

# Perspective and The Birkman Method®

For most of us, success in careers and in the organizations in which we work will largely depend on how well we understand ourselves and those with whom we interact. In business today, much of our time is spent working with and through people to accomplish organizational objectives. Thus, people skills are one of the most critical tools we can develop. Most of us use intuition or “gut feeling.” When we rely on intuition we are limited in our ability to predict others' behavior with the level of skill and accuracy needed in for today's workplace.

## Replacing Intuition with The Birkman Method®

The Birkman Method® is a multi-dimensional assessment integrating behavioral, motivational and occupational data and has been scientifically developed to enhance and predict interpersonal and occupational success. Without being an expert on all the intricacies of human behavior, The Birkman Method® gives you the edge you need to improve your people skills and the skills of those with whom you work.

## Overview of The Benefits

- **Integrated** – Multi-dimensional assessment combining behavioral, motivational and occupational data through *one questionnaire*.
- **Business-relevant** – Empirically created *from* the work environment *for* the work environment.
- **Descriptive & Prescriptive** – description of behavior and motivation with a corresponding comparison to others.
- **Online** – Web-based platform for anytime and anywhere access, worldwide.
- **Immediate Results** – Dynamically generated reports available seconds after completion of the questionnaire.
- **Broad Application** – “Recruitment to Retirement.”



## Applications Supported by The Birkman Method®

- Selection & Hiring
- Retention
- Career Management
- Employee Coaching & Development
- Team Building
- Leadership Development
- Executive Coaching & Development
- Succession Planning
- Organizational / Team Alignment
- Conflict Management
- Profile & Competency Development

The Birkman Method® provides multi-dimensional insight into the behavior of an individual, group and organization. The Birkman Method® measures and reports:

- **Usual Behavior** – Productive, socialized behavior which is easy to observe. It can be seen by others as adaptable, appropriate and natural.
- **Underlying Needs** – Although rarely seen by others, *Needs* are vital because they identify an individual's preferred environment and expectations. They clarify motivation and highlight inner strengths.
- **Stress Behavior** – These less-than-productive behaviors are easy to observe when Underlying Needs are not met over a prolonged period of time. Others see them as defensive, reactive, uncomfortable and costly.
- **Areas of Interest** – Interests indicate what an individual prefers to do and how they prefer to direct their energies, as measured by 10 scales, which correlate highly to over 160 different occupational roles and careers.

### Administration - BirkmanDirect®

Today's environment of rapid change means that one of the most important assets for an organization is the ability to manage change -- and for people to remain healthy and authentic as change occurs. The Birkman Method® is administered and delivered from a proprietary web-based platform, BirkmanDirect®, so that it can provide ongoing organizational development and analysis as your organization changes. The Birkman data you compile can be used repeatedly as people move through the organization.

- Online access and management of questionnaires and reports
- Questionnaire available in over 20 different languages
- Dynamically generated reporting for individuals, pairs and groups.

**Scientific and Legal** – The Birkman Method was created under a rigorous, academic, scientific and business-focused process. The Birkman Method meets EEOC and ADA requirements and has received favorable legal opinions for use in pre-employment evaluation. It has also been carefully reviewed to ensure there is no adverse impact from invasive or intrusive content.

*The Birkman Method® has been in use for more than 60 years and has been used by millions people and thousands of organizations worldwide, including corporations, not-for-profit organizations, governmental agencies, families and individuals. The assessment measures socialized behaviors, underlying expectations and motivations, potential stress reactions to unmet expectations, and occupational preferences and strengths.*

