

Behavior That Influences Others: How They Need to be Influenced

Birkman Red

- Paint a picture of what needs to be done and what success looks like
- Demonstrate where this has worked before
- Develop process structures – who does what, when
- Define who is in charge and *move*

Birkman Green

- Engage everyone!
- Build the coalition by listening and being curious
- Demonstrate how we win with the change
- Collaborate and be flexible – allow for optionality

Birkman Yellow

- Talk about the “How” (details) more than the “What”
- Jointly create the project plan
- Set up systems and processes
- Trust the team

Birkman Blue

- Talk about the “Why” more than the “What or How” (strategic)
- Innovate and help them find a new way
- Let the members create the plan
- Be emotionally supportive of people’s feelings about change
- Give people time to make decisions and change