00140

CLEAR ALL

SAVE AS GROUP

↑

↓

2 Select a Report to Run

Individual

Comparative

Group

Single Format

Now, choose **Single Format**, found at the bottom of the screen.



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REPORTS > CREATE REPORTS

3 Select Report Details

Select Individual(s)

DAVIS, DAN - D00140

SELECT ALL

UNSELECT ALL

Select Company

6481DMO Birkman Demo Company

Select a Report

English (US)

- Action Plan
- Birkman Basics Report
- Birkman Color Key
- Birkman Interests
- Birkman Map (Group)
- Birkman Map (Individual)
- Birkman Map Summary
- How to talk to you (Insights/Ind.)
- Name Tags
- Some basic info about you (Insights/Ind.)
- Understanding Interests (Insights/Ind.)
- Understanding the Map (Insights/Ind.)
- Your strengths (Insights/Ind.)

UNSELECT ALL

Continue



Scroll through the list of reports, and choose **Birkman Essentials Report**.



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[REPORT SETS](#)

[BIRKMAN STORE](#)

[CONSULTANT DIRECTORY](#)

REPORTS > CREATE REPORTS

4 Report Options

Include Cover Page

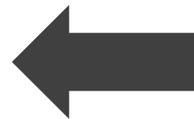
Yes

No

Continue Page Numbering

Yes

No



Clicking “Yes” adds an additional cover page that you can customize.



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RESEND QUESTIONNAIRES

REPORT SETS

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5 View Report(s) ?

View Report

Email Report

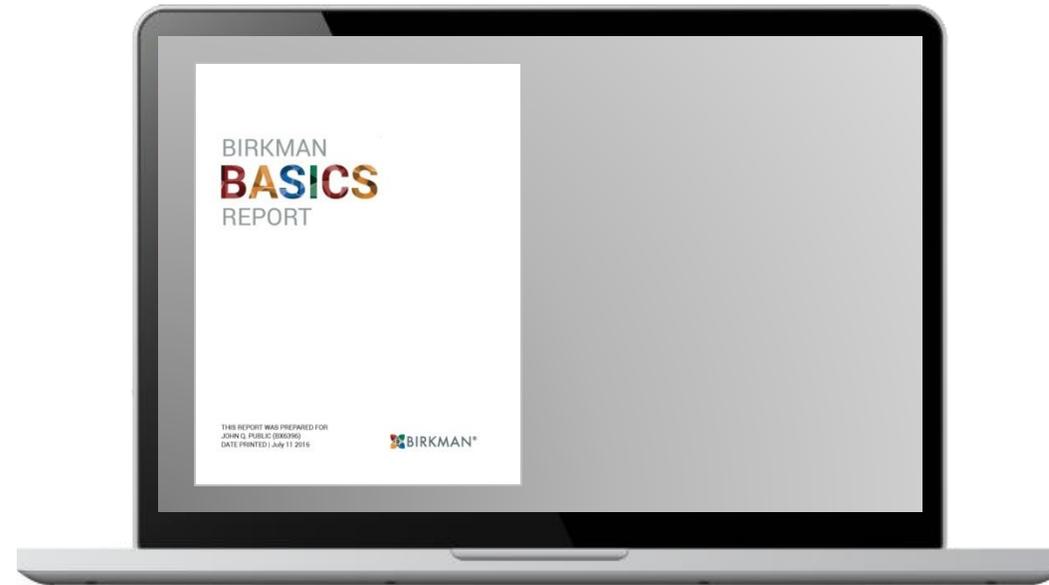
DAVIS, DAN (D00140)



You can either **view the PDF report online** or choose to send it via **email**.



Now you
can review
your
Birkman
Basics
Report!



Getting Started:
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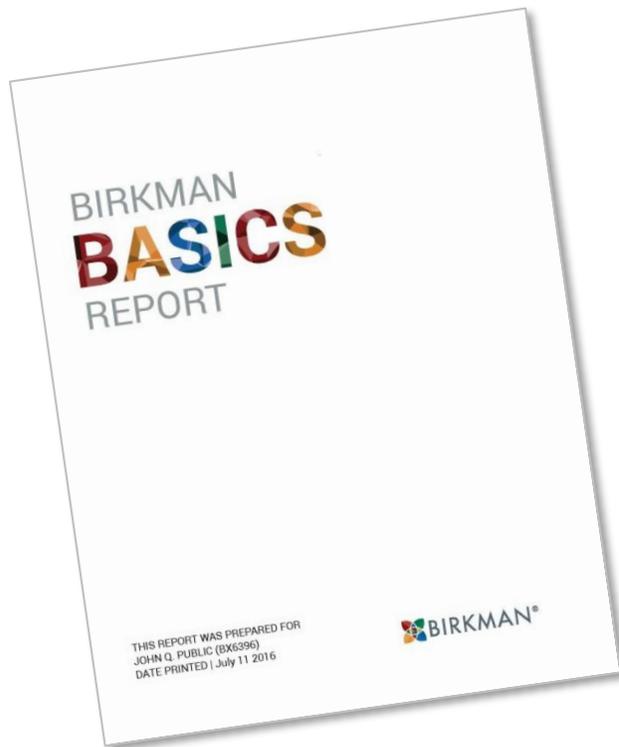
Step 4:

Exploring the Birkman Basics Report



What is the Birkman Basics Report?

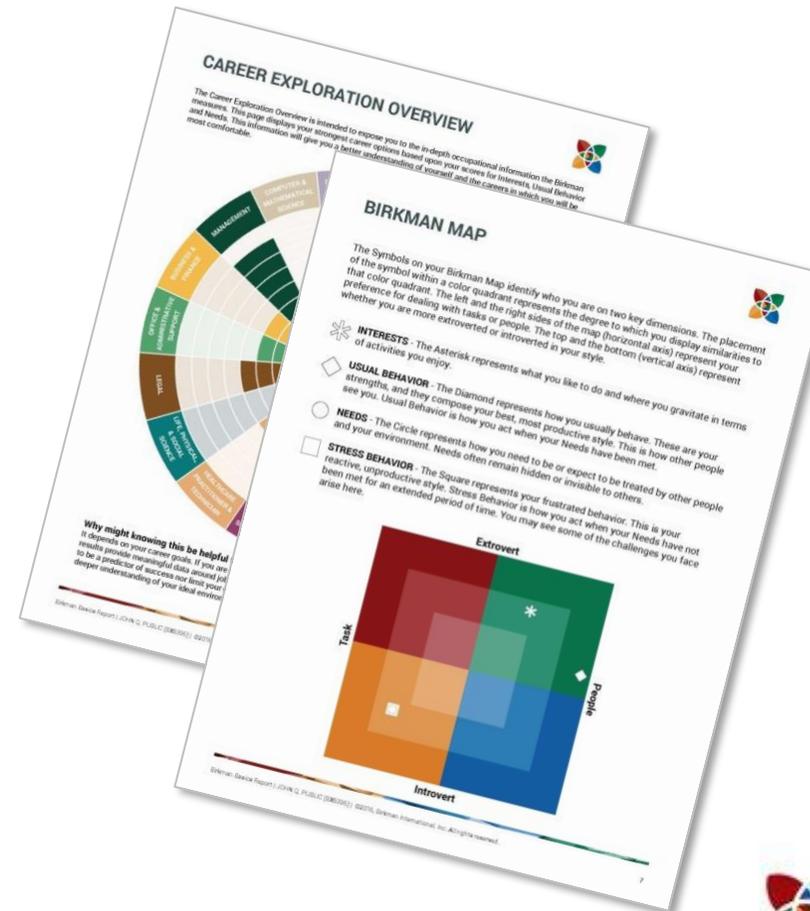
A self-interpretive report that **uncovers the essentials of personality.**



- Includes Birkman's **most popular report features**
- Uses **data visualization** to ensure the report is memorable and easy to understand
- Features a **summary of your strengths** in a simple, text-based report
- Includes a **career section** of your most fitting job families

Exploring the Birkman Basics Report

Now let's review each of the 20 pages in the Birkman Basics Report.



BIRKMAN
BASICS
REPORT

THIS REPORT WAS PREPARED FOR
JOHN Q. PUBLIC (BX6396)
DATE PRINTED | July 11 2016



- **First, make sure to have a copy of your report so you can follow along and learn more about yourself.**
- For demonstration purposes, we're going to walk through **John Q. Public's** report.



WHAT'S IN YOUR BIRKMAN REPORT?



PAGE

3

WELCOME

PAGE

6

YOUR BIRKMAN MAP

PAGE

12

BIRKMAN INTERESTS

PAGE

14

YOUR STRENGTHS

PAGE

16

CAREER EXPLORATION

PAGE

19

ACTION PLAN



- This first page is the **Table of Contents**, so you can immediately see what information is included in the report.
- There **are six different sections** included in your report. If you're viewing your report digitally, you can **click the page numbers and jump to a section.**

Getting Started:
BIRKMAN
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Welcome

WELCOME

This section provides background information on The Birkman Method® and outlines the purpose and benefits of your Basics Report.



WELCOME



Background

The Birkman Method is a powerful tool that identifies your strengths, behaviors, motivations, and interests.

The Birkman Method is reliable.

This means that the results of the assessment remain relatively stable over time.

The Birkman Method is valid.

This means that statistical studies have been conducted to ensure that the assessment measures what is intended.

Purpose

When you have finished reviewing your report you will know more about yourself, what makes you unique, and how this impacts you and those with whom you interact. Being empowered by this information will help you in virtually all parts of your life.

Specific benefits include:

- Learning what interests you at work and at home
- Discovering what behaviors others notice about you
- Articulating your unique strengths and opportunities
- Exploring your career interests with scientifically-backed data

For over **65 years**, The Birkman Method® has been helping people reach further with our unique yet scientific approach to behavioral & occupational assessments. Used by millions of people and the **world's best companies** to:

- > develop leaders
- > improve teamwork
- > explore careers
- > select talent
- > increase sales and productivity

What do you hope to learn from your Birkman Basics Report?

I would like to learn more about myself in order to be more successful in my career search.

- This page provides background information on **The Birkman Method.**
- At the bottom of this page there is a section where you can **write down the outcomes you want to achieve** through your report.
- If you're viewing your report digitally, you'll be able to **save any text typed in the box.**

BIRKMAN COLOR KEY



We take color seriously at Birkman. Our use of color becomes shorthand for understanding fundamental differences between people. Below is a breakdown of the significance of each Birkman color.

| | | | |
|---------------|---|--------------|--|
| RED | DOER RED is the color that symbolizes those who prefer to make quick decisions and get results. Reds are direct and action-oriented and give full attention to the task at hand. Reds enjoy building, working with their hands, organizing people and projects, solving practical problems, and producing an end product they can see and feel. Reds are objective, energetic, commanding and enjoy team competition. Reds get results through action. | GREEN | COMMUNICATOR GREEN is the Birkman color for people with a strong desire to communicate and work with people. Every time you see a Green, they are selling, persuading, promoting, motivating, counseling, teaching or working with people to get results. Greens who believe in a product, service or idea can communicate about it with ease and a natural confidence. If you want someone to win friends and influence people, a Green is your person for the job. |
| YELLOW | ANALYZER YELLOW represents the person who loves working with processes, details, definitions and rules. Yellows enjoy doing careful and detailed calculations, scheduling, recordkeeping, and establishing systematic procedures. They are usually comfortable with numbers, place a high priority on being fair, and are cautious and thorough in analysis. Yellows are task-oriented and often prefer indirect communication methods including forms, rules and regulations. If you need to get organized, find a Yellow. | BLUE | THINKER BLUE is the Birkman color for the concept and idea person. Blues love innovation, being creative and long-term planning. They enjoy abstract thinking and discovering new ways to solve problems. Blues thrive on generating fresh ideas and coming up with the most viable solutions for the problem at hand. Blues tend to be introspective, and while they love originality and innovation, they may need to be around other creative individuals to trigger the spark. |

- This page provides an introduction to the **Birkman colors**.
- **Make sure to read through each color description on this page to understand what each color represents.**
- You'll notice that while we use four distinct colors, many people are a blend of each one... that's what makes us so unique!
- Now we'll **dive a little deeper** into the four Birkman colors.

Getting Started:
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Your Birkman Map

YOUR BIRKMAN MAP

Your Birkman Map® provides an aerial view of who you are and allows you to see how and where you fit into the big picture.



BIRKMAN MAP



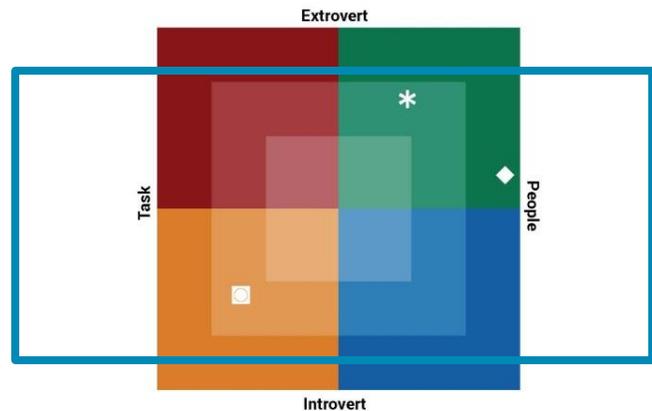
The Symbols on your Birkman Map identify who you are on two key dimensions. The placement of the symbol within a color quadrant represents the degree to which you display similarities to that color quadrant. The left and the right sides of the map (horizontal axis) represent your preference for dealing with tasks or people. The top and the bottom (vertical axis) represent whether you are more extroverted or introverted in your style.

 **INTERESTS** - The Asterisk represents what you like to do and where you gravitate in terms of activities you enjoy.

 **USUAL BEHAVIOR** - The Diamond represents how you usually behave. These are your strengths, and they compose your best, most productive style. This is how other people see you. Usual Behavior is how you act when your Needs have been met.

 **NEEDS** - The Circle represents how you need to be or expect to be treated by other people and your environment. Needs often remain hidden or invisible to others.

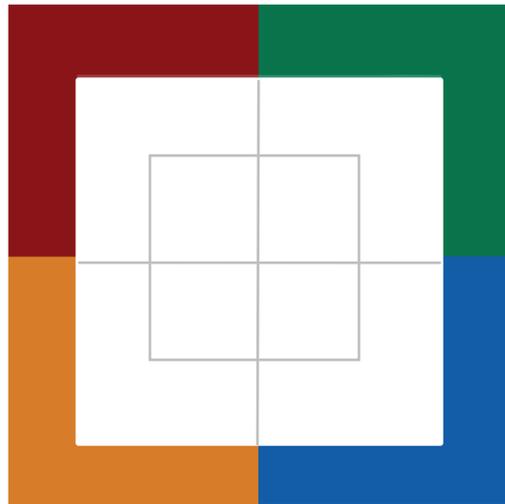
 **STRESS BEHAVIOR** - The Square represents your frustrated behavior. This is your reactive, unproductive style. Stress Behavior is how you act when your Needs have not been met for an extended period of time. You may see some of the challenges you face arise here.



- On the Birkman Map, you can see where your personality “maps” regarding **two axes**:
 - Extroverted vs. Introverted Style (the vertical axis)
 - Task vs. People Orientation (the horizontal axis)
- You will also notice **four distinct symbols**, the **Asterisk, Diamond, Circle, and Square**, which have unique coordinates on the Birkman Map and each represent key parts of the respondent’s personality. This page of the report explains what each symbol means, which we’ll examine next.

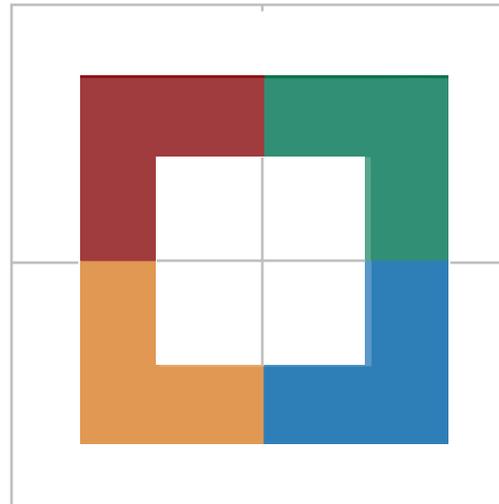
The Birkman Map

Since people are complex, we may be different intensities of each other.



Outer Map:

- “Extremely Red”
- Intense in behaviors



Inner Map

- “Moderately Red”
- Moderate in behaviors

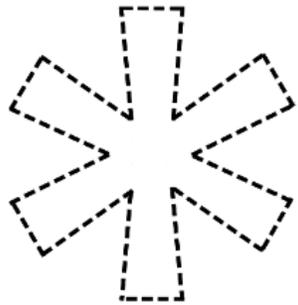


Center Map:

- “A blend of all four colors”
- Combination of different behaviors

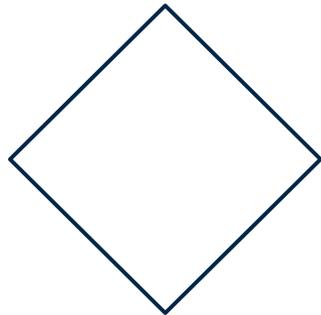
Birkman Symbols

Birkman uses four core symbols to **represent key personality dimensions.**



Interests

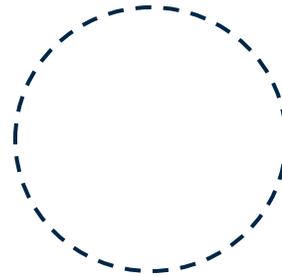
Work roles and
motivating
activities



Usual

Behavior

Your effective way of
approaching work



Needs

Your expectations
and preferred
environments



Stress

Behavior

Your unproductive
reactions



Interests

The Asterisk represents your Interests.

What are Interests?

- Things you like to do
- Activities you naturally gravitate towards
- May include preferences at work and/or home

Why are they important?

- If you are doing things you enjoy, you will be more motivated and satisfied in all aspects of your personal and professional life.
- It's important that we engage in projects and hobbies that we enjoy. Over the long run this makes a big difference, in productivity and happiness, especially in the workplace!

BIRKMAN MAP



EXPLANATION OF YOUR INTERESTS (THE ASTERISK) *

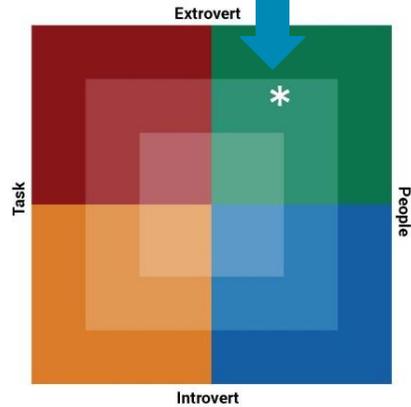
The kinds of activities you prefer are described by the Asterisk. Your Asterisk is in the GREEN quadrant. You probably enjoy very people-centered activities.

Interests in the GREEN quadrant include:

- selling and promoting
- persuading
- motivating people
- counseling or teaching
- working with people

Your Asterisk shows that you like to:

- sell or promote
- direct people
- motivate people
- build agreement between people
- persuade, counsel or teach



- This page provides an overview of your **Interests**.
- The **bullets on the left** side are **generic Interests** for all people in the Green quadrant.
- The **bullets on the right** side are **customized Interests** based on where your specific Asterisk symbol is located on the map.



Usual Behavior

The Diamond represents your Usual Behavior.

What is Usual Behavior?

- Who you are when you are at your best
- Your strengths and your most productive style
- How other people likely see you

Why is it important?

- If we are aware of our strengths, we are able to value the unique contribution we can bring to the world.

BIRKMAN MAP



EXPLANATION OF YOUR USUAL BEHAVIOR (THE DIAMOND)

The productive way you set about your tasks is described by the Diamond. Your Diamond is in the GREEN quadrant, but it is also fairly close to the Blue quadrant. When you are working effectively, you are generally persuasive and convincing.

Usual Behaviors in the GREEN quadrant include being:

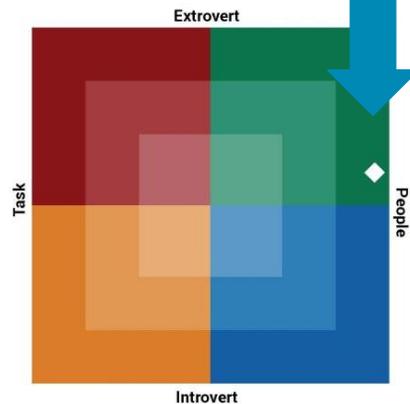
- competitive
- assertive
- flexible
- enthusiastic about new things

Your Diamond shows that you are usually:

- responsive and independent
- flexible and enthusiastic

Your Diamond shows that you also tend to be:

- selectively sociable
- thoughtful
- optimistic



- This page provides a high-level overview of the respondent's **Usual Behavior**.
- You can see that since the respondent's Diamond is in the Green quadrant but **close to the Blue quadrant**, there are **two sets of bullet points** that the individual may identify with.
- **Whenever an Asterisk, Diamond, Circle, or Square is close to another color quadrant, it will be influenced by the other quadrant.**



Needs

The Circle represents your Needs – a key differentiator of Birkman

What are Needs?

- The support you require to feel your best
- Your expectations of people and the environment around you
- Your key motivators to be productive, yet they are invisible to other people

Why are they important?

- Needs are invisible to others yet critical to our success–this is one of the reasons why Birkman is unique in measuring them.
- **Birkman is different from other assessments in that we do not assume that the way you act is necessarily the way you want to be treated.**

BIRKMAN MAP



EXPLANATION OF YOUR NEEDS (THE CIRCLE) ●

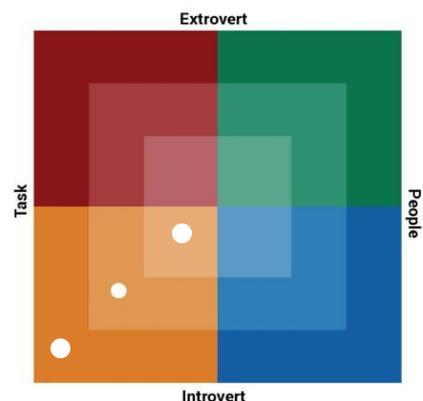
The support you need to develop your Usual Behavior is described by the Circle. Your Circle is in the YELLOW quadrant. To be most effective, you respond best to people who are orderly and consistent.

Those with Needs in the YELLOW quadrant want others to:

- encourage an organized approach
- permit concentration on tasks
- offer an environment of trust
- be consistent

Your Circle shows you are most comfortable when people around you:

- tell you the rules
- don't interrupt you unnecessarily
- are democratic rather than assertive
- encourage trust and fairness
- invite your input



- This page provides a high-level overview of your **Needs**.
- As you can see, the Circle is in the middle of the Yellow quadrant.
- Symbols **located near the edges** represent more **extreme behaviors** in a certain direction.
- Symbols located near the **center of the Birkman Map** represent a **blend of all four colors**.
- These three yellow Circles, or Needs, each have different implications even though each Need is “Yellow”.



Stress Behavior

The Square represents your Stress Behavior.

What is Stress Behavior?

- Your frustrated, reactive style
- Our unproductive and negative actions when circumstances don't go our way

Why is it important?

- If you know how you react when stressed, you can be more self-aware and moderate your behavior—seeking out to fix whatever is stressing you out.
- If those who work closely with you are aware of your Stress Behavior, they can be more patient and understanding, and work with you to alleviate your stressors.
- **Keep in mind that Birkman identifies how your Stress Behavior may appear, not how often it arises.**

BIRKMAN MAP



EXPLANATION OF YOUR STRESS BEHAVIOR (THE SQUARE)

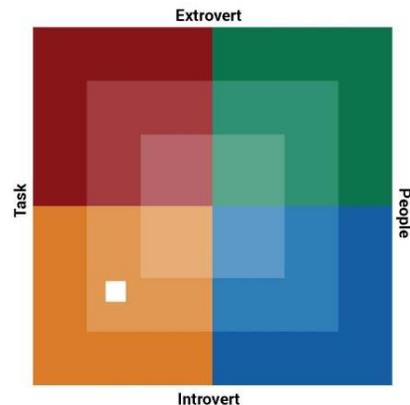
Your Stress Behavior is described by the Square. Your Square is in the YELLOW quadrant. When people don't deal with you the way your needs suggest, you may become inflexible and resist change.

Those with Stress Behaviors in the YELLOW quadrant:

- become over-insistent on rules
- resist necessary change
- are reluctant to confront others
- may be taken in

Your Square shows that under stress you may become:

- over-controlling
- resistive to change
- conforming
- quietly resistive
- rigid



- This page provides a high-level overview of the **respondent's Stress Behavior**.
- **The Circle (Needs) and Square (Stress Behavior) will always be in the same place on the Map.**
- Why? If our Needs have not been met, we will typically react in a way that is telling what we Need.

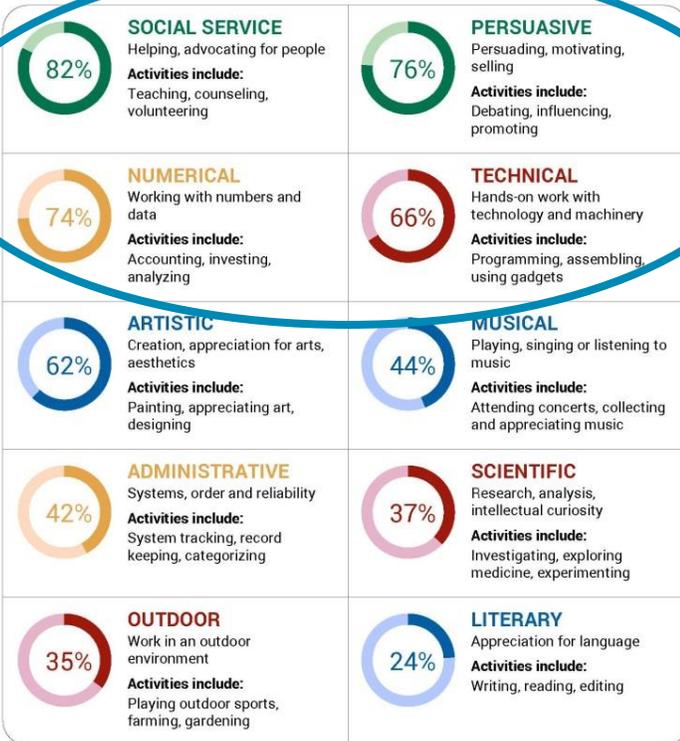
Your Interests

YOUR INTERESTS

This section looks at your interests. High scores indicate activities you enjoy. Low scores indicate areas you would prefer to avoid. Interests do not always translate to skill but do represent important motivators.

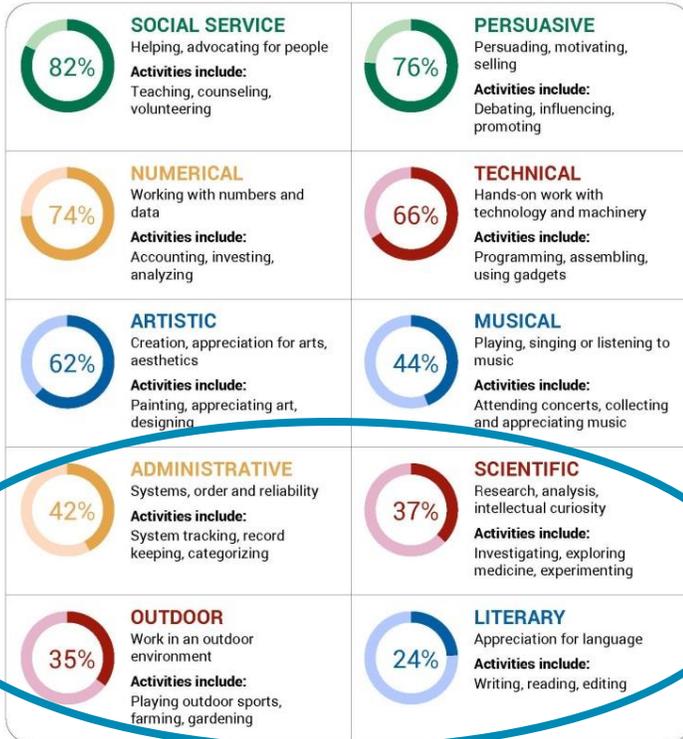


BIRKMAN INTERESTS



- This section provides an in-depth look at the ten **Birkman Interests**.
- These Interests may be reflected in what you **enjoy in your career, personal life, or both**.
- It is important to do something involving your top Interests every day (or at least every week).
- **Extremely high scores are key to staying motivated and feeling recharged**

BIRKMAN INTERESTS



- Interests near the **bottom of the page** are activities **you would rather avoid** or may wish to delegate.
- If you have to do these things frequently, you will feel unmotivated.
- Look for **patterns in color distribution** when reviewing this page.

Getting Started:
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Your Strengths

YOUR STRENGTHS

This section goes beyond the Birkman colors and takes a more in-depth look at the strengths that make you uniquely you.



BIRKMAN INSIGHTS



YOUR STRENGTHS

These strengths were generated based on your responses to the Birkman questionnaire. Carefully read each statement and check the ones that are most significant to you.

- You like influencing people directly, persuading them to your point of view or training them
- You enjoy and can be effective at helping other people and making their lives better or more productive
- You enjoy working with numbers, or being involved with tasks that involve the use or manipulation of numbers
- You are straightforward and find it fairly easy to speak your mind, even with superiors
- You are structured and organized in your thinking and approach, and you bring these tendencies to the work you do
- You tend to be something of a natural authority figure; you can take charge when there seems to be a lack of leadership
- You are competitive, and are prepared to work hard in order to be the best
- You have a high energy level, and like to be busy doing things rather than thinking about them
- You like to have plenty of variety in your work, and to have more than one task to do at a time

- This page is a listed summary of the respondent's **top Strengths.**
- One useful activity is to have the respondent mark the phrases that they most identify with. You can discuss how that shows up in their life and how they've gotten positive feedback about these qualities in the past.
- This Your Strengths page is a Birkman Insights reporting topic that we've built into the Birkman Essentials report. You have access to more Birkman Insights topics.

Your Career Exploration

YOUR CAREER EXPLORATION

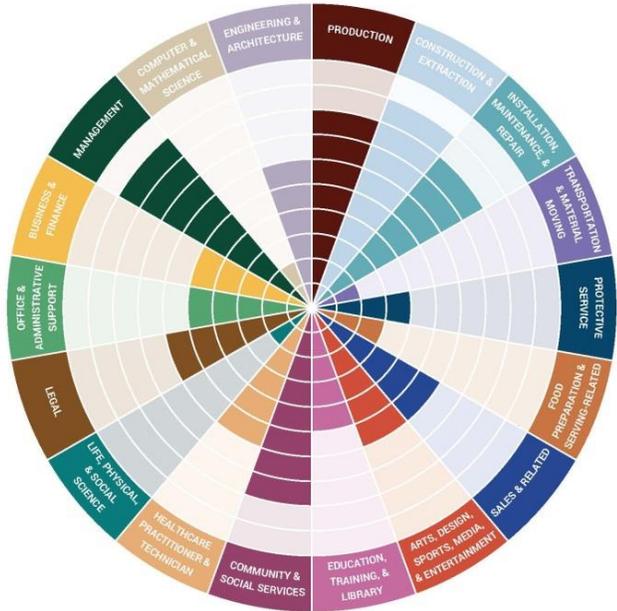
This section takes the information we have covered thus far and matches your personality profile to career families.



CAREER EXPLORATION OVERVIEW



The Career Exploration Overview is intended to expose you to the in-depth occupational information the Birkman measures. This page displays your strongest career options based upon your scores for Interests, Usual Behavior and Needs. This information will give you a better understanding of yourself and the careers in which you will be most comfortable.



Why might knowing this be helpful to you?

It depends on your career goals. If you are interested in exploring career fields, now or in the future, your Birkman results provide meaningful data around job families you may wish to consider and explore. They are not designed to be a predictor of success nor limit your exploration. Instead, we hope that you may use this data to formulate a deeper understanding of your ideal environments and the jobs you might enjoy.

- This page allows you to review **18 job families** within one comprehensive chart.
- Here you are reviewing how your Birkman scores match profiles of individuals in these job families who **both enjoy and are tenured in their respective fields.**

CAREER EXPLORATION SUMMARY



This section gives you additional information on the Job Families you most closely match. If you are interested in a more detailed career exploration that includes your match to specific careers, request a copy of your Career Exploration Report from your Birkman Consultant.

Your Top 6 Career Areas to Explore

Construction & Extraction

Performing hands on work functions related to the building of structures or the removal of materials from natural settings for use in construction or other applications. Duties may include bricklaying, carpentry, masonry, roofing, plumbing, inspecting integrity of structures according to building codes, mining, drilling, and disposal of construction by-products, using specialized tools and equipment.

Management

Planning, directing, and coordinating high-level activities within an organization. Duties may include managing personnel, creating budgets, developing and implementing strategies, creating organizational policies, and supervising company operations. These managerial functions are similar in nature across various industries and fields (e.g. engineering, sales, human resources, medical).

Community & Social Services

Counseling, rehabilitating, and/or supporting social and psychological matters of individuals, groups, or communities. Duties may include helping individuals maximize their mental and emotional well-being, cope with addictions, and lead healthy lifestyles, as well as providing spiritual, moral, or vocational guidance.

Installation, Maintenance, & Repair

Performing hands on work functions related to the installation, maintenance, and repair of various machinery, systems, vehicles, and other serviceable equipment. Duties may include diagnosing, adjusting, servicing, and overhauling engines, telecommunications and/or security systems, heating, vacuuming, and air conditioning units, and electronics.

Production

Producing, creating, and/or manufacturing a variety of products (e.g., food, lumber, electrical equipment, fabrics, metals, plastics, stones, fuel) through the operating of specialized tools and/or equipment. Duties may include baking pastries, binding books, cutting, shaping, and assembling furniture, assembling electronics, shaping molten glass, fabricating jewelry, welding metal components, among other specific production tasks.

Engineering & Architecture

Applying principles and technology of chemistry, physics, and other scientific disciplines into the planning, designing, and overseeing of physical systems and processes. Duties may include creating, testing, developing, and maintaining tools, machines, electrical equipment, buildings/structures, or other physical entities.

- Now you can review in more detail **the respondent's top six career matches** for which their personality is similar to others who enjoy working in those roles.
- If you're looking to analyze this career data deeper, the **Career Exploration Report** (which is included in the Birkman Essentials reporting package) will be a helpful report to use.

Getting Started:
BIRKMAN
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Your Action Plan

YOUR ACTION PLAN

It's time to put your learning into action!
This section allows you to document
your learning and commit to future
goals.



YOUR ACTION PLAN



TIP: You can type in the fields and save this PDF.

After reviewing this profile, what key points or insights did you gain about yourself or others? What might be the most relevant or valuable to you at this time?

Develop strategies to get my Needs met more often and be more aware of other people's Needs.

What commitments, lessons learned, or areas for further exploration might you have?

Key Insights

Be more aware of others' emotions.

Relevant Actions

Ask how people are feeling throughout the day.

Dates

January 2017

What strengths could you build on? What areas could you develop?

Build

Develop

Who would benefit from knowing this information? What content could be most beneficial to share? Do you have a timeline to share these insights?

Who will you share this with?

What will you share?

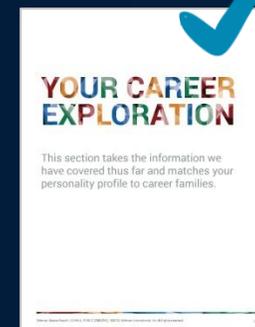
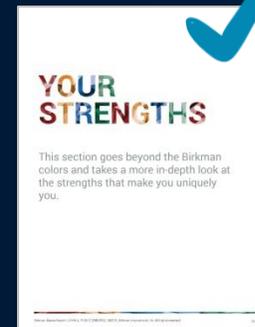
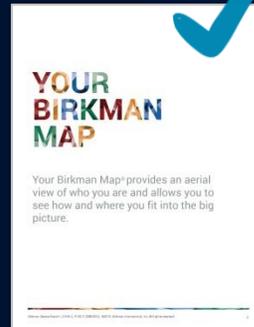
By when will you do it?

How will you hold yourself accountable in continuing to learn and seek feedback?

- This page allows you to make note of the next steps and write down key take-aways from the session.
- If you're viewing your report online, you can **save your text typed in the boxes.**

Congratulations!

You have now reviewed
the entire **Birkman Basics Report!**



Getting Started:
BIRKMAN
ESSENTIALS

Step 5:

Reaching Further with Birkman



Becoming a Certified Professional

Certification allows you to gain **full access into the power of Birkman.**



As a Birkman Certified Professional, you will be equipped with the knowledge and interpretation techniques to provide insightful feedback and spark transformative conversations.

<https://birkman.com/solutions/signature-certification/>



Why Should I get Certified?

There are many benefits to becoming a **Birkman Certified Professional**.



Unlock access to the Signature Report and many more.



Learn thorough knowledge of the Birkman behavioral Components.



Access webinars and eLearning courses.



Add a worldwide-recognized certification to your resume.



Grow your network and learn from experienced users.



Improve the self-awareness and emotional intelligence of others.



Birkman Signature Certification

Certification allows you to gain **full access into the power of Birkman.**



The **in-person (3-days) & virtual (5-days) options** will train you on the personality metrics in the Birkman Signature Report and expand your skills for developing talent. You can expect:

1. An **in-depth review of each page of the Signature Report.**
2. Interpretation tips, behavioral patterns, and **key dynamics to watch** when providing feedbacks.
3. A complete **demonstration of a feedback** and coaching session by your training instructor.
4. Experiential learning and **practice delivering a feedback.**



The Birkman Signature Report

- The core Birkman report format that is included in the Professional and Premier reporting packages.
- Runs through a narrative of an individual's personality, from high level to granular details.
- Builds off all the concepts you learned from Birkman Essentials to create a more complete picture in a social context.



Nine Birkman Behavioral Components



SOCIAL ENERGY

Independent vs. Sociable



PHYSICAL ENERGY

Paced vs. Active



EMOTIONAL ENERGY

Practical vs. Expressive



SELF-CONSCIOUSNESS

Straightforward vs. Sensitive



ASSERTIVENESS

Suggesting vs. Assertive



INSISTENCE

Flexible vs. Insistent



INCENTIVES

Collaborative vs. Competitive



RESTLESSNESS

Focused vs. Responsive

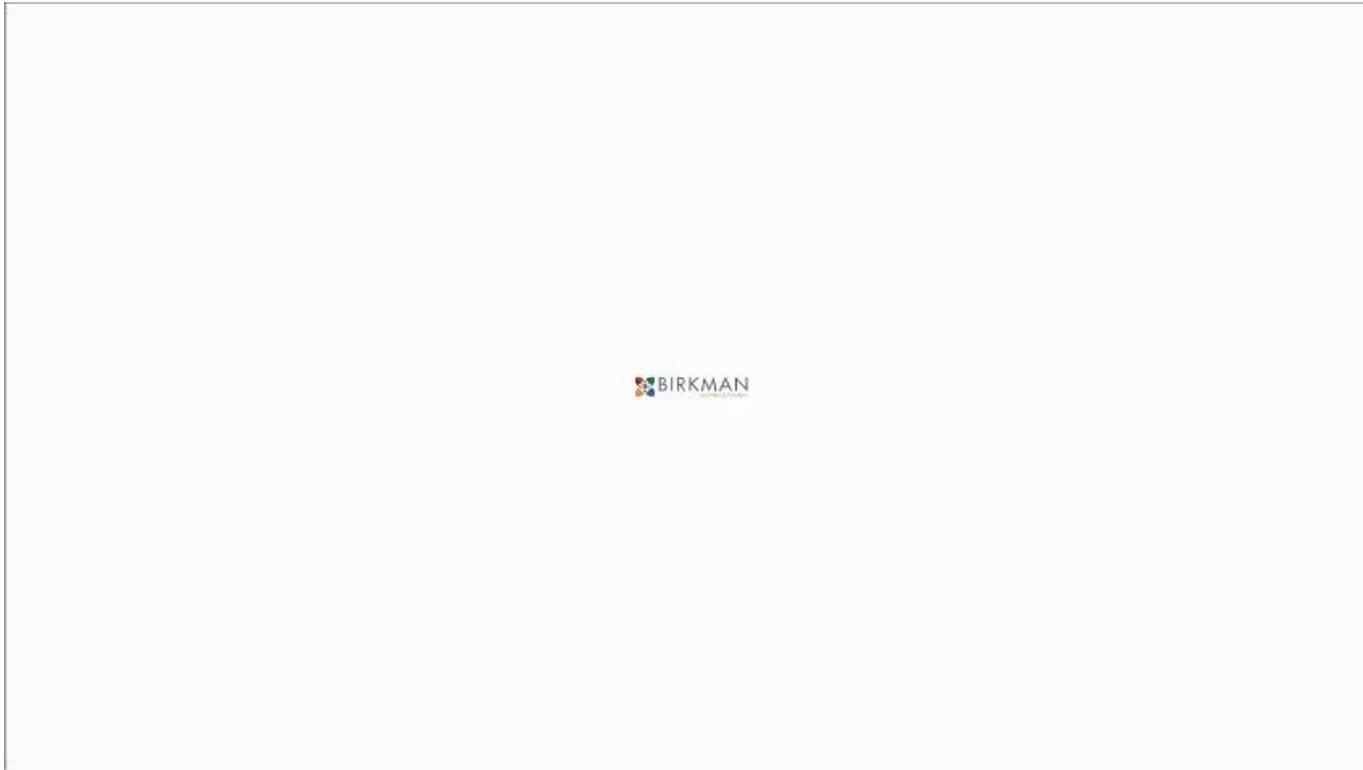


THOUGHT

Decisive vs. Reflective

A Birkman Component Video

Here is an example of one of the Birkman Components: **Insistence**



Reaching Further with Birkman

Do you want to take Birkman to the next level in your organization?

Visit www.birkman.com to:

- Learn more about application of The Birkman Method
- Download case studies and eBooks about Birkman in action
- Review and sign up for upcoming certification courses

Contact sales@birkman.com for questions





THANK YOU

FOR BEGINNING YOUR JOURNEY WITH BIRKMAN

