



Model of The Birkman Method®



What is The Birkman Method®

An online assessment measuring and reporting 2 *behavioral* dimensions and 2 *motivational* dimensions:

Behavioral

1. **Usual Style** - your effective behavioral style for dealing with relationships and tasks.
2. **Stress Behavior** - your ineffective style for dealing with relationships and tasks.

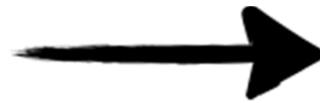
Motivational

1. **Motivational Interests** - the tasks and activities you prefer and enjoy.
2. **Motivational Needs** - your expectations and preferences for how relationships and situations will be governed.

NOTE: the 4 domains above are supported by over 30 specific scale measures produced by The Birkman Method and available through the more advanced reporting provided from Birkman International.

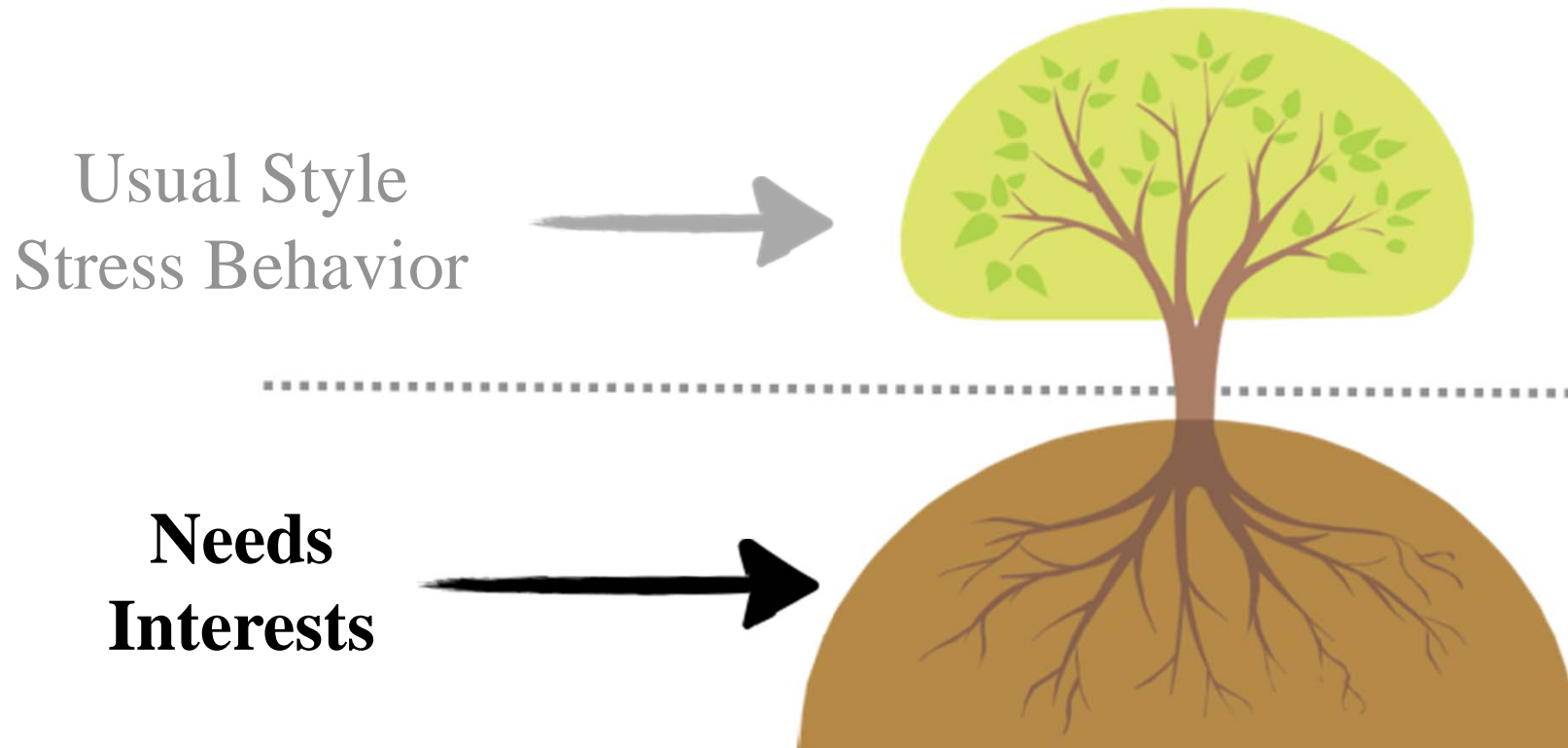
Behavioral Dimensions

**Usual Style
Stress Behavior**



- ✓ Observable to others
- ✓ Experienced by others
- ✓ How others will typically describe you

Motivational Dimensions



- ✓ Not observable
- ✓ Not directly experienced by others
- ✓ What drives your behavior, your actions (Usual) and reactions (Stress)

A Social Psychology Model (“Lewin’s Equation”)

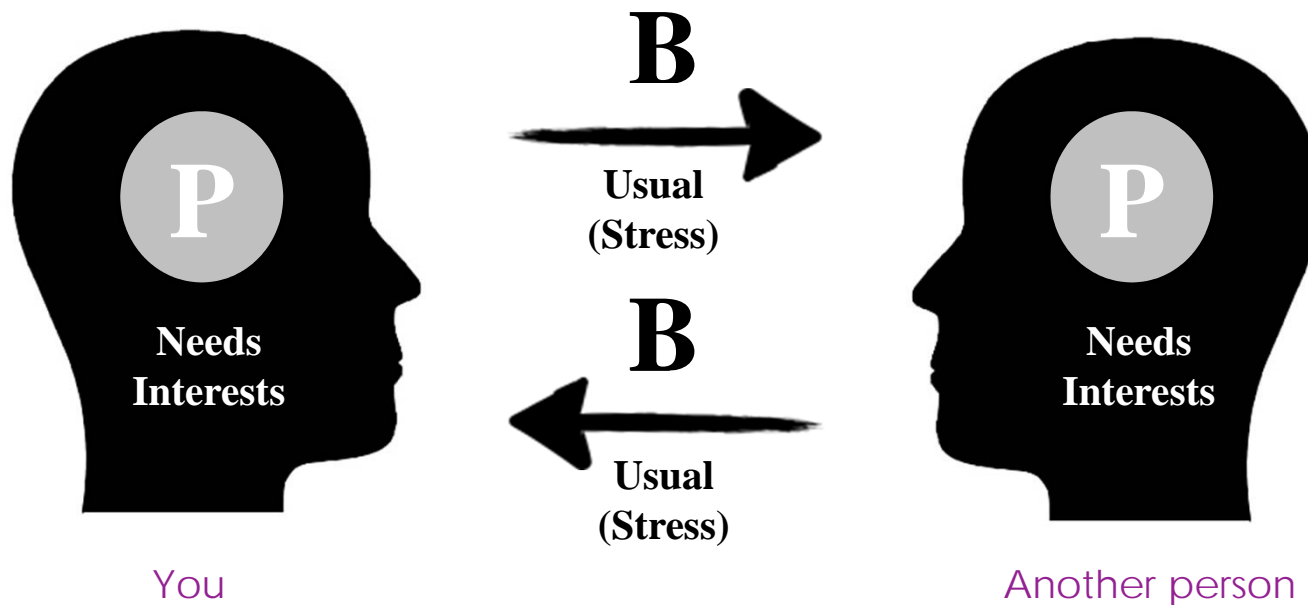
$$\mathbf{B} = f(\mathbf{P}/\mathbf{E})$$

“Behavior is a function of the Person and his/her interaction with the Environment.”

- B** Usual Style, Stress Behavior
- P** Needs, Interests
- E** Events and people around the person

Simple Example of “Lewin’s Equation”

$$\text{Behavior} = f(\text{Person} / \text{Environment})$$



Your behavior will influence another person...and your influence will result in a behavior back from them.

Motivational Interests *

1. The **activities** you enjoy and pursue doing.
2. The types of **information** you tend to give/receive.



- Birkman's Interests are not measures of *skill* or *ability*.
- They are measures of motivation to engage in (or not engage in) certain activities and information.

Usual Style

Your personally comfortable and effective behavioral style for engaging with others and your tasks.

How you will typically engage with others.

How you will typically pursue your Motivational Interests.



Easy for you to use –
even without thinking
about it



Observable
and **experienced** by others



When you are **adaptable** and
in control of your behavior

Motivational Needs

How you want or need others to act toward you. Your preferences and expectations for how interactions, relationships and situations will be governed.



NOT observable
by others



Your
behavioral drivers



Internal strengths
Your “emotional intelligence”

Stress Behavior



Needs Not Met

Frustrated behavior that results when your **Needs go unmet** over time.

How others will experience you when things don't go as you expect and prefer.



Your **frustrated** behavior



Is **observable** and **experienced** by others



When you become **less flexible** and **less in control** of your behavior



Is a **window** to your **Needs**

You have the power of *choice* for how you influence and interact with others ...

“Between stimulus and response, there is a space. In that space lies our freedom and power to choose our response. In our response lies our growth and freedom.”



Viktor
Frankl
(1905-1997)

The Birkman Method® is your resource for making more intentional and informed choices about how you lead, interact with others, and shape your career.