



Why Birkman Is The Best

FOR TEAM BUILDING





**HOW CAN ASSESSMENTS
HELP YOUR TEAM?**



Enhance communication

by building mutual understanding of personality similarities and differences



Accelerate developmental growth

by helping team members identify their unique strengths and potential blind spots



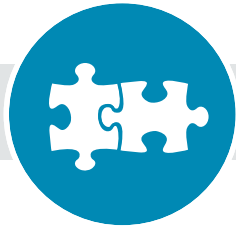
Promote self-awareness

to help team members curb any negative behavior at an individual level



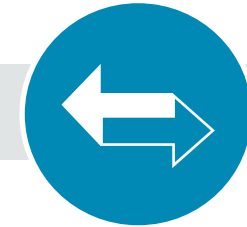
Connect employees

by giving them the resources to learn about themselves and others at a deeper level



Improve company culture

by placing more focus on the interpersonal relationships within an organization



Address conflict within teams

with a non-judgmental language to discuss personality differences



CONQUER COMMON TEAM PROBLEMS WITH ASSESSMENTS



MISCOMMUNICATION

| Conflict
Resolution

| Departmental
Silos

| Remote
Teams

ADAPTING TO CHANGE

| New
Manager

| Restructuring

| Team
Assimilation

| Merger and
Acquisitions

COMPANY CULTURE

| Downsizing

| Disengaged
Employees

| Low Morale



HOW BIRKMAN IS DIFFERENT FROM THE REST





1

KEEP EMPLOYEES ENGAGED WITH THEIR WORK



How we do it:

Birkman uncovers and interprets an individual's unique Interests—**the key motivators that drive personal and professional success.** Interests go beyond behavior and significantly impact how the people on your teams prioritize the work they do on a daily basis.

An individual's Interests can have a major impact on the overall productivity of a team. By better understanding the activities that most motivate your team both inside and out of work, you will ensure your team remains satisfied, energized, and fulfilled by the work they do each day.

How we do it:

Birkman taps into **what an individual believes about “most people” around them, providing a unique glimpse into one’s perception of both self and others.** By seeing the ways others perceive the world, your team members will be able to better respect and empathize with each other.

This insight can be further complimented with our comparative and group reporting options that will enable your team to bond over their similarities, discover potential areas of conflict, and work better together.





3

HELP OTHERS MANAGE STRESS



How we do it:

Stress manifests from a variety of situations both inside and outside of the workplace. The key to mitigating this negative behavior is to **focus on fulfilling an individual's Needs—and Birkman is the only assessment that can help do that!**

Birkman will empower your team members to learn more about their unique set of Needs, and how they can better satisfy them to stay engaged, energized, and productive in the workplace.

How we do it:

Our assessment reveals that **the way someone acts is not necessarily the way they expect to be treated**, and this disconnect is often the root of most workplace conflict.

Birkman will provide your teams with the resources to uncover the “hidden side” of their colleague’s personalities, and help them more effectively tailor their communication style to the preferences of others. You’ll notice this will have **profound effects on the morale of your team, as well as their overall productivity**.



4

COMMUNICATE BETTER WITH OTHER PERSONALITY STYLES

A blurred photograph of an audience in a meeting, with people's heads and shoulders visible in the foreground and background. The lighting is warm and soft.

5

**HAVE A LASTING
IMPRESSION
ON YOUR
ORGANIZATION**



How we do it:

Birkman is a premier assessment as it **interprets more data about behavior, motivations, and personality than any other assessment.**

Our single questionnaire produces data for more than 40 different reports that are user-friendly and easy to segment. This unrivaled flexibility will offer ample opportunities to get your team together for continuous development.

How we do it:

Our award-winning certification training was developed to help you host engaging team building sessions with ease. You will have the opportunity to **dive into more than just the concepts of our assessment with many real-life applications that will help enhance your understanding of our tool.** We also incorporate plenty of activities that you can utilize during your own team building sessions.



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FACILITATE
ENGAGING AND
MEMORABLE
TEAM SESSIONS



7 LEAD TEAM BUILDING WORKSHOPS WITH EASE



How we do it:

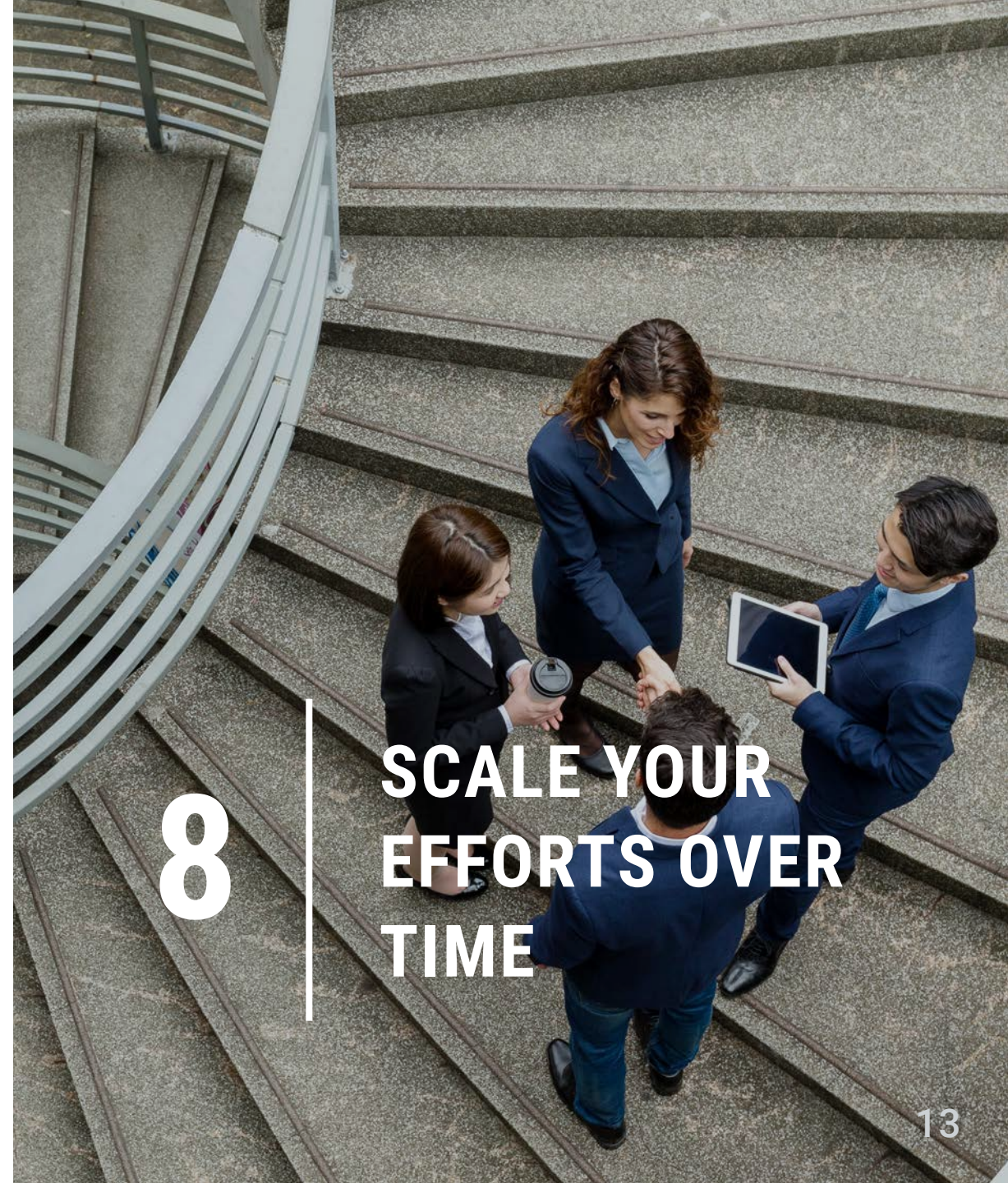
Birkman is a **family company with a reputation for providing superior service**. Our mission has always been to help others capitalize on their natural strengths to live more fulfilling lives—and with that we take the development of your teams very seriously.

While some assessment companies provide little support, Birkman offers a **personal point of contact** that will help you navigate through your team building workshops, and a **robust resource center** to help address any questions you may have.

How we do it:

Birkman is a versatile option for any team building plan as we offer both basic and in-depth reporting options that can easily scale across your organization.

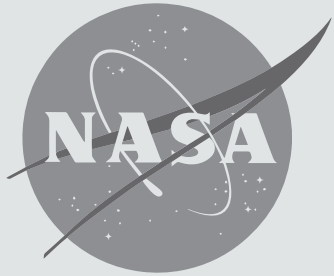
Unlike other assessments, you will **save time by never having to purchase or administer an additional assessment to transition between reporting levels.**



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**SCALE YOUR
EFFORTS OVER
TIME**

WHAT OTHERS ARE SAYING ABOUT BIRKMAN



“We’ve found Birkman to be an invaluable tool to help teams resolve internal conflicts and to allow individuals to identify their own communication style to see how they work best with others.”

- Pablo Cruz

Deputy Manager of HR Developmental Office, NASA

“Birkman gives work groups measurable data to see behavior objectively, rather than personally, leading to productive discussion and change.”

- Susan Diamond

VP and Chief Learning Officer, Women Presidents’ Organization





With more than 65 years of proven reliability and validity, The Birkman Method is a scientifically developed, multi-dimensional assessment that combines behavioral and occupational data to better understand oneself and others—both in and out of the workplace. The scalable reporting options can strengthen and enhance any team—no matter what you are looking to achieve!

WANT TO LEARN MORE ABOUT OUR ASSESSMENT AND WHAT IT CAN DO FOR YOU AND YOUR TEAMS? TALK TO US!

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