

# 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. The alternative is intuition or “gut feeling.” Most people who rely on intuition are limited in their ability to predict human behavior with the level of skill and accuracy required in the modern workplace.

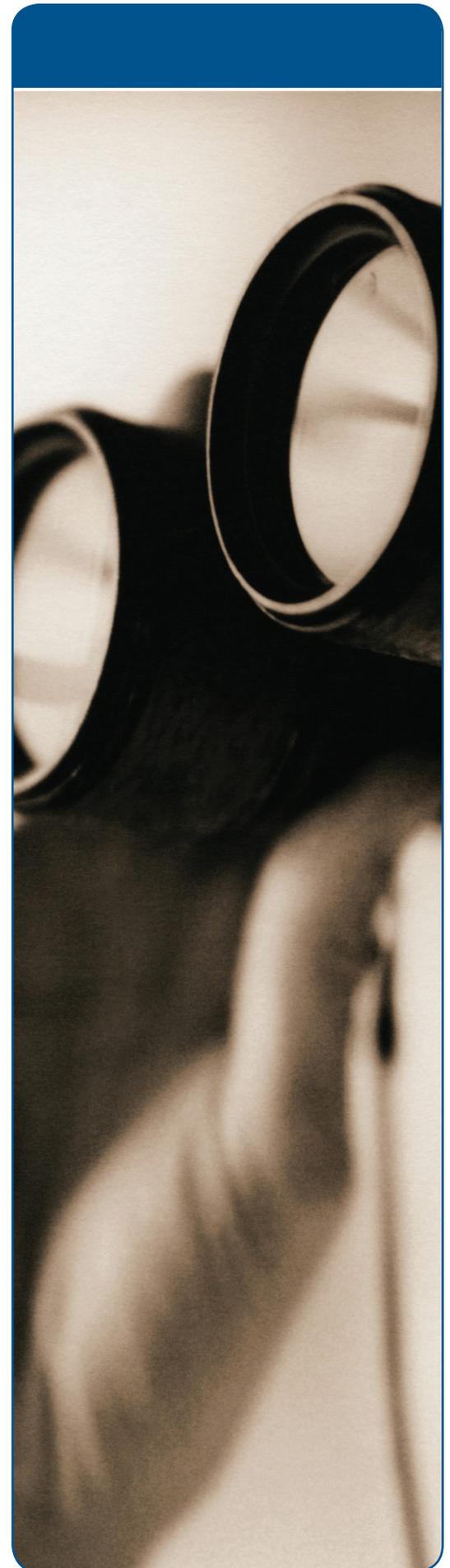
We spend our lives observing human behavior and attempting to interpret what we’ve seen. We ask ourselves why people act a certain way and then make countless efforts to try to predict future actions. Our assessments are based on the intuitive understanding (our perceptions) we’ve developed about others, and sometimes even ourselves. These intuitive skills may be inadequate, because they reflect only the people who we know.

## 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.

## Benefits

- **Integrated** – Multi-dimensional assessment combining behavioral, motivational and occupational data.
- **Business-relevant** – Empirically created *from* the business environment *for* the business environment.
- **Descriptive & Prescriptive** – Comprehensive description of behavior 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” application for the total lifecycle of employment and beyond.



## Features of The Birkman Method®

### Applications

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

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

- **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

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.

#### BirkmanDirect® offers:

- Online access and management of questionnaires and reports
- Dynamic generation of over 40 reports available in 13 different languages
- Analytical capabilities for organizational and cultural assessment

### Technical Facts of The Birkman Method®

**Certification Training** – Birkman International, Inc. trains and certifies professionals for The Birkman Method®. Certification creates the foundation for understanding and interpreting the full suite of Birkman reports. Over 2,000 consulting and organizational professionals around the world have been certified, so Birkman International can recommend the appropriate Birkman expert to any organization with immediate program and developmental needs.

**Scientific and Legal Backing** – The Birkman Method® was created under a rigorous, academic, scientific and business-focused process that reflects the workplace, as verified by extensive reliability and validity studies sponsored by the National Scientific Foundation, The National Institutes of Health, LEAA and other organizations. The Birkman Method® meets all ADA requirements and has received favorable legal opinions for use in pre-employment evaluation.

**Questionnaire** – The Birkman Method's true/false and multiple choice questions have been carefully reviewed to ensure there is no adverse impact from invasive or intrusive content. The total completion time averages 45 minutes.

*The Birkman Method® has been in use for more than 50 years and has been used by more than 2.5 million people and 5,000 organizations worldwide, including corporations, not-for-profit organizations, governmental agencies and individuals. The assessment accurately measures social behaviors, underlying expectations of interpersonal and task actions, potential stress reactions to unmet expectations, occupational preferences and organizational strengths.*

