



**BIRKMAN**  
*reaching further*

**DEEPER  
ANALYSIS**

yields

**ACTIONABLE  
INSIGHTS**



## 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

## 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**.

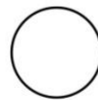


### Interests

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.

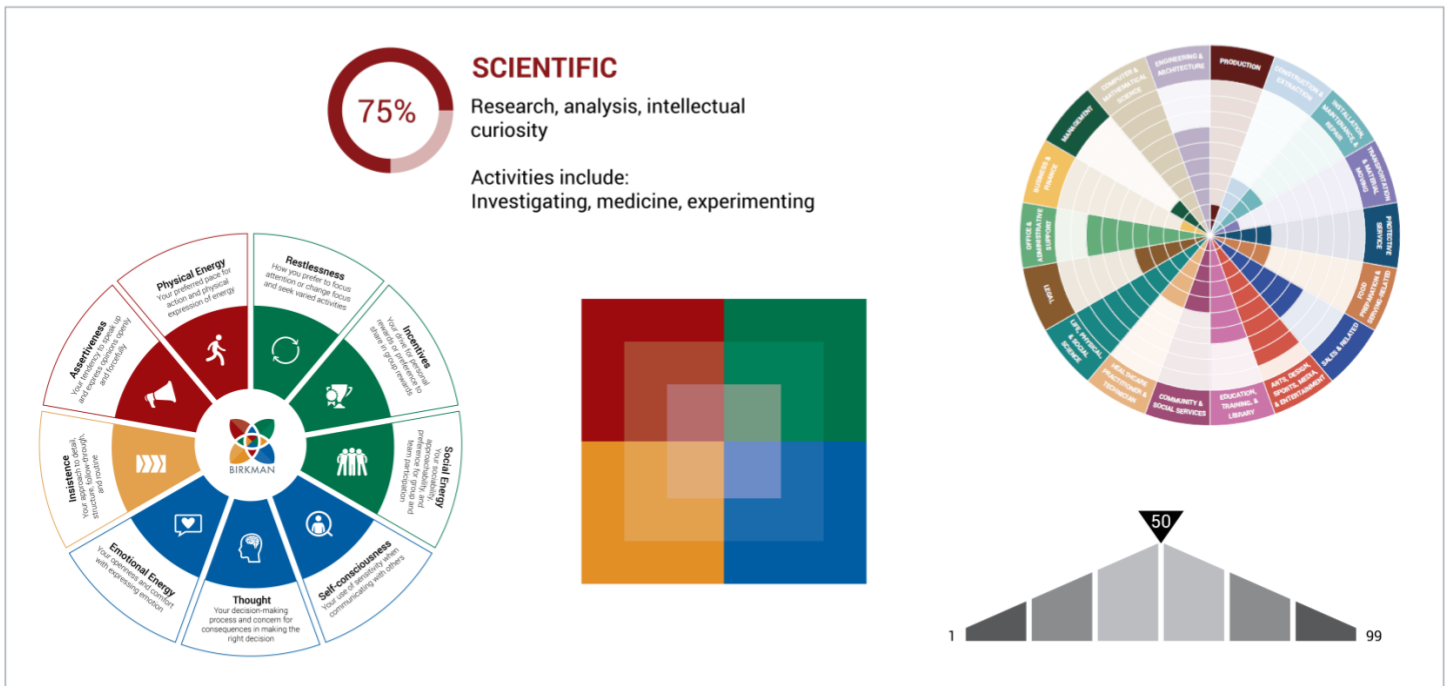
Examples:

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

# BIRKMAN METHOD

## 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, executive coaching, and succession planning all fit within the Leadership Development category.

## **Leadership Development**

Develop better leaders by increasing their self-awareness

## **Team Building**

Build successful teams by finding a common language of communication.

## **Career Exploration**

Discover a better career fit by enhancing the search with personality data.

## **Talent Selection**

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

## **Sales & Negotiation**

Close more deals by better leveraging natural negotiation styles.

# Use the Reporting Package that **Makes Sense for You**

## **Birkman uses one questionnaire to produce data for more than 40 reports.**

One of the key differentiators of The Birkman Method is that it uses just one online questionnaire to gather information to produce many reports, reducing testing time and allowing for more applications.

Birkman has a variety of reporting packages that provide deep analysis of personality and pave the way for in-depth conversations.

**Birkman is scalable across any organization, and each reporting package describes a person's personality in different levels of detail, but they all are based on the same data points gathered from The Birkman Method questionnaire.**

### *Self-Interpreted Report Packages*



## **BIRKMAN INSIGHTS**

Birkman Insights transforms the complexity of The Birkman Method into a simple and easy to understand report that addresses many interpersonal concepts. Exclusively text-based in format and self-interpretive, Birkman Insights opens the lines of communication and can be easily integrated into an organization.



## **BIRKMAN BASICS**

Birkman Basics provides access to Birkman's most popular reports and includes the powerful symbols, graphs, and scales that make The Birkman Method so memorable. Birkman Basics is a self-interpretive reporting option that is frequently used for team building activities.

### **Upgrade between reporting packages at any time.**

Birkman makes it easy to transition between reporting package levels without having to administer an additional questionnaire. For example, if you start out using Birkman Basics and later wish to upgrade to using the Birkman Signature Report, no additional testing is needed, and you only pay the difference in price.

### **Run comparative and group reports for teams.**

Birkman data shares a social context, which is reflected in our report formats. You can easily run comparative reports between two individuals (such as an employee and their supervisor to detect potential areas of conflict) or a group report of more than 100 people (useful for large team building activities or to understand overall company culture).

## *Professionally-Interpreted Report Packages*



## **BIRKMAN SIGNATURE**

The Birkman Signature Report is Birkman's core report format. It features the key behavioral and occupational data that is unique to Birkman and dives deep into personality – all within one report. Completion of Birkman Signature Certification training is necessary to have access to the Birkman Signature Report.



## **BIRKMAN SIGNATURE SUITE**

The Birkman Signature Suite features the most options and flexibility. In addition to including the Signature Report, the Birkman Signature Suite provides access to more than 40 additional Birkman reports. As the most in-depth level of Birkman reporting, this package requires a higher level of Birkman training.

*“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