

A CUSTOM

BIRKMAN

REPORT SET

THIS REPORT WAS PREPARED FOR:
JANE Q. PUBLIC (D0011F)
DATE PRINTED | January 04 2018



BIRKMAN

SIGNATURE

REPORT

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WHAT'S IN YOUR BIRKMAN REPORT?



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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	<h2>DOER</h2> <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>	<h2>COMMUNICATOR</h2> <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	<h2>ANALYZER</h2> <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>	<h2>THINKER</h2> <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




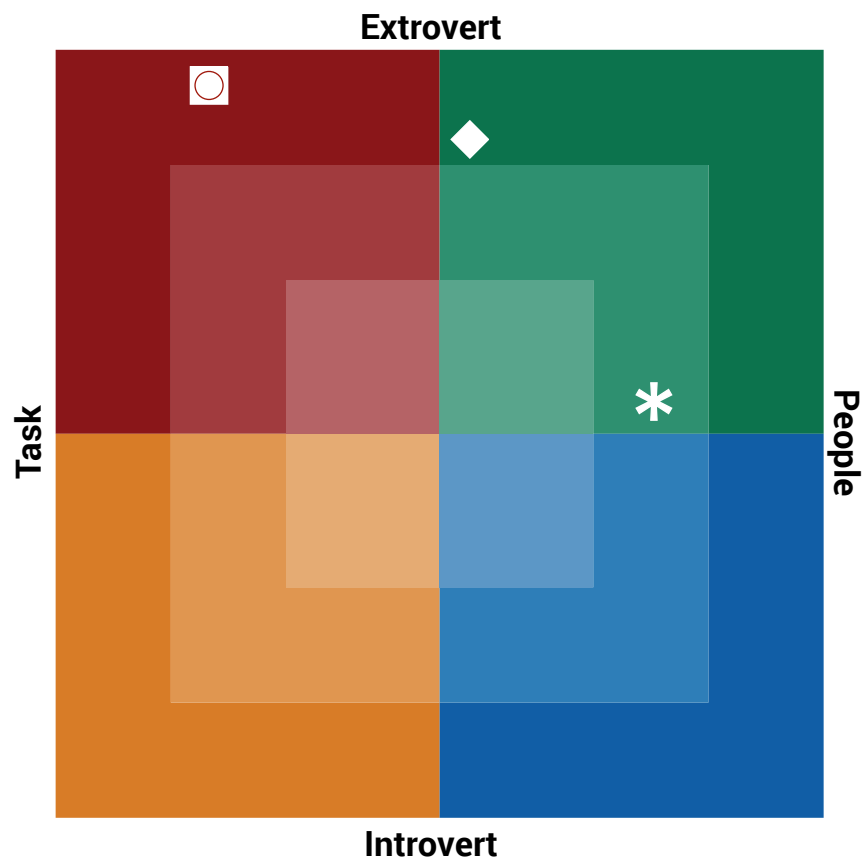
The Symbols on your Birkman Map identify who you are on two key dimensions. The placement of the symbol within a color quadrant represents the degree to which you display similarities to that color quadrant. The left and the right sides of the map (horizontal axis) represent your preference for dealing 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.





EXPLANATION OF YOUR INTERESTS (THE ASTERISK) *

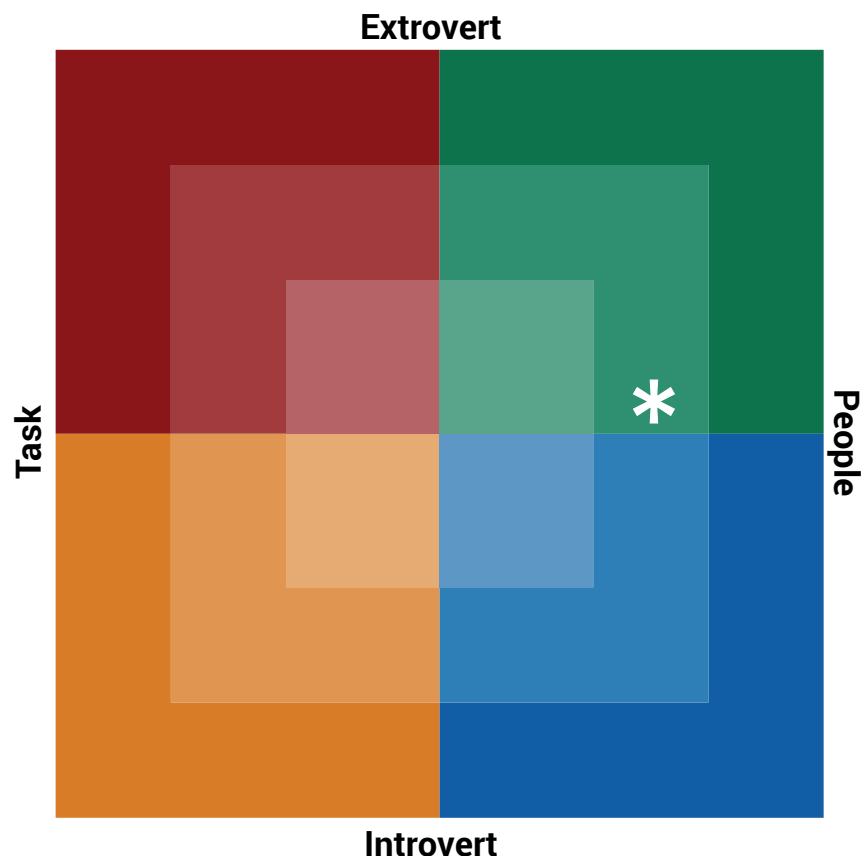
The kinds of activities you prefer are described by the Asterisk. Your Asterisk is in the GREEN quadrant, but it is fairly close to the Blue quadrant. You probably enjoy people-centered activities, but you like to combine these with tasks involving theorizing, planning or creating new ways of doing things.

Interests in the GREEN quadrant include:

- selling and promoting
- persuading
- motivating people
- counseling or teaching
- working with people

Your Asterisk shows that you like to:

- sell or promote
- persuade, counsel or teach
- combine these activities with innovative or creative new approaches
- build agreement, while also considering the views of others
- influence people





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 also lies fairly close to the Red quadrant. When you are working effectively, you prefer to be assertive and direct.

Usual Behaviors in the GREEN quadrant include being:

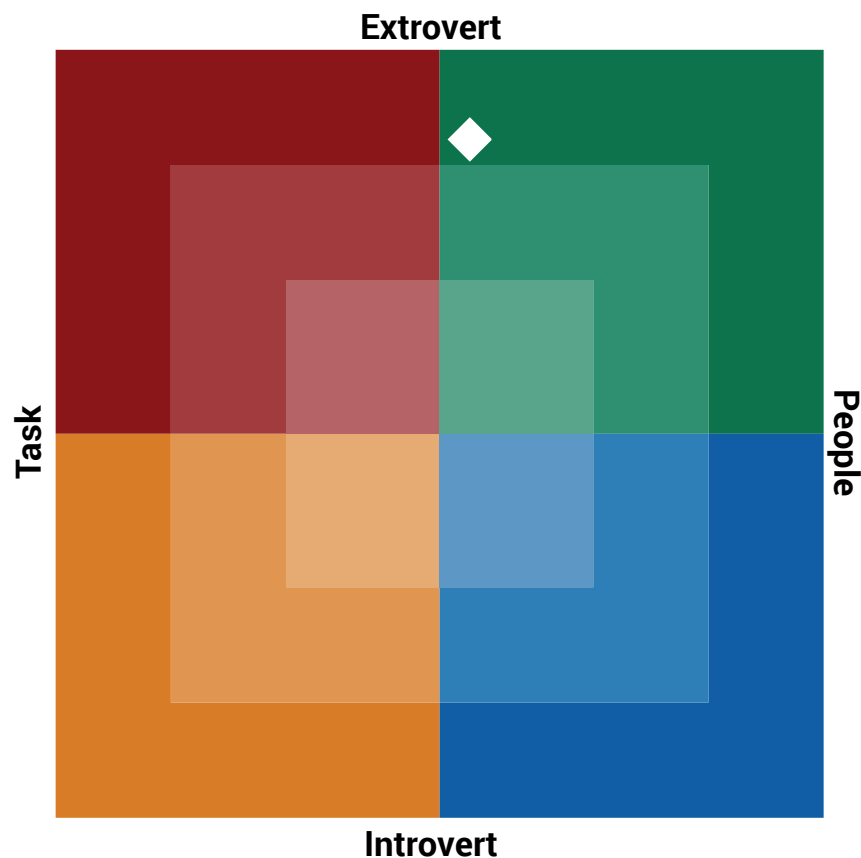
- competitive
- assertive
- flexible
- enthusiastic about new things

Your Diamond shows that you are usually:

- enthusiastic and flexible
- assertive and competitive

Your Diamond shows that you also tend to be:

- logical and objective
- energetic
- direct and open





EXPLANATION OF YOUR NEEDS (THE CIRCLE) ●

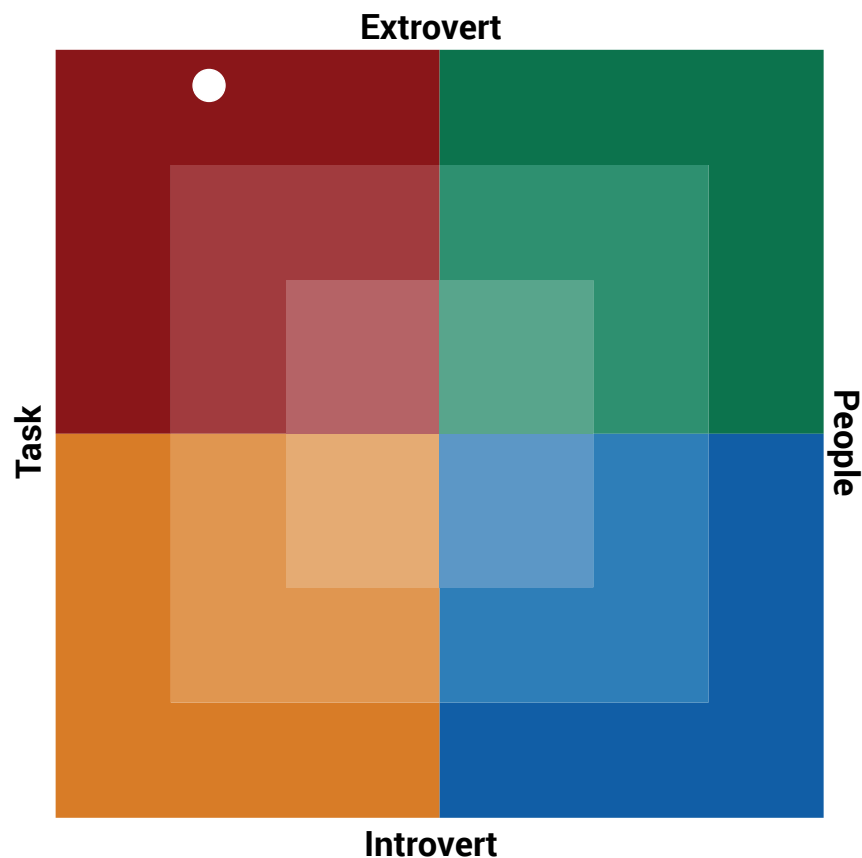
The support you need to develop your Usual Behavior is described by the Circle. Your Circle is in the RED quadrant. To be most effective, you respond best to people who are objective and decisive.

Those with Needs in the RED quadrant want others to:

- encourage group interaction
- offer clear-cut situations
- give plenty to do
- be direct and logical

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

- are friendly
- give you plenty to do
- are direct when they talk to you
- are objective and rational
- give you clear-cut decisions to make





EXPLANATION OF YOUR STRESS BEHAVIOR (THE SQUARE)

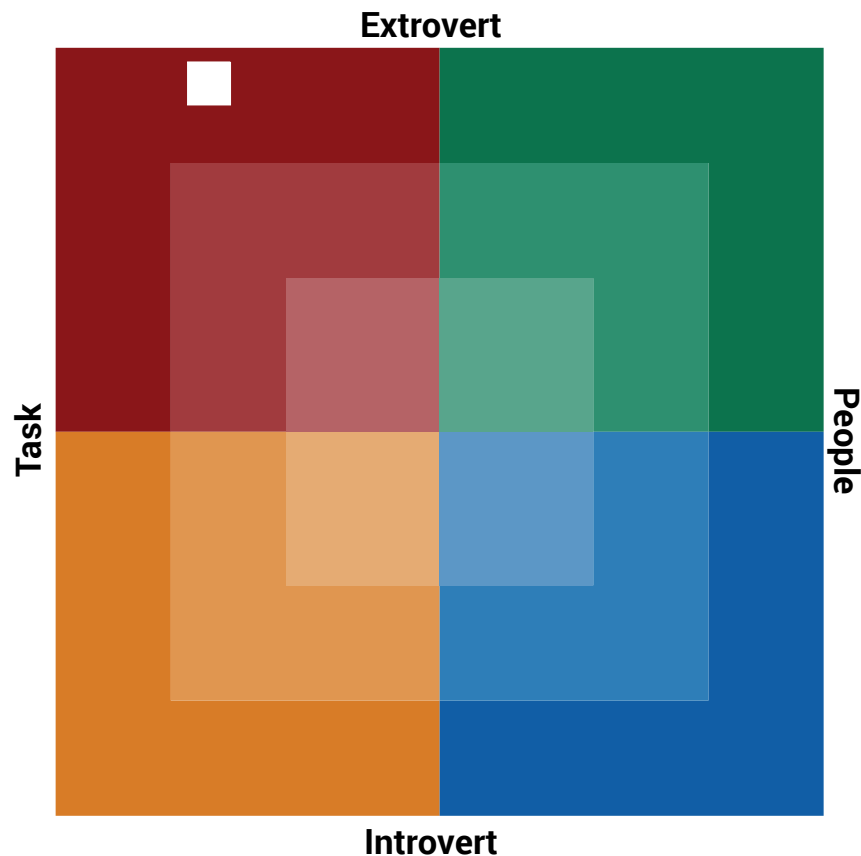
Your Stress Behavior is described by the Square. Your Square is in the RED quadrant. When people don't deal with you the way your needs suggest, you may become impatient and demanding.

Those with Stress Behaviors in the RED quadrant:

- find it hard to give individual support
- become impatient
- are "busy" for the sake of it
- dismiss others' feelings

Your Square shows that under stress you may become:

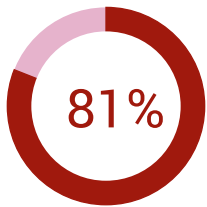
- too oriented towards "people" and too little oriented towards individuals
- busy for the sake of it
- insensitive
- impulsive
- restless



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

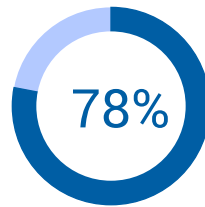


SCIENTIFIC

Research, analysis, intellectual curiosity

Activities include:

Investigating, exploring medicine, experimenting

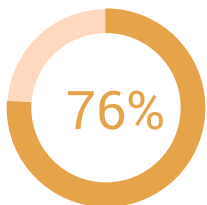


LITERARY

Appreciation for language

Activities include:

Writing, reading, editing

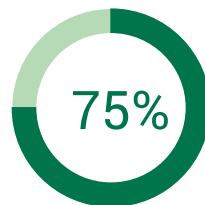


NUMERICAL

Working with numbers and data

Activities include:

Accounting, investing, analyzing

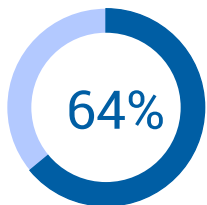


SOCIAL SERVICE

Helping, advocating for people

Activities include:

Teaching, counseling, volunteering

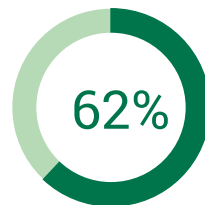


MUSICAL

Playing, singing or listening to music

Activities include:

Attending concerts, collecting and appreciating music

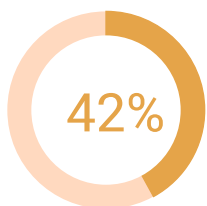


PERSUASIVE

Persuading, motivating, selling

Activities include:

Debating, influencing, promoting

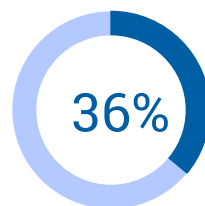


ADMINISTRATIVE

Systems, order and reliability

Activities include:

System tracking, record keeping, categorizing

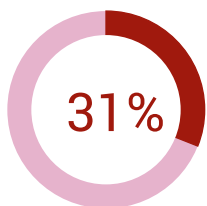


ARTISTIC

Creation, appreciation for arts, aesthetics

Activities include:

Painting, appreciating art, designing

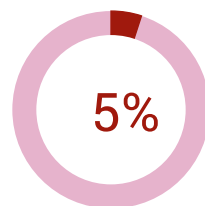


OUTDOOR

Work in an outdoor environment

Activities include:

Being outdoors, farming, gardening



TECHNICAL

Hands-on work with technology and machinery

Activities include:

Programming, assembling, using gadgets

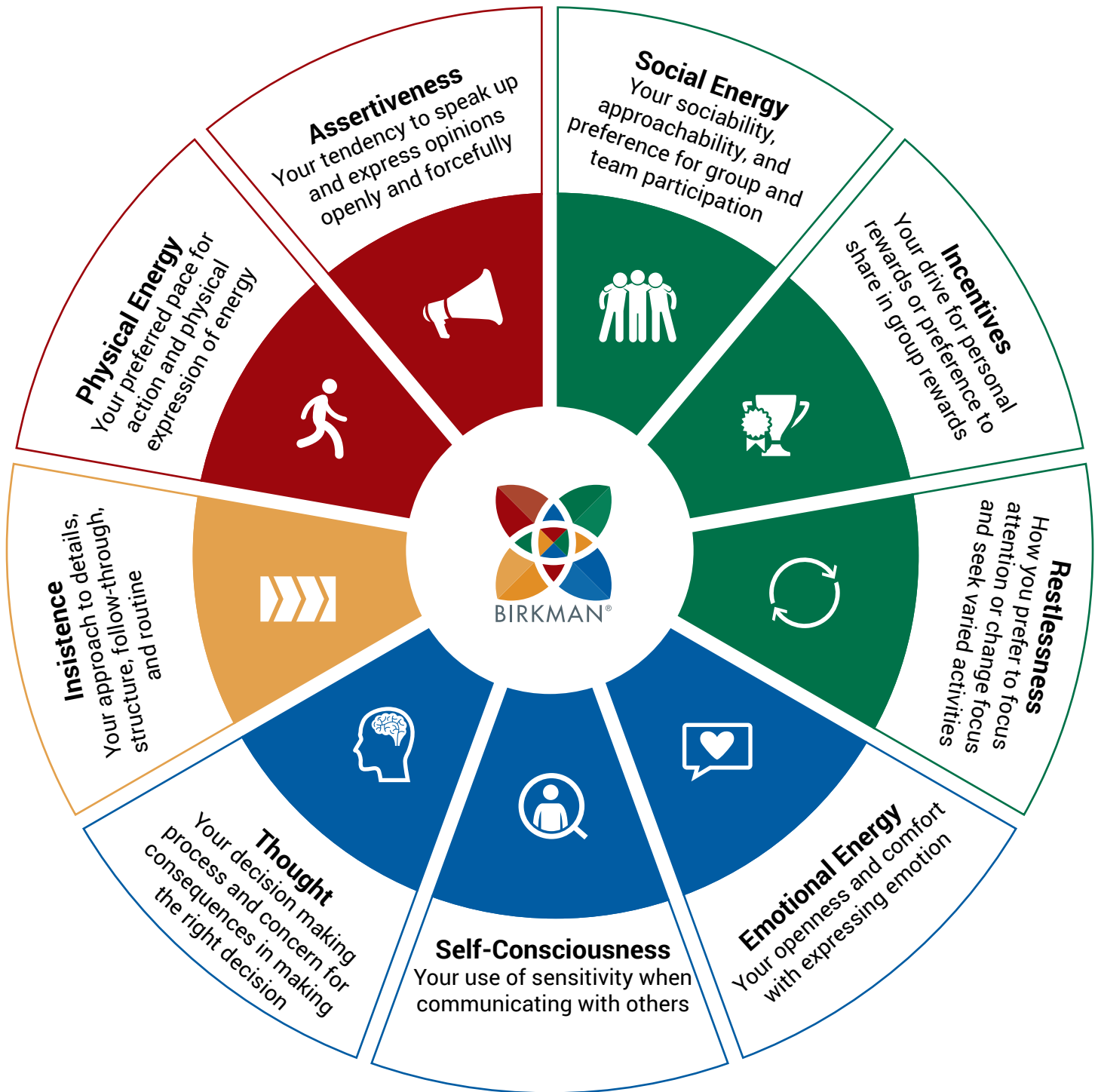
YOUR BEHAVIORS

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.

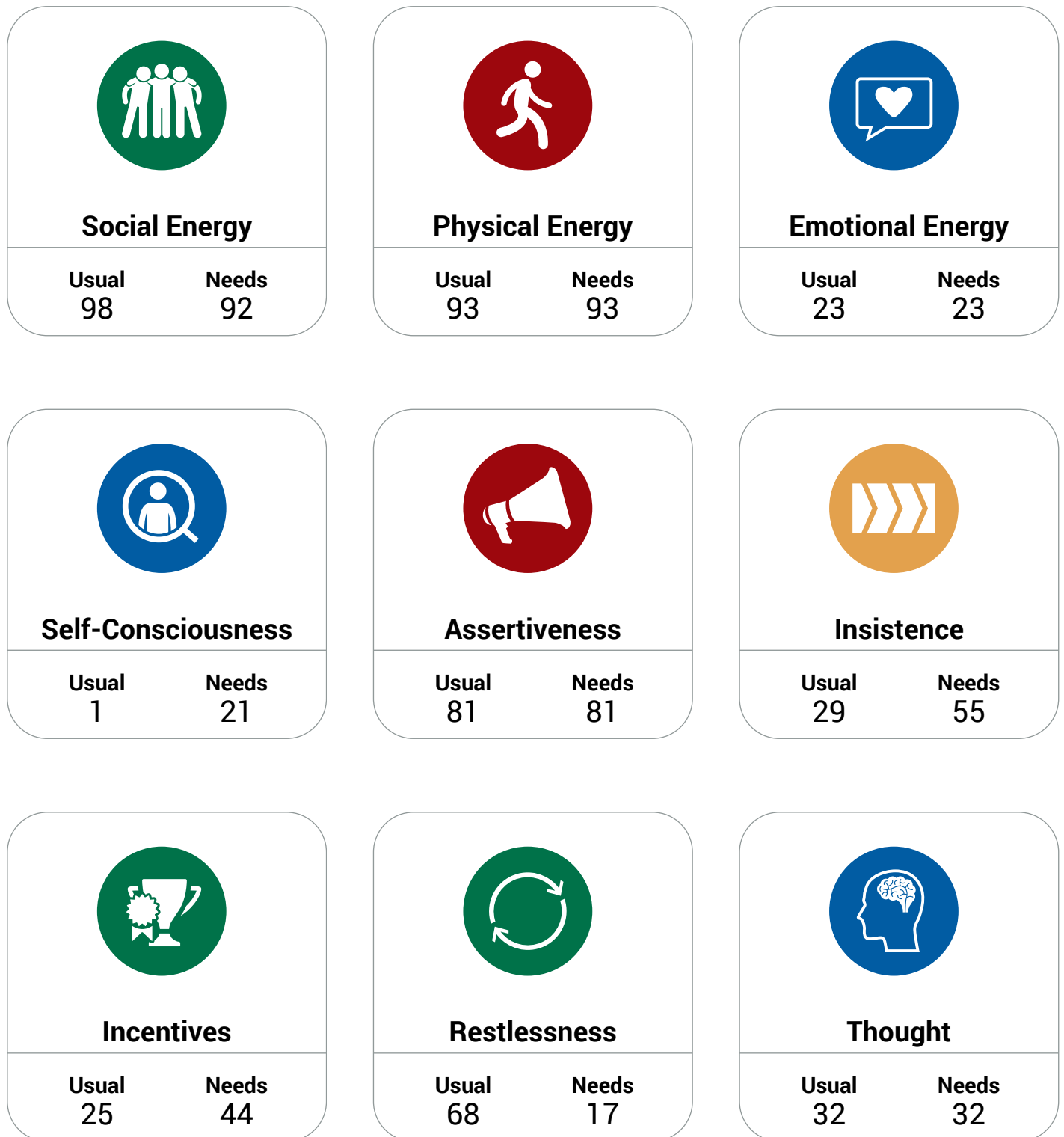
BIRKMAN COMPONENTS



Birkman measures nine components of personality.



BIRKMAN COMPONENT DASHBOARD



USUAL, NEEDS & STRESS



SOCIAL ENERGY

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

A desire to please motivates you to seek the most pleasant way of getting along with others. You have a genuinely warm and friendly nature, which helps you to meet people easily and enjoy group-based activities.

Usual Behavior:

- communicative and sociable
- at ease with groups
- pleasant and outgoing

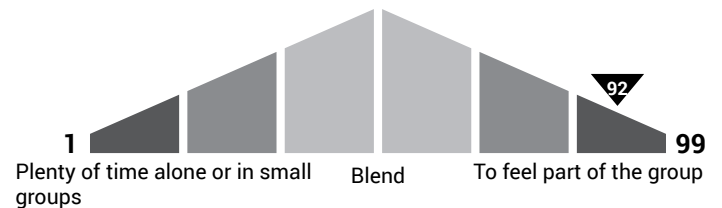
Usual Behavior



Needs:

Your orientation toward group activities suggests a strong need for approval and acceptance. This need is best met in an environment that emphasizes group involvement, and by having a broad circle of friends and acquaintances.

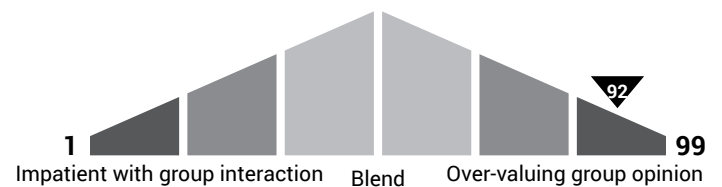
Needs



Causes of Stress:

When you feel that the genuine support of friends or groups is lacking, you can respond adversely by striving too hard to please other people. You can be swayed too easily by the opinion of others.

Stress Behavior



Possible Stress Reactions When Needs Are Not Met:

- social anxiety
- desire for group approval
- avoidance of close personal ties

USUAL, NEEDS & STRESS



PHYSICAL ENERGY

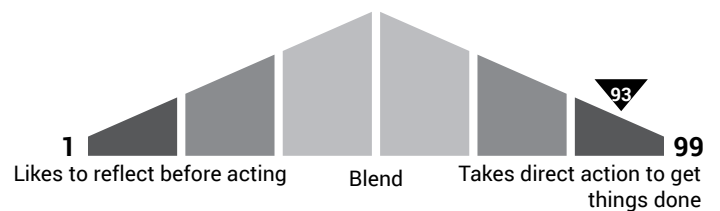
Your preferred pace for action and physical expression of energy

You have a valuable asset in your naturally high energy level. You enjoy being active, possibly even for long periods of time. This gives you the added benefit of being able to summon reserves of energy when your schedule demands it.

Usual Behavior:

- vigorous and persuasive
- enthusiastic
- energetic

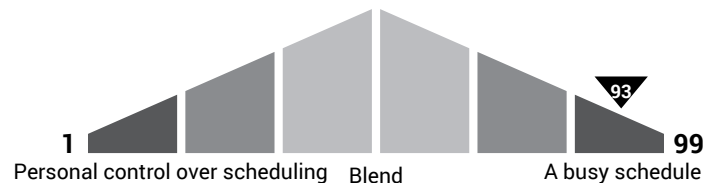
Usual Behavior



Needs:

The stimulus of having many definite things to do and opportunities to be physically active provide the best arena in which to exercise your energetic enthusiasm. You respond well to situations that require immediate and direct action.

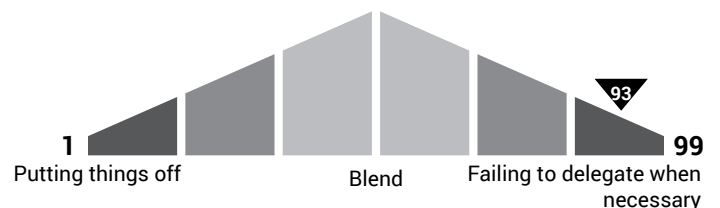
Needs



Causes of Stress:

Extended periods of inactivity are likely to bother you, possibly generating restless tension as a result of your pent-up energy.

Stress Behavior



Possible Stress Reactions When Needs Are Not Met:

- restless tension
- over-emphasis on action
- spending energies ineffectually

USUAL, NEEDS & STRESS



EMOTIONAL ENERGY

Your openness and comfort with expressing emotion

You are primarily objective and practical in your outlook. Your empathy toward others diminishes rapidly when you perceive they are taking no steps to help themselves. You prefer to keep your emotions in check.

Usual Behavior:

- objective
- practical
- logical

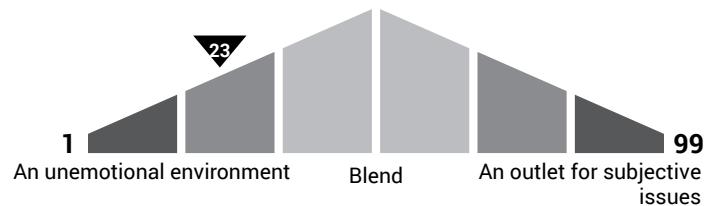
Usual Behavior



Needs:

You feel most at ease in surroundings that emphasize the practical side of things and have an appeal to logic. You need to be treated by others in a low-key, unemotional manner.

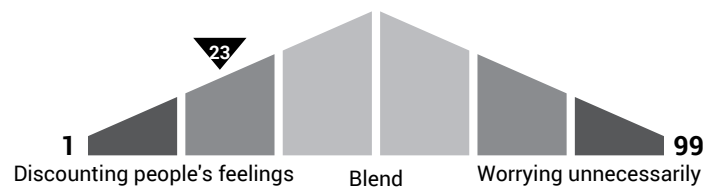
Needs



Causes of Stress:

It is difficult for you to understand the motivations of people who get carried away with emotion. When feelings and emotions seem to be clouding the issue, you are likely to respond by trying to minimize those feelings.

Stress Behavior



Possible Stress Reactions When Needs Are Not Met:

- insensitivity to feelings
- overly definite opinions
- over-concern for the practical

USUAL, NEEDS & STRESS



SELF-CONSCIOUSNESS

Your use of sensitivity when communicating with others

Your natural tendency is to be direct and straightforward in your personal relationships. Objectivity and frankness are among the considerable assets resulting from your ability to minimize self-conscious feelings.

Usual Behavior:

- unevasive
- matter-of-fact
- frank and open

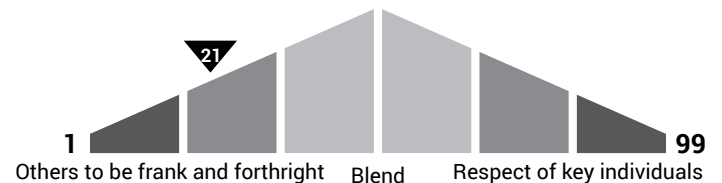
Usual Behavior



Needs:

In the same way, you are most comfortable when others are frank and direct toward you. When being praised, you need to feel that the compliment is genuine and free of sentiment.

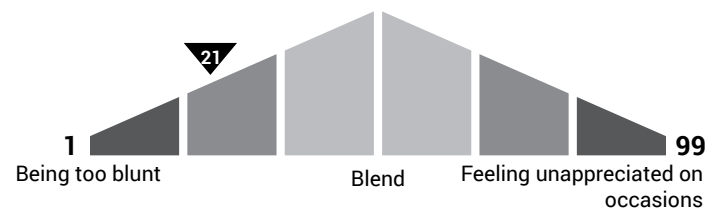
Needs



Causes of Stress:

In the presence of shyness or evasiveness you are likely to feel uncomfortable. You do not respond well to subtlety from others, making it sometimes difficult for you to recognize their personal needs and feelings.

Stress Behavior



Possible Stress Reactions When Needs Are Not Met:

- reduced concern for others
- detachment
- tactless statements

USUAL, NEEDS & STRESS



ASSERTIVENESS

Your tendency to speak up and express opinions openly and forcefully

You show a healthy respect for established authority, whether verbal or in the form of formal procedure and control. It is relatively easy for you to take charge and direct activities, and see to it that pre-arranged plans are executed.

Usual Behavior:

- self-assertive
- seeks to influence and excel
- enjoys exercising authority

Needs:

From others, you need personal and clear instructions as to what they expect to have done. You respect people who appear to you to be natural authority figures, and expect them to enforce strictly the boundaries of authority.

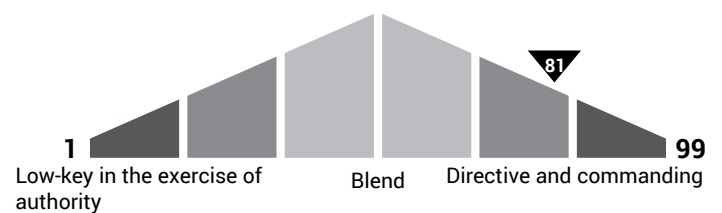
Causes of Stress:

You can easily lose your respect for those in positions of authority when it seems that they are having difficulty showing strength. Your morale and enthusiasm suffer in these situations.

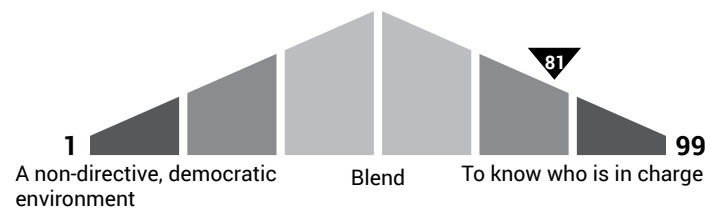
Possible Stress Reactions When Needs Are Not Met:

- provocative statements
- undue assertiveness
- becoming bossy or domineering

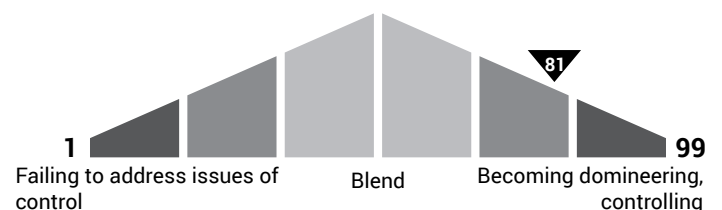
Usual Behavior



Needs



Stress Behavior



USUAL, NEEDS & STRESS



INSISTENCE

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

You see yourself as being much more of a self-starter than most other people. You enjoy the stimulus of new ideas and activities, and depend to a large extent on your own initiative rather than existing procedures and patterns.

Usual Behavior:

- flexible
- ready to start new things
- takes initiative easily

Needs:

This impression implies that your strengths can be enhanced when applied against a background that is orderly and systematic. In other words, you need a framework that is reasonably organized and structured.

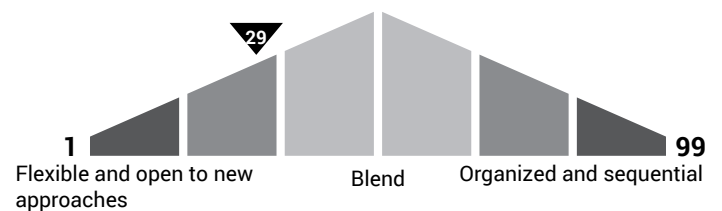
Causes of Stress:

Familiar and scheduled activities provide the framework around which you exercise your flexibility. As this begins to weaken, so will your initiative and flexibility. You are likely to over-generalize and leave things to the last minute.

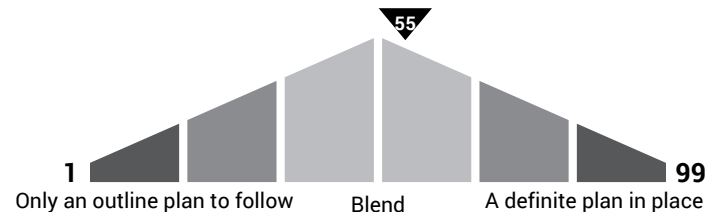
Possible Stress Reactions When Needs Are Not Met:

- resistance to routine
- neglect of detail
- procrastination

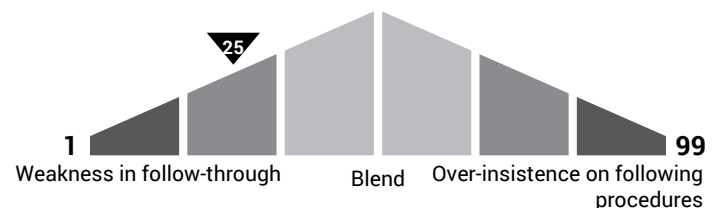
Usual Behavior



Needs



Stress Behavior



USUAL, NEEDS & STRESS



INCENTIVES

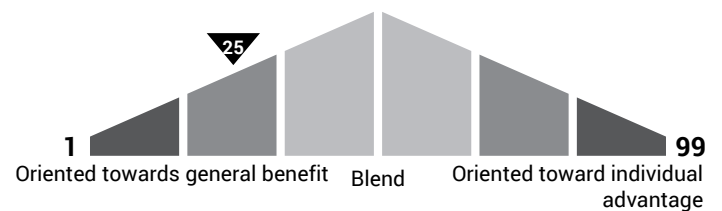
Your drive for personal rewards or preference to share in group rewards

As a predominantly idealistic person, you value cooperative effort and the concepts of trust, loyalty and team spirit. You can think and reason in terms of intangible benefits, and prefer to minimize face-to-face, competitive rivalry.

Usual Behavior:

- trustful
- loyal
- service-oriented

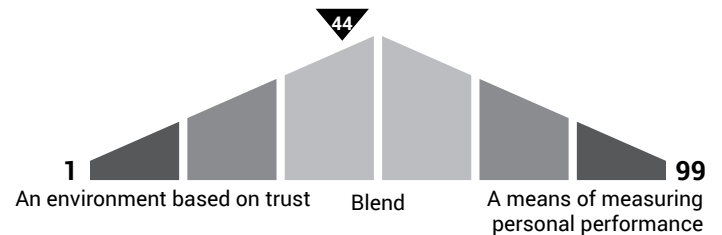
Usual Behavior



Needs:

Underneath, you expect a certain amount of competition, and need some reassurance concerning your personal advancement. While you value team effort, it is good for you to receive recognition for individual effort.

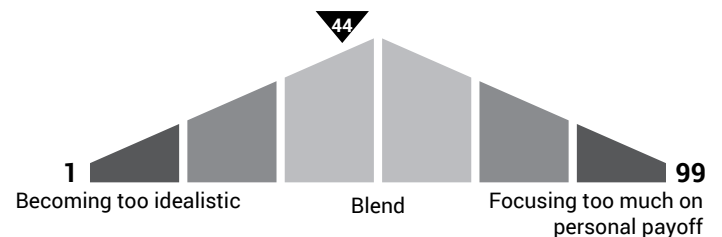
Needs



Causes of Stress:

Your respectful attitudes can complicate matters when you are involved in face-to-face conflicts, since your feelings and opinions are stronger than they appear to be. Also, you can find others who are opportunistic or unrealistic a source of discomfort.

Stress Behavior



Possible Stress Reactions When Needs Are Not Met:

- becoming distrustful
- becoming impractical

USUAL, NEEDS & STRESS



RESTLESSNESS

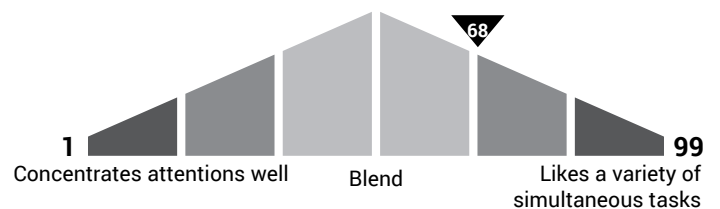
How you prefer to focus attention or change focus and seek varied activities

Novelty and adventure stimulate you, as you are always alert to start new things. You find it easy to adapt to changes, and will even effect change from time to time to alleviate boredom.

Usual Behavior:

- takes changes in stride
- responsive and attentive
- adaptive

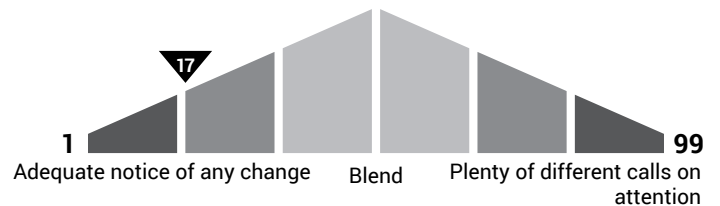
Usual Behavior



Needs:

However, your environment must allow you the freedom of choice in order for you to get maximum benefit from your strengths. You are at your best in surroundings that encourage individual initiative so that you can determine your own routine.

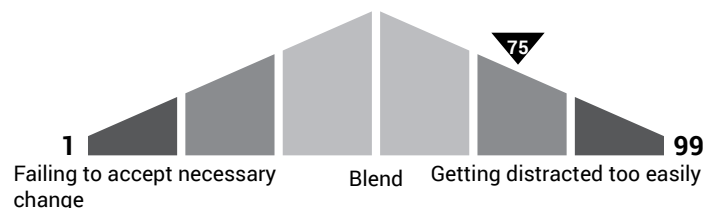
Needs



Causes of Stress:

Changes which are unexpectedly forced upon you may cause you to respond adversely. The flexibility which characterizes your strength may become a handicap under these conditions.

Stress Behavior



Possible Stress Reactions When Needs Are Not Met:

- difficulty controlling restlessness
- concentration problems
- annoyance at delays

USUAL, NEEDS & STRESS



THOUGHT

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

You usually make decisions with a minimum of hesitation and prefer to get right to the important issues. It is your nature to reflect quickly and with confidence, and to give opinions and evaluations decisively.

Usual Behavior:

- matter-of-fact
- direct and to-the-point
- decisive

Needs:

However, your life and work situations should involve a minimum of ambiguity, and offer special opportunities to take immediate action or form quick judgments. You need quick and decisive solutions from others.

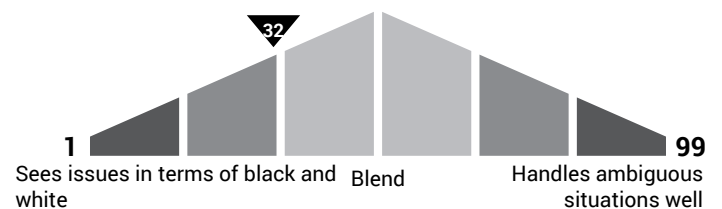
Causes of Stress:

When waiting for an answer or a decision from someone else, you can become frustrated and unrealistic, grasping too quickly for a definite answer or a clear-cut solution. Under stress you tend to worry about the consequences of your decisions.

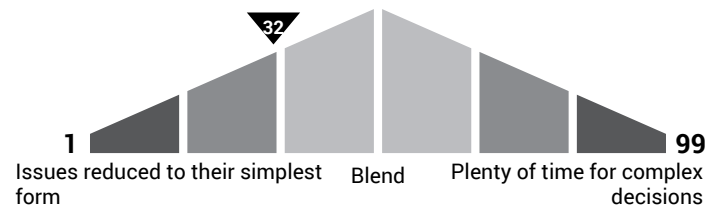
Possible Stress Reactions When Needs Are Not Met:

- fear of making mistakes
- becoming unsure of self
- tendency to delay decisions

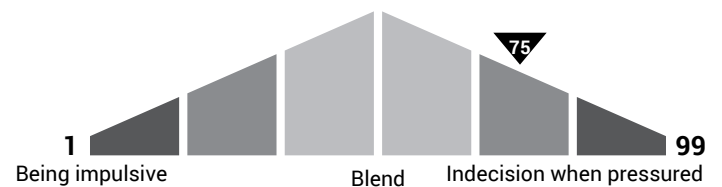
Usual Behavior



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 enjoy and can be effective at helping other people and making their lives better or more productive
- You like investigating situations – often in a research or trouble-shooting capacity
- You enjoy working with numbers, or being involved with tasks that involve the use or manipulation of numbers
- You like working with the written word, which may involve anything from documentation to the production of marketing materials
- 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 can think outside the box, and you are not necessarily constrained by "how things ought to be done"
- You tend to be something of a natural authority figure; you can take charge when there seems to be a lack of leadership
- You appreciate an environment where everyone wins together
- You have a high energy level, and like to be busy doing things rather than thinking about them
- You are generally logical and objective, able to get to the heart of the problem faster than people who are more emotional than you are

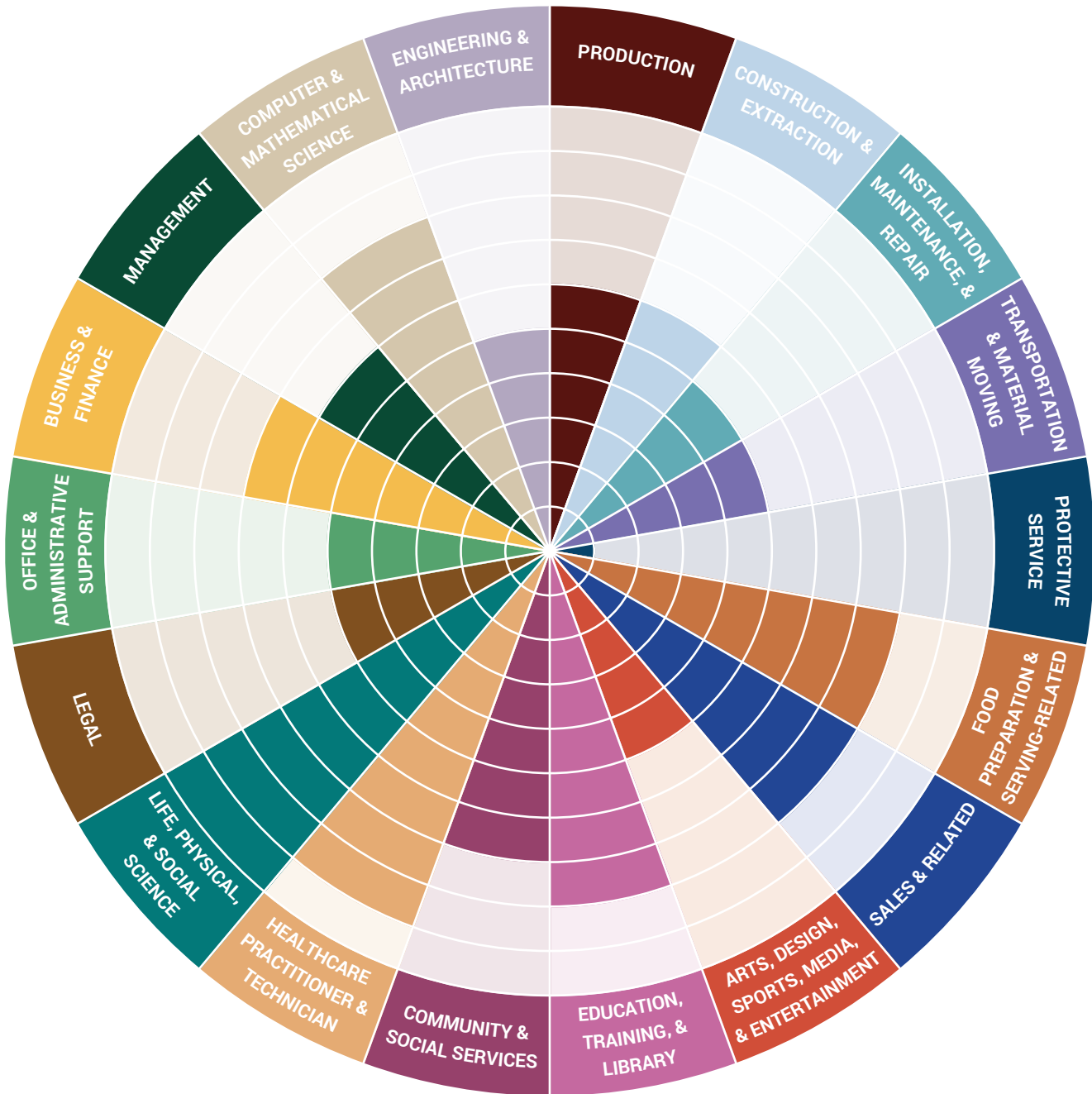
YOUR CAREER EXPLORATION

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




Life, Physical, & Social Science
Applying scientific knowledge and expertise to specific life, physical, or social science domains. Duties may include researching, collecting/analyzing qualitative and quantitative data, conducting experimental studies, devising methods to apply laws and theories to industry and other fields (e.g., mental health, agriculture, chemistry, meteorology, plant and animal life, human behavior and culture).




Healthcare Practitioner & Technician
Providing medical care and treatment in an effort to achieve optimal mental and physical patient well-being. Duties may include assessing patient health, diagnosing illnesses, performing surgery, prescribing medication, implementing prevention strategies, conducting/reviewing laboratory diagnostics, and supervising medical support staff. Most of these occupations require a graduate education.




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.



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.



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.



Computer & Mathematical Science
Designing, developing, and maintaining databases, software, hardware, networks, and other information/logic systems. Duties may include collecting/organizing data, computer programming, providing technical support, web design, and configuring communication systems, among other data-driven functions.

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?

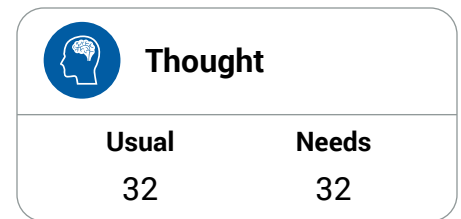
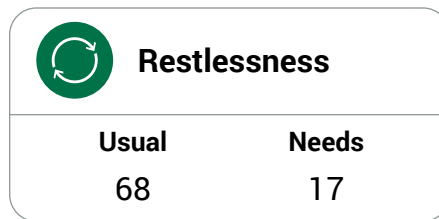
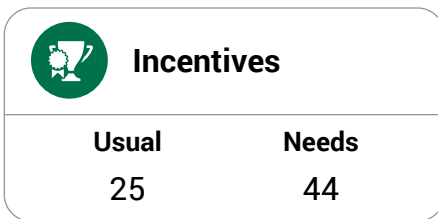
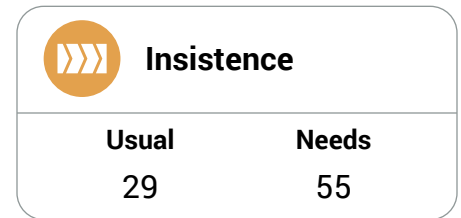
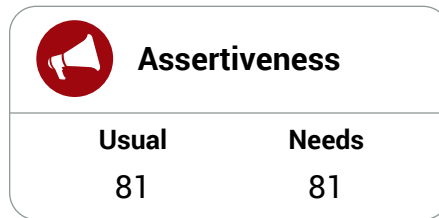
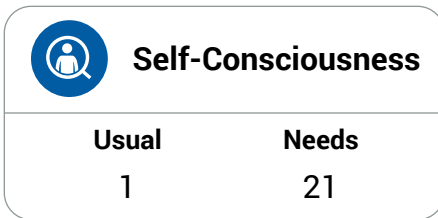
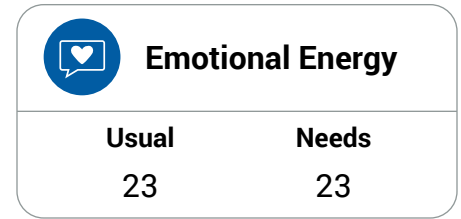
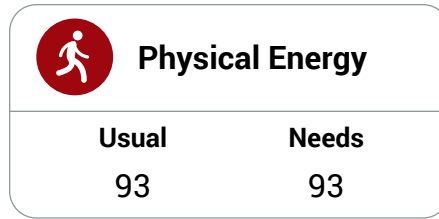
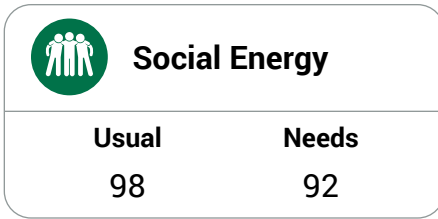
Who will you share this with?	What will you share?	By when will you do it?

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

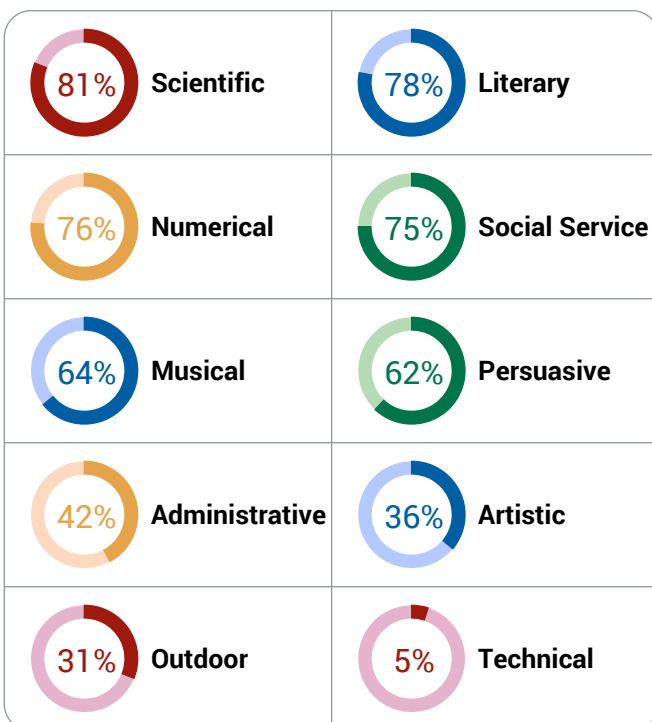
SIGNATURE SUMMARY



BIRKMAN COMPONENTS



BIRKMAN INTERESTS



BIRKMAN MAP

