

BIRKMAN

SIGNATURE

REPORT

WHAT'S IN YOUR BIRKMAN REPORT?



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ACTION PLAN

WELCOME

This section provides background information on The Birkman Method® and outlines the purpose and benefits of your Signature Report.

WELCOME



Background

The Birkman Method is a powerful tool that identifies your strengths, behaviors, motivations, and interests.

The Birkman Method is reliable.

This means that the results of the assessment remain relatively stable over time.

The Birkman Method is valid.

This means that statistical studies have been and continue to be conducted to ensure that the assessment measures what is intended.

Purpose

When you have finished reviewing your report you will know more about yourself, what makes you unique, and how this impacts you and those with whom you interact. Being empowered by this information will help you in virtually all parts of your life.

Specific benefits include:

- Learning what interests you at work and at home
- Discovering what behaviors others notice about you
- Articulating your unique strengths and opportunities
- Exploring your career interests with scientifically-backed data

For over **65 years**, The Birkman Method® has been helping people reach further with our unique yet scientific approach to behavioral & occupational assessments. Used by millions of people and the **world's best companies** to:

- > develop leaders
- > improve teamwork
- > explore careers
- > select talent
- > increase sales and productivity

What do you hope to learn from your Birkman Signature Report?

BIRKMAN COLOR KEY



We take these four colors seriously at Birkman. Our use of color becomes shorthand for understanding fundamental differences between people. Below is a breakdown of the significance of each Birkman color.

RED	DOER <p>RED is the Birkman color for people who prefer to make quick decisions and get results. Reds are direct and action-oriented and give full attention to the task at hand. Reds enjoy building, working with their hands, organizing people and projects, solving practical problems, and producing an end product they can see and feel. Reds are objective, energetic, commanding and enjoy team competition. Reds get results through action.</p>	COMMUNICATOR <p>GREEN is the Birkman color for people with a strong desire to communicate and work with people. Every time you see a Green, they are selling, persuading, promoting, motivating, counseling, teaching or working with people to get results. Greens who believe in a product, service or idea can communicate about it with ease and a natural confidence. If you want someone to win friends and influence people, a Green is your person for the job.</p>	GREEN
YELLOW	ANALYZER <p>YELLOW is the Birkman color for people who love working with processes, details, definitions and rules. Yellows enjoy doing careful and detailed calculations, scheduling, recordkeeping, and establishing systematic procedures. They are usually comfortable with numbers, place a high priority on being fair, and are cautious and thorough in analysis. Yellows are task-oriented and often prefer indirect communication methods including forms, rules and regulations. If you need to get organized, find a Yellow.</p>	THINKER <p>BLUE is the Birkman color for the concept and idea person. Blues love innovation, being creative and long-term planning. They enjoy abstract thinking and discovering new ways to solve problems. Blues thrive on generating fresh ideas and coming up with the most viable solutions for the problem at hand. Blues tend to be introspective, and while they love originality and innovation, they may need to be around other creative individuals to trigger the spark.</p>	BLUE

YOUR BIRKMAN MAP

Your Birkman Map[®] provides an aerial view of who you are and allows you to see how and where you fit into the big picture.

BIRKMAN MAP



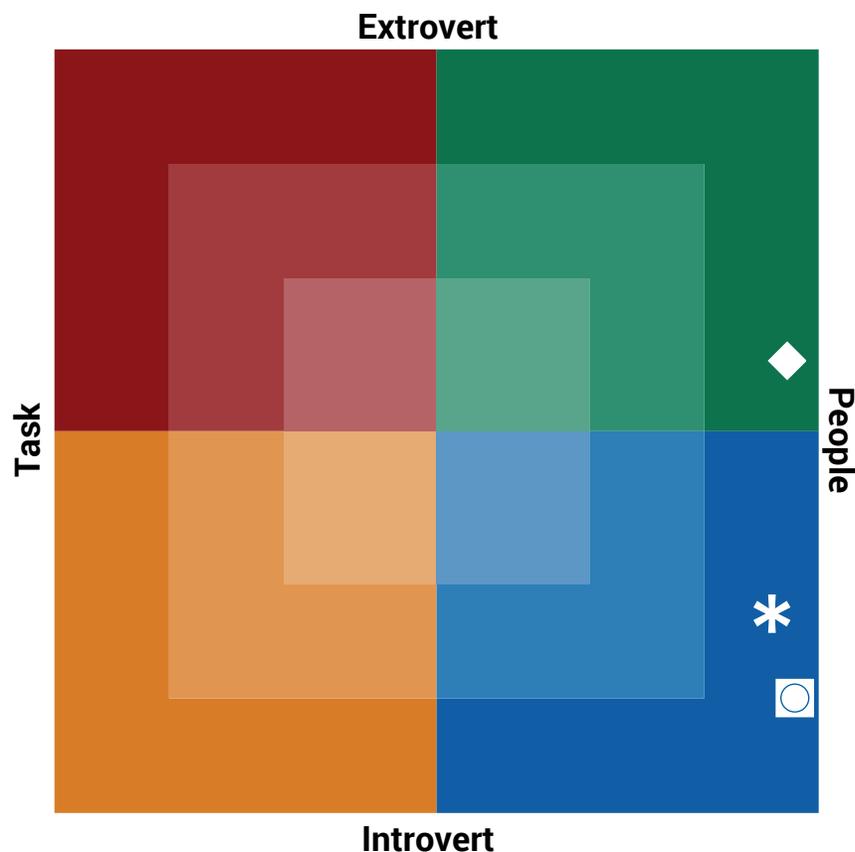
The Symbols on your Birkman Map identify who you are on two key dimensions. The placement of the symbol within a color quadrant represents the degree to which you display similarities to that color quadrant. The left and the right sides of the map (horizontal axis) represent your preference for dealing with tasks or people. The top and the bottom (vertical axis) represent whether you are more extroverted or introverted in your style.

 **INTERESTS** - The Asterisk represents what you like to do and where you gravitate in terms of activities you enjoy.

 **USUAL BEHAVIOR** - The Diamond represents how you usually behave. These are your strengths, and they compose your best, most productive style. This is how other people see you. Usual Behavior is how you act when your Needs have been met.

 **NEEDS** - The Circle represents how you need to be or expect to be treated by other people and your environment. Needs often remain hidden or invisible to others.

 **STRESS BEHAVIOR** - The Square represents your frustrated behavior. This is your reactive, unproductive style. Stress Behavior is how you act when your Needs have not been met for an extended period of time. You may see some of the challenges you face arise here.



BIRKMAN MAP



EXPLANATION OF YOUR INTERESTS (THE ASTERISK) *

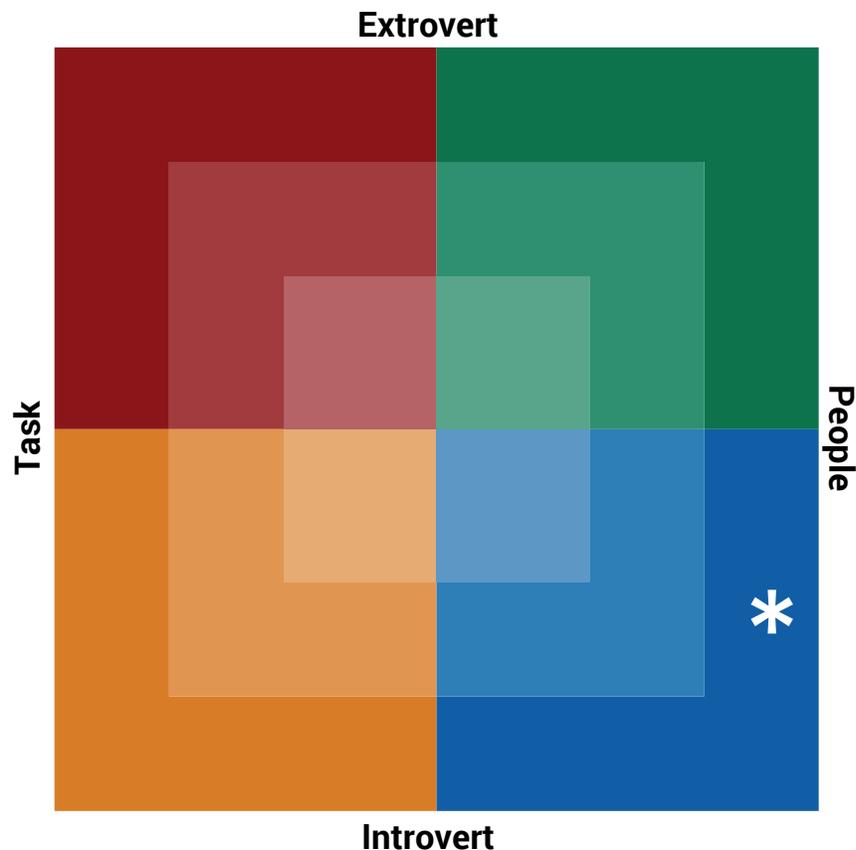
The kinds of activities you prefer are described by the Asterisk. Your Asterisk is in the BLUE quadrant. You enjoy creative activities.

Interests in the BLUE quadrant include:

- planning
- dealing with abstraction
- thinking of new approaches
- innovating
- working with ideas

Your Asterisk shows that you like to:

- innovate or create
- plan how to do things
- consider the future
- create new approaches
- look at things theoretically



BIRKMAN MAP



EXPLANATION OF YOUR USUAL BEHAVIOR (THE DIAMOND)

The productive way you set about your tasks is described by the Diamond. Your Diamond is in the GREEN quadrant, but it is also fairly close to the Blue quadrant. When you are working effectively, you are generally persuasive and insightful.

Usual Behaviors in the GREEN quadrant include being:

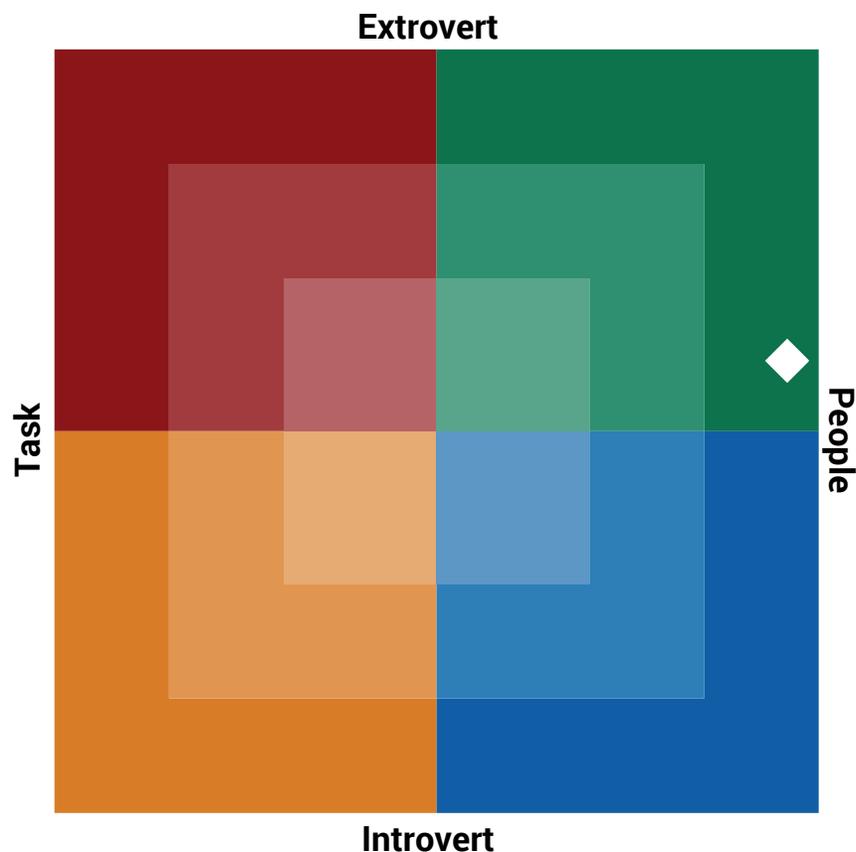
- competitive
- assertive
- flexible
- enthusiastic about new things

Your Diamond shows that you are usually:

- responsive and independent
- flexible and enthusiastic

Your Diamond shows that you also tend to be:

- selectively sociable
- thoughtful
- optimistic



BIRKMAN MAP



EXPLANATION OF YOUR NEEDS (THE CIRCLE)

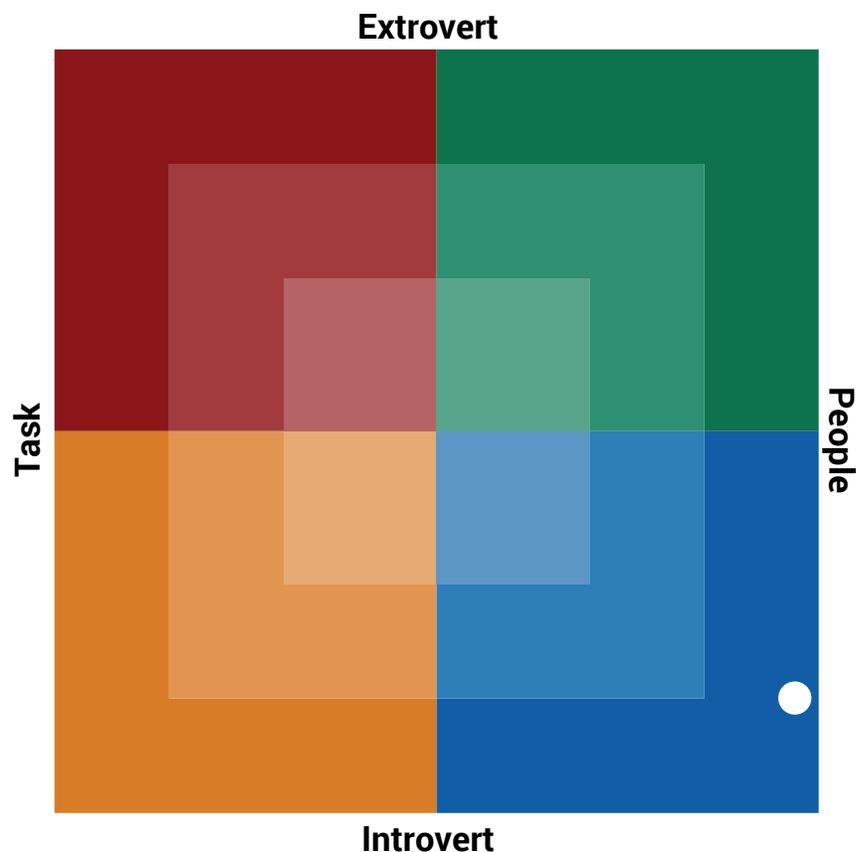
The support you need to develop your Usual Behavior is described by the Circle. Your Circle is in the BLUE quadrant. To be most effective, you respond best to people who are reflective and creative.

Those with Needs in the BLUE quadrant want others to:

- offer individual support
- encourage expression of feelings
- allow time for reflection
- give time for difficult decisions

Your Circle shows you are most comfortable when people around you:

- show they appreciate you
- are interested in feelings as well as logic
- give you time for complex decisions
- give you time alone or with one or two others
- don't over-schedule you





EXPLANATION OF YOUR STRESS BEHAVIOR (THE SQUARE)

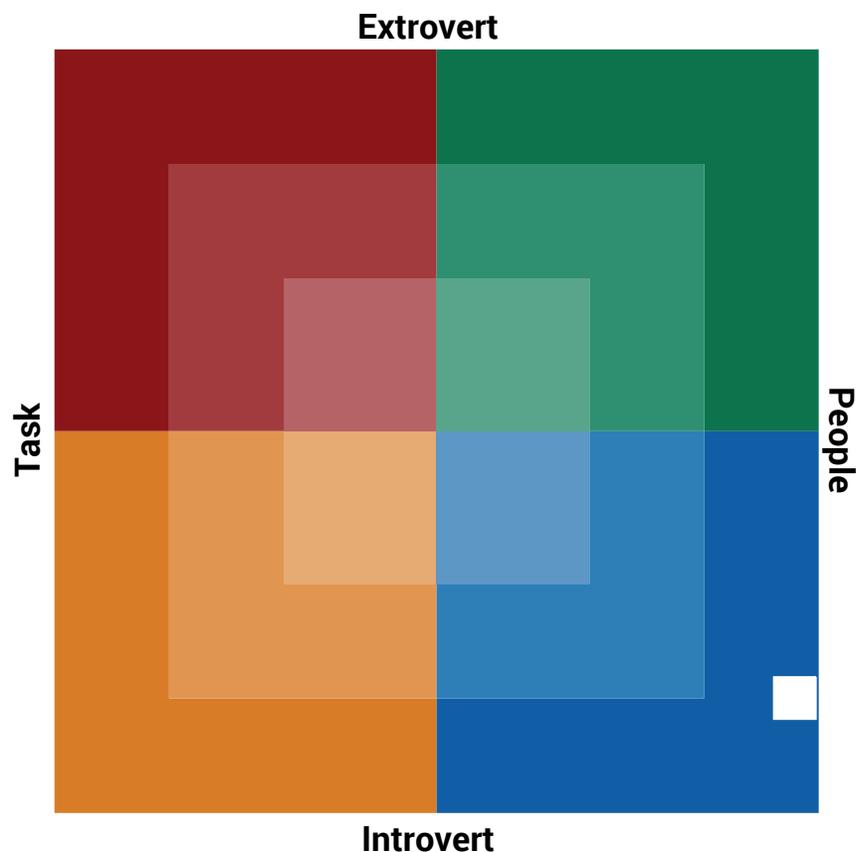
Your Stress Behavior is described by the Square. Your Square is in the BLUE quadrant. When people don't deal with you the way your needs suggest, you are likely to become self-critical and hesitant.

Those with Stress Behaviors in the BLUE quadrant:

- ignore social convention
- become indecisive
- find it hard to act
- see the worst possibilities

Your Square shows that under stress you may become:

- withdrawing
- fatigued
- indecisive
- pessimistic
- overly sensitive to criticism



YOUR INTERESTS

This section looks at your interests. High scores indicate activities you enjoy. Low scores indicate areas you would prefer to avoid. Interests do not always translate to skill but do represent important motivators.

BIRKMAN INTERESTS



LITERARY

Appreciation for language

Activities include:

Writing, reading, editing



MUSICAL

Playing, singing or listening to music

Activities include:

Attending concerts, collecting and appreciating music

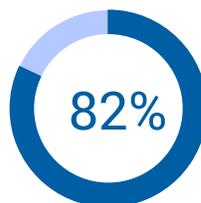


PERSUASIVE

Persuading, motivating, selling

Activities include:

Debating, influencing, promoting



ARTISTIC

Creation, appreciation for arts, aesthetics

Activities include:

Painting, appreciating art, designing

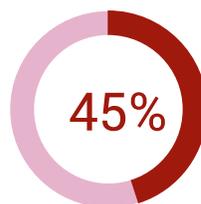


SOCIAL SERVICE

Helping, advocating for people

Activities include:

Teaching, counseling, volunteering

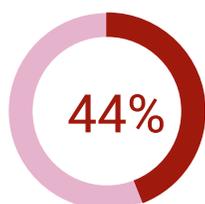


TECHNICAL

Hands-on work with technology and machinery

Activities include:

Programming, assembling, using gadgets

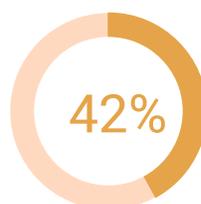


SCIENTIFIC

Research, analysis, intellectual curiosity

Activities include:

Investigating, exploring medicine, experimenting

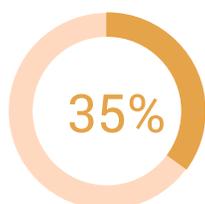


ADMINISTRATIVE

Systems, order and reliability

Activities include:

System tracking, record keeping, categorizing

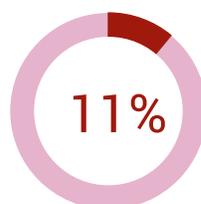


NUMERICAL

Working with numbers and data

Activities include:

Accounting, investing, analyzing



OUTDOOR

Work in an outdoor environment

Activities include:

Being outdoors, farming, gardening

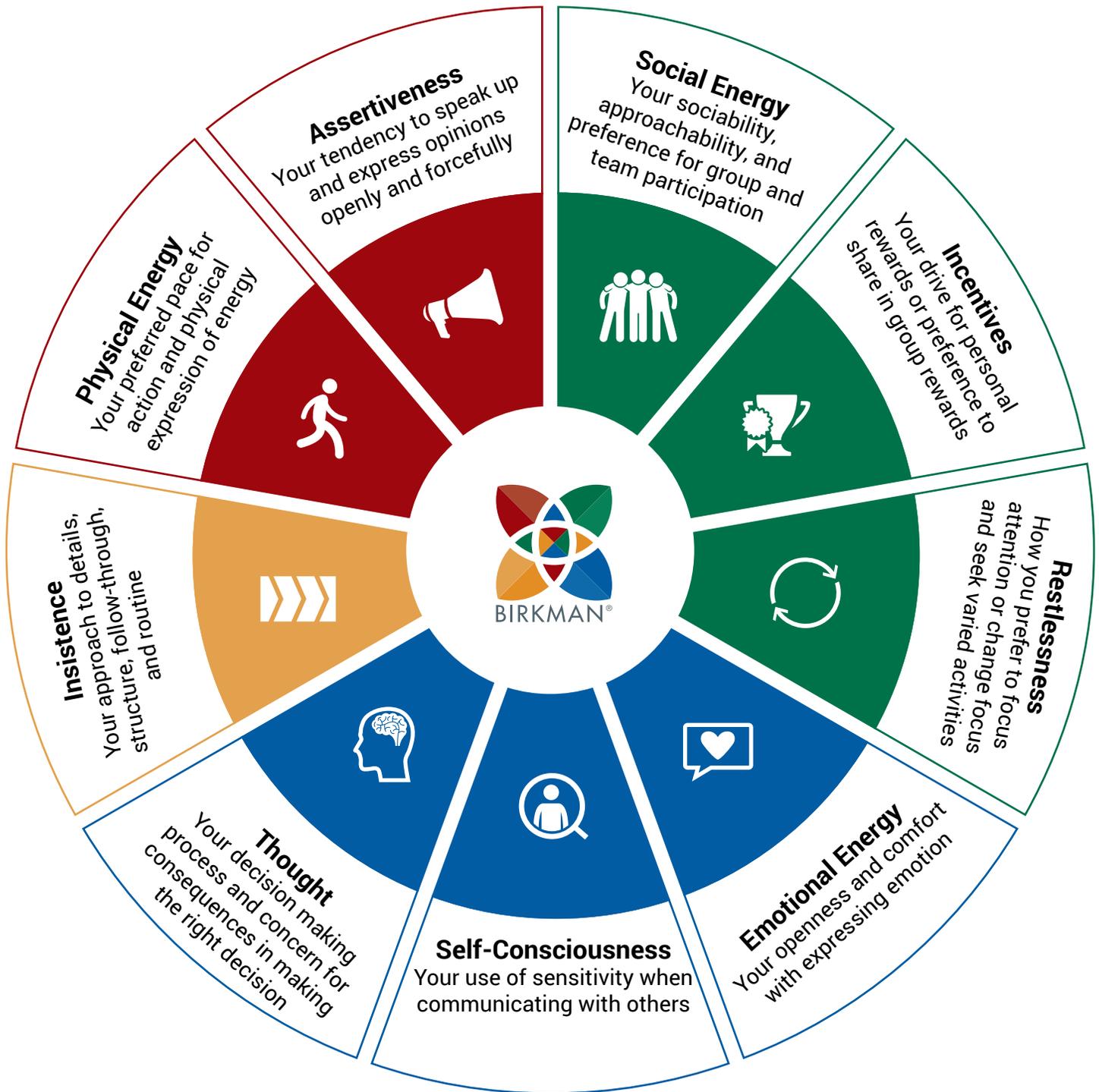
YOUR BEHAVIORS

This section takes an in-depth look at how you behave and what makes you tick. This section will also explore how you are likely to react when you find yourself in stressful situations.

BIRKMAN COMPONENTS



Birkman measures nine components of personality.



BIRKMAN COMPONENT DASHBOARD



Social Energy

Usual	Needs
99	38



Physical Energy

Usual	Needs
54	6



Emotional Energy

Usual	Needs
75	97



Self-Consciousness

Usual	Needs
21	94



Assertiveness

Usual	Needs
81	51



Insistence

Usual	Needs
42	7



Incentives

Usual	Needs
34	92



Restlessness

Usual	Needs
96	90



Thought

Usual	Needs
74	99

USUAL, NEEDS & STRESS



SOCIAL ENERGY

Your sociability, approachability, and preference for group and team participation

Your natural friendliness toward others keeps you interested and involved in the activities of groups. As a rule, you are accepting of people and are at ease in most social situations. Genuine social awareness is one of your real strengths.

Usual Behavior:

- sociable
- communicative
- at ease in groups

Needs:

However, it is necessary for you to have a reasonable amount of time to spend by yourself or in the company of one or two other people. A balance of group and private activities is best, as this allows you to maintain your sense of well-being.

Causes of Stress:

Too much time spent on solitary activities can result in feelings of loneliness; but you may also find yourself anxious to relieve the pressure of continuous social or group activities.

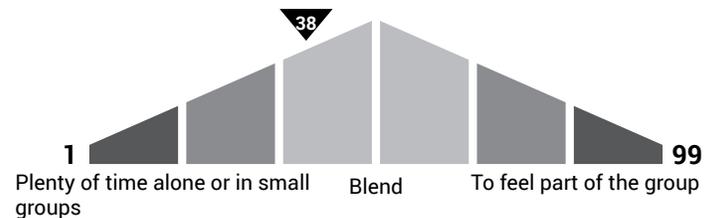
Possible Stress Reactions When Needs Are Not Met:

- withdrawal
- over-eagerness to please the group

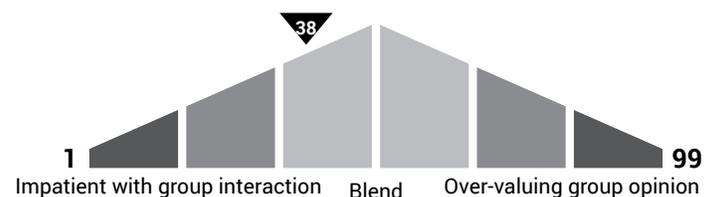
Usual Behavior



Needs



Stress Behavior



USUAL, NEEDS & STRESS



PHYSICAL ENERGY

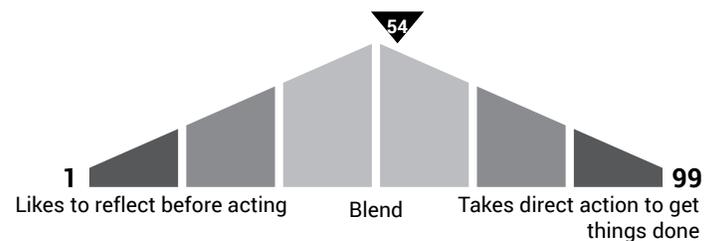
Your preferred pace for action and physical expression of energy

You view yourself as having an above average supply of energy and act accordingly. However, you usually do not jump into things without some prior thought, but at the same time realize that accomplishment comes only through action.

Usual Behavior:

- enthusiastic while conserving energy
- balance of vigor and thought
- active and reflective in combination

Usual Behavior



Needs:

A schedule that is relaxed and flexible provides you with the greatest opportunity to exercise your natural abilities. You need plenty of time for reflective thought before taking action.

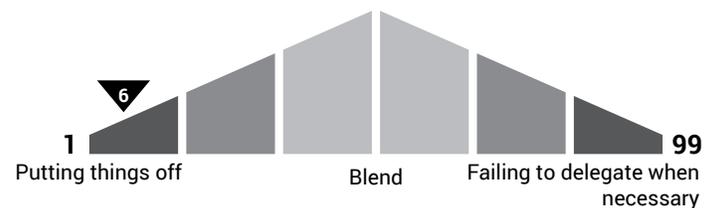
Needs



Causes of Stress:

The pressure of a heavy schedule which doesn't allow you the time you need for thinking and planning is likely to result in discouragement and fatigue.

Stress Behavior



Possible Stress Reactions When Needs Are Not Met:

- putting things off
- feeling discouraged
- getting tired

USUAL, NEEDS & STRESS



EMOTIONAL ENERGY

Your openness and comfort with expressing emotion

With your insight into your own and other people's feelings, you have considerable assets in the warmth and sincerity that you display toward others. Recognizing the significance of emotions in people's makeup, you tend to set high expectations.

Usual Behavior:

- genuine in feelings
- sympathetic
- warm and caring

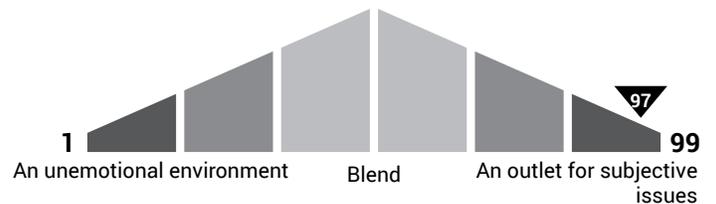
Usual Behavior



Needs:

In the same way, it is important for you to feel the encouragement to express your feelings and work out your emotional responses. Sensing that others are responsive to your feelings helps you maintain an optimistic outlook.

Needs



Causes of Stress:

To the extent to which others treat you with detachment, or seem to be neglectful of your feelings, you are likely to lean even more heavily on subjective attitudes, possibly over-emphasizing the importance of your personal feelings.

Stress Behavior



Possible Stress Reactions When Needs Are Not Met:

- exaggerated moods
- tendency to worry
- feelings of hopelessness

USUAL, NEEDS & STRESS



SELF-CONSCIOUSNESS

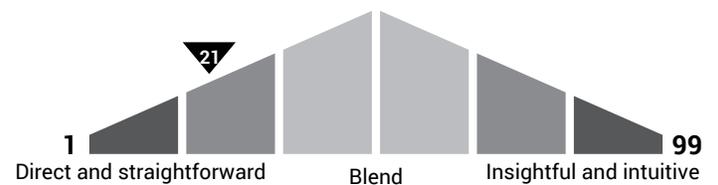
Your use of sensitivity when communicating with others

You project a certain ease and confidence as a result of your ability to be direct and to-the-point. People tend to notice how relaxed and comfortable you are around others.

Usual Behavior:

- frank and direct
- unevasive
- matter-of-fact

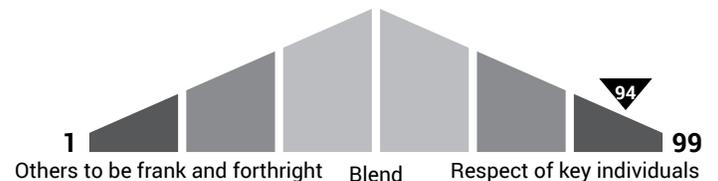
Usual Behavior



Needs:

In contrast to your usual style of behavior, you have an underlying need to feel the genuine respect and appreciation of those who are close to you. You must have ample opportunity to explain and justify your point of view.

Needs



Causes of Stress:

Because your needs are not obvious from your usual behavior, it is easy for others to mistakenly assume that you need to be treated in a frank and direct manner. This may result in your having your feelings hurt on occasion.

Stress Behavior



Possible Stress Reactions When Needs Are Not Met:

- embarrassment
- shyness
- over-sensitivity

USUAL, NEEDS & STRESS



ASSERTIVENESS

Your tendency to speak up and express opinions openly and forcefully

Positions of command and control seem to appeal to you. You derive a sense of satisfaction from giving or carrying out definite clear-cut directions and instructions. You enjoy organizing, initiating and directing your own activities and those of others.

Usual Behavior:

- self-assertive
- enjoys directing others
- seeks to influence and excel

Needs:

While you appreciate authority for its own sake, it is important to you to know that it is being exercised in a fair and effective manner. Apparent weakness in others can bother you just as much as a domineering, overly aggressive approach.

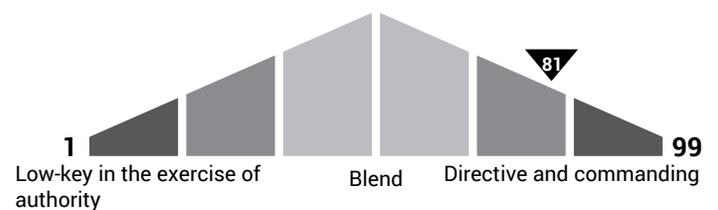
Causes of Stress:

As indicated by the description of your need, you are likely to respond adversely to people who are extreme when handling authority. You can be annoyed by managers who are either weak or very authoritarian.

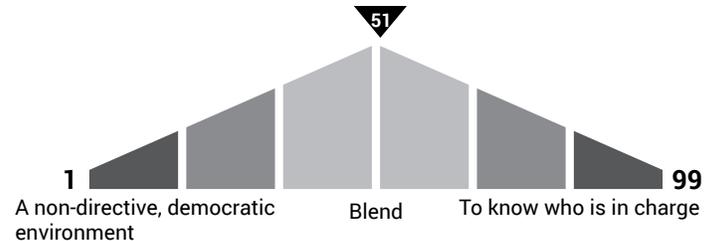
Possible Stress Reactions When Needs Are Not Met:

- lose assertiveness
- becoming argumentative

Usual Behavior



Needs



Stress Behavior



USUAL, NEEDS & STRESS



INSISTENCE

Your approach to details, structure, follow-through, and routine

You indicate a preference for combining organized and systematic methods with a flexibility of approach. This results in an ability to give yourself wholly to new things or to follow the pattern, whichever is appropriate.

Usual Behavior:

- balances structure and flexibility
- combines action and planning
- self-starting, but adaptable

Needs:

The extent to which you introduce system and order into your activities is very much a function of personal freedom. You can apply yourself to routine and repetitive tasks, but it helps for you to see the reason, cause or purpose behind the task.

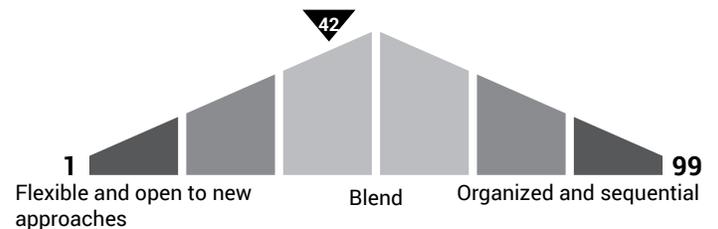
Causes of Stress:

When too much structure is imposed on you, you are likely to feel a loss of control. This in turn can frustrate you, adding to the difficulty of seeing the purpose of your task.

Possible Stress Reactions When Needs Are Not Met:

- resistance to routine
- weakened follow-through
- neglect of order and system

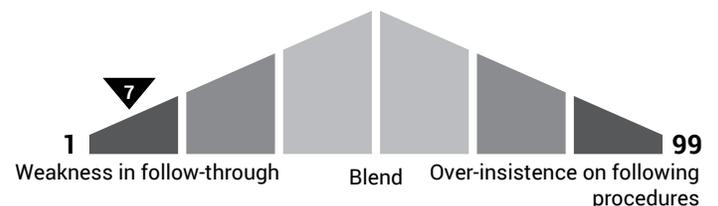
Usual Behavior



Needs



Stress Behavior



USUAL, NEEDS & STRESS



INCENTIVES

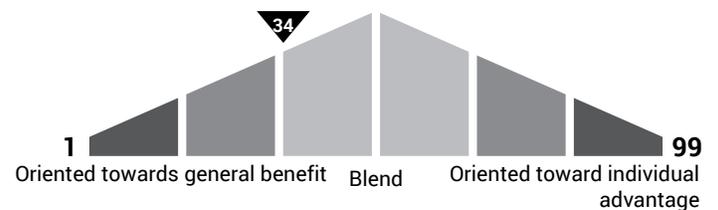
Your drive for personal rewards or preference to share in group rewards

You are to some extent competitive, and can be determined and forceful. These characteristics are definite strengths as you use them in trustful, cooperative and well-meaning ways.

Usual Behavior:

- resourceful but cooperative
- trusting, yet careful
- balances idealism and realism

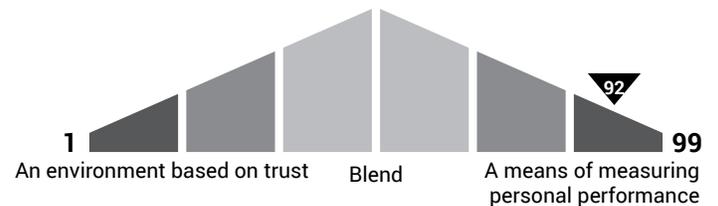
Usual Behavior



Needs:

However, it is clear that you are of the opinion that other people are very competitive and concerned with personal advancement. This implies a need on your part to have your achievements recognized, and to sense a competitive advantage over others.

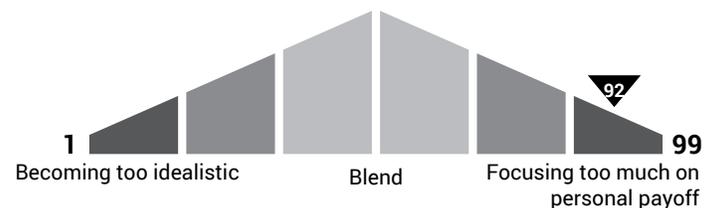
Needs



Causes of Stress:

Being kept informed is vital to maintaining your need for advantage. You can easily become distrustful and opportunistic when you feel that advantage slipping, and you have little patience with the impracticality of extreme idealism.

Stress Behavior



Possible Stress Reactions When Needs Are Not Met:

- over-emphasizing quick success
- becoming opportunistic
- self-promotional attitudes

USUAL, NEEDS & STRESS



RESTLESSNESS

How you prefer to focus attention or change focus and seek varied activities

A sense of novelty and adventure distinguishes the strength you display in your readiness to start new things. You have an above-average resilience to change, an asset which stems from your adaptability to fresh and stimulating activities.

Usual Behavior:

- easy to stimulate
- responsive and attentive
- adaptive

Needs:

In the same way, you respond best to situations and surroundings which offer frequent changes of activity. You get positive reinforcement from an environment that allows you to move around.

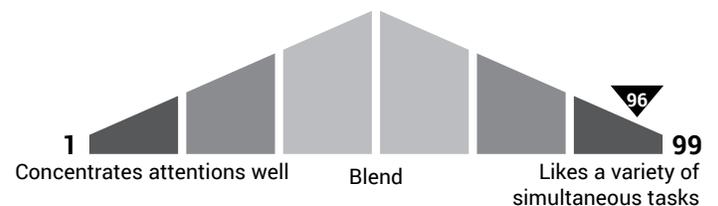
Causes of Stress:

Excessive emphasis on routine can easily put you under pressure. Without the stimulation of novelty and change you are likely to become restless and annoyed.

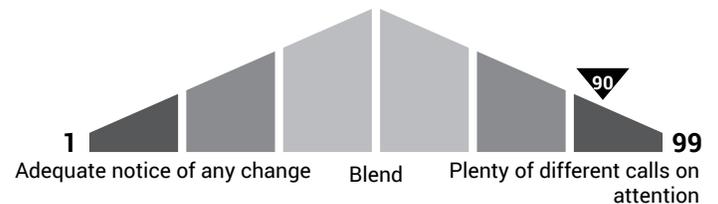
Possible Stress Reactions When Needs Are Not Met:

- annoyance at delays
- problems with self-discipline
- inability to concentrate

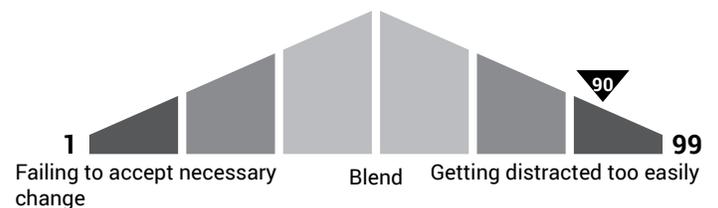
Usual Behavior



Needs



Stress Behavior



USUAL, NEEDS & STRESS



THOUGHT

Your decision making process and concern for consequences in making the right decision

You generally dislike making quick or snap decisions. It is your nature to think things through carefully before acting. You are able to see many shades of gray, and consider the subtle sides of issues that others may miss.

Usual Behavior:

- thoughtful
- reflective
- concerned about consequences

Needs:

It is important for you to have ample time to carry out your thoughtful approach to making decisions - looking carefully at all aspects of issues and considering the consequences of each.

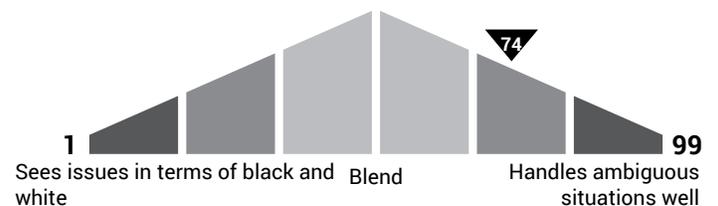
Causes of Stress:

Since you constantly think of other ways that a project could be handled, you may have difficulty coping with a problem in a casual manner. Being pushed to make a decision can make you feel rushed and hurried, leading to feelings of insecurity.

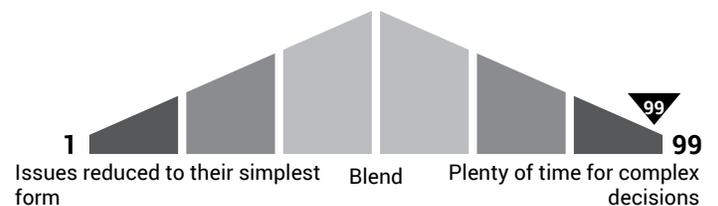
Possible Stress Reactions When Needs Are Not Met:

- indecision
- over-emphasis on future
- negative reaction to quick decisions

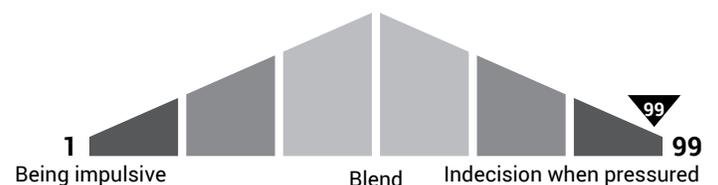
Usual Behavior



Needs



Stress Behavior





YOUR STRENGTHS

Now let's identify the strengths that make you uniquely you. These strengths were generated based on your Birkman Interests scores and Birkman Component scores. Carefully read each statement and check the ones that are most significant to you.

- You like influencing people directly, persuading them to your point of view or training them
- You are interested in the visual appeal of products and services, and may well have an artistic ability of your own
- You like working with the written word, which may involve anything from documentation to the production of marketing materials
- You respond well to sound, and therefore you are interested in music, the spoken word, or any media which have an audio component to them
- You are straightforward and find it fairly easy to speak your mind, even with superiors
- You meet people easily and relate well to others when they are involved in group activities
- You tend to be something of a natural authority figure; you can take charge when there seems to be a lack of leadership
- You understand and relate well to others' feelings, and you are aware of the extent to which these can affect performance both positively and negatively
- You like to have plenty of variety in your work, and to have more than one task to do at a time
- You can handle ambiguous situations well, where the best answer may be less obvious or buried in important details

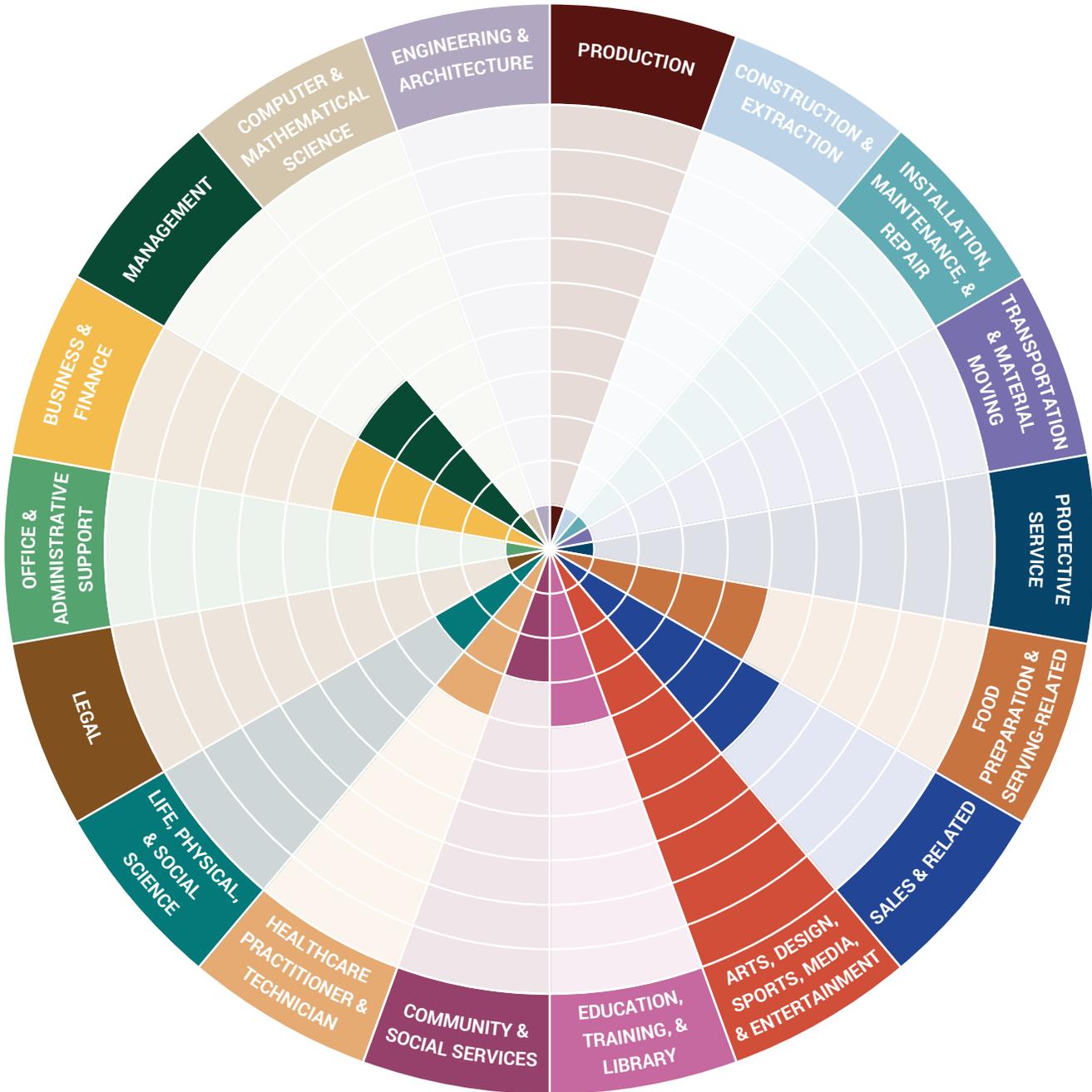
YOUR CAREER EXPLORATION

This section takes the information we have covered thus far and matches your personality profile to career families.

CAREER EXPLORATION OVERVIEW



The Career Exploration Overview is intended to expose you to the in-depth occupational information the Birkman measures. This page displays your strongest career options based upon your scores for Interests, Usual Behavior and Needs. This information will give you a better understanding of yourself and the careers in which you will be most comfortable.



Why might knowing this be helpful to you?

It depends on your career goals. If you are interested in exploring career fields, now or in the future, your Birkman results provide meaningful data around job families you may wish to consider and explore. They are not designed to be a predictor of success nor limit your exploration. Instead, we hope that you may use this data to formulate a deeper understanding of your ideal environments and the jobs you might enjoy.

CAREER EXPLORATION OVERVIEW



This section gives you additional information on the Job Families you most closely match. If you are interested in a more detailed career exploration that includes your match to specific careers, request a copy of your Career Exploration Report from your Birkman Consultant.

Your Top 6 Career Areas to Explore



Arts, Design, Sports, Media, & Entertainment
Creating and/or expressing ideas or demonstrating talents through various media for entertainment, informational, or instructional purposes. Duties may include acting, dancing, singing, designing graphics, operating media equipment, translating text, writing literature, producing/directing movies or plays, public speaking, radio announcing, competing in sporting events, news reporting, among other specific functions within the media.



Sales & Related
Selling goods or services to a wide range of customers across various industries. Duties may include selling retail, appliances, furniture, auto parts, medical services, insurance, real estate, financial or consulting services, securities and commodities, as well as other products/services.



Management
Planning, directing, and coordinating high-level activities within an organization. Duties may include managing personnel, creating budgets, developing and implementing strategies, creating organizational policies, and supervising company operations. These managerial functions are similar in nature across various industries and fields (e.g. engineering, sales, human resources, medical).



Business & Finance
Analyzing and evaluating business/financial information for the purposes of documenting, making recommendations and/or ensuring adherence to business protocol. Duties may include preparing financial reports, developing investment strategies, analyzing general business trends, or assessing risk/liability, to streamline the operations of an organization.



Food Preparation & Serving-Related
Preparing and cooking foods and/or serving patrons in dining establishments or other settings. Duties may include checking food quality, mixing drinks/ingredients, cleaning dishware, taking orders, planning menus, and other food/serving-related functions.



Education, Training, & Library
Teaching/training individuals or groups of people academic, social, or other formative skills using various techniques/methods. Duties may include instructing children, adolescents, adults, individuals with special needs, or other specific samples within a formal or informal setting, creating instructional materials and educational content, and providing necessary learning resources.

YOUR ACTION PLAN

It's time to put your learning into action!
This section allows you to document
your learning and commit to future
goals.

YOUR ACTION PLAN



TIP: You can type in the fields and save this PDF.

After reviewing this profile, what key points or insights did you gain about yourself or others? What might be the most relevant or valuable to you at this time?

What commitments, lessons learned, or areas for further exploration might you have?

Key Insights	Relevant Actions	Dates

What strengths could you build on? What areas could you develop?

Build	Develop

Who would benefit from knowing this information? What content could be most beneficial to share? Do you have a timeline to share these insights?

Who will you share this with?	What will you share?	By when will you do it?

How will you hold yourself accountable in continuing to learn and seek feedback?