

1. Myth: "Introverts don't like to communicate."

Birkman Truth: Individuals whose Usual Behavior trends toward the Blue and Yellow quadrants of the Birkman Map often prefer depth over breadth and one-on-one or small group interaction when communicating. Their style is more reflective and focused — not less communicative. While they may not seek the social stimulation of large group settings (typical of Green Usual Behavior), they still value meaningful dialogue, especially when communication honors their Need for personal connection or really getting into the details.

2. Myth: "The best communicators are extroverted."

Birkman Truth: Communication effectiveness is not defined by sociability alone. While people with Green Usual Behavior may enjoy social engagement, impactful communication stems from self-awareness and the ability to flex. High-performing communicators know their natural style and they adapt to meet the Needs and preferences of others across the Birkman Map.

3. Myth: "Saying more means communicating better."

Birkman Truth: The volume of words doesn't determine clarity or connection. Those with Needs in the Red or Yellow quadrants may prefer concise or fact-based messages — bullet points over storytelling. Conversely, individuals with Needs on the right side of the Map (Blue/Green) often seek personalized, relational communication. Effective communicators consider not only what they want to say but how the receiver processes information and defines value.

4. Myth: "If I'm clear, others will naturally understand."

Birkman Truth: Clarity is subjective. Communication is filtered through the lens of each person's Usual Behavior, Needs, and Interests. For example, someone with high Insistence Needs may require more detail and structure to feel confident, while another with low Insistence may become overwhelmed by the same. Being clear requires understanding how the listener defines clarity — not just how the speaker delivers it.

5. Myth: "Assertiveness guarantees influence."

Birkman Truth: Assertiveness (a high Usual Behavior score in the Assertiveness Component) may enable individuals to speak up easily, but influence is more nuanced. People with lower Assertiveness may use a suggestive, agreeable communication style — and still be deeply influential through trust, empathy, and strategic timing. Influence is enhanced not by forcefulness alone, but by honoring the social contract of one's Needs and adapting one's style to build psychological safety and connection.