

A CUSTOM

**BIRKMAN**

REPORT SET

THIS REPORT WAS PREPARED FOR:  
JOHN Q. PUBLIC (G3ZMS5)  
DATE PRINTED | October 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.

<b>RED</b>	<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>	<b>GREEN</b>
<b>YELLOW</b>	<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>	<b>BLUE</b>


# 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




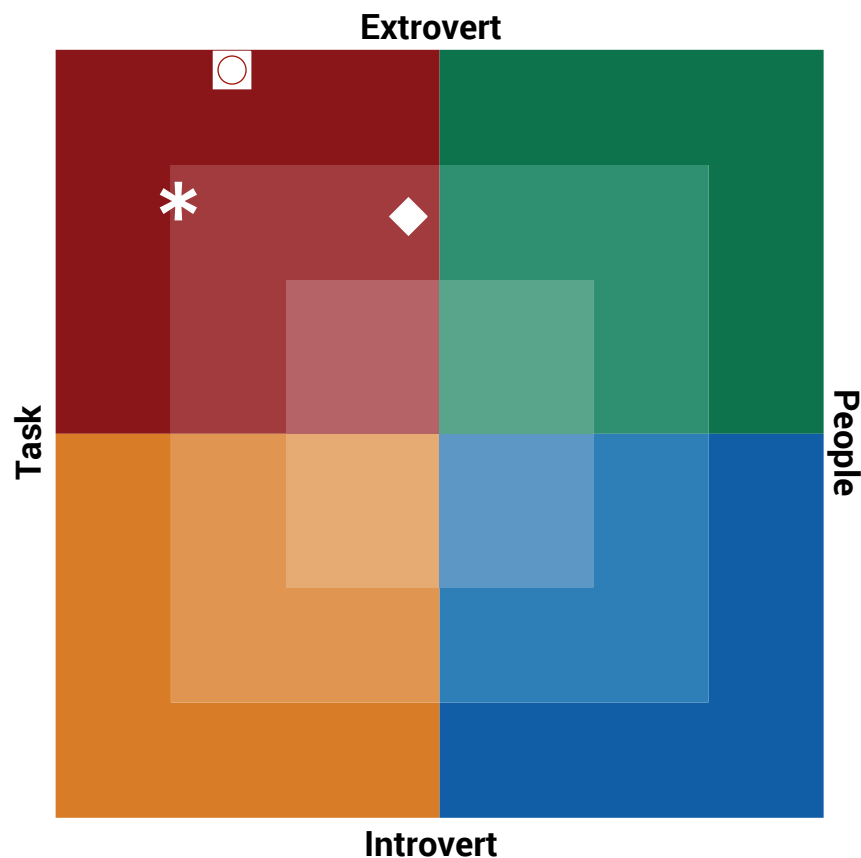
The Symbols on your Birkman Map identify who you are on two key dimensions. The placement of the symbol within a color quadrant represents the degree to which you display similarities to that color quadrant. The left and the right sides of the map (horizontal axis) represent your preference for dealing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

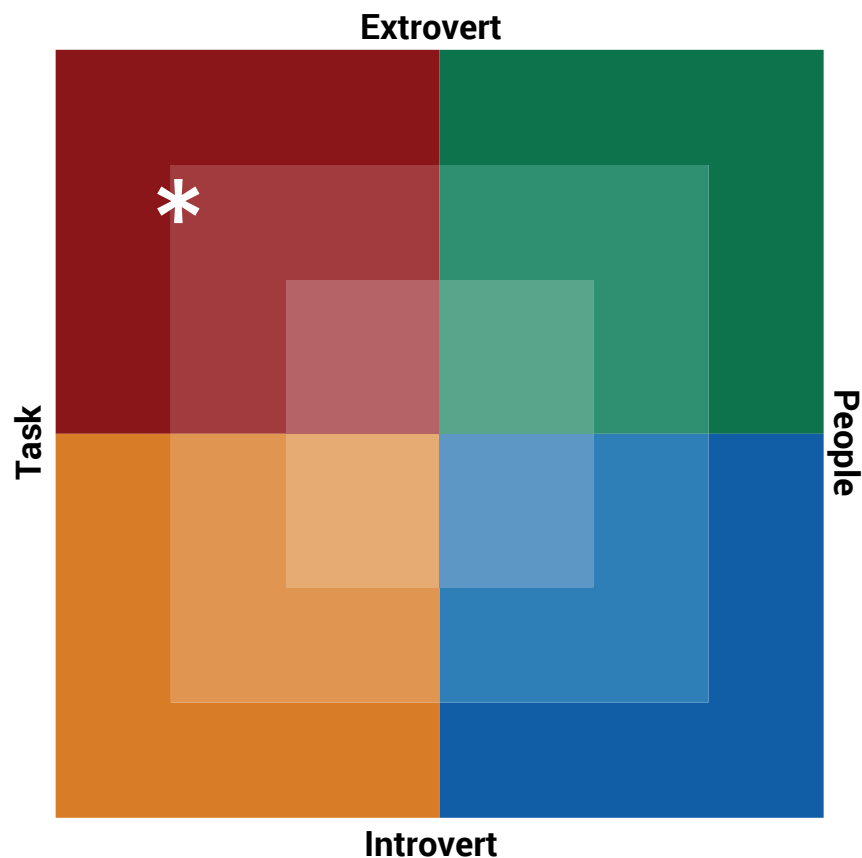
The kinds of activities you prefer are described by the Asterisk. Your Asterisk is in the RED quadrant. You probably enjoy activities with a very practical emphasis.

Interests in the RED quadrant include:

- implementing
- seeing a finished product
- solving practical problems
- working through people
- organizing

Your Asterisk shows that you like to:

- solve practical problems
- get things done
- organize activities
- build or make things
- be directly involved





## 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 RED quadrant, but it also lies fairly close to the Green quadrant. When you are working effectively, you are generally direct and commanding.

Usual Behaviors in the RED quadrant include being:

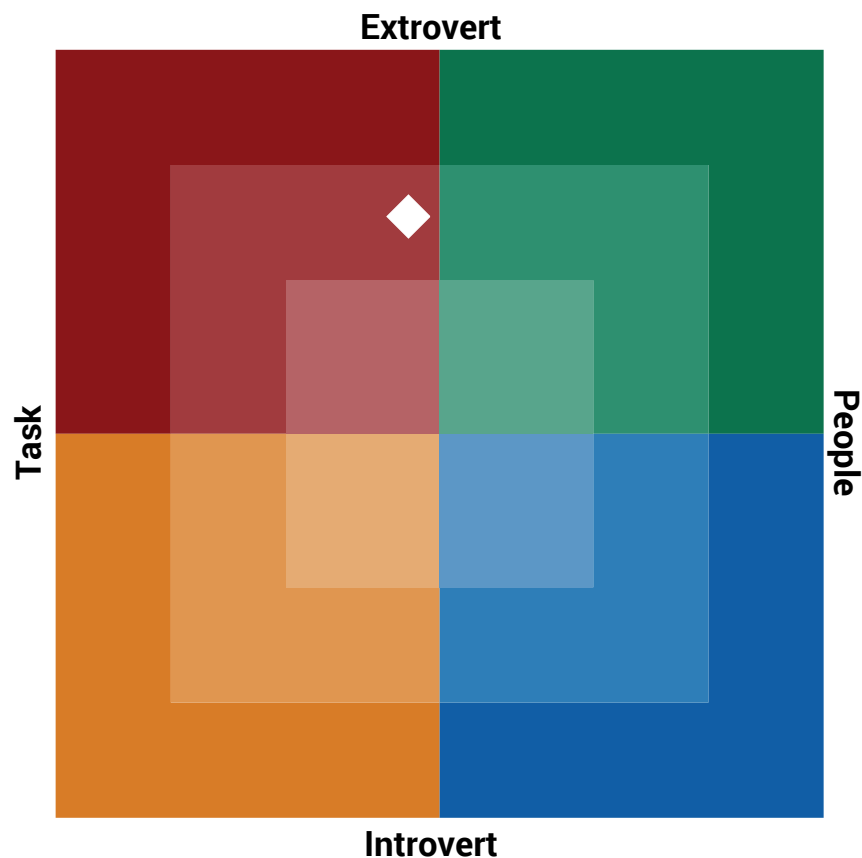
- friendly
- decisive and energetic
- frank
- logical

Your Diamond shows that you are usually:

- energetic and friendly
- decisive and logical

Your Diamond shows that you also tend to be:

- practical
- assertive
- competitive





## EXPLANATION OF YOUR NEEDS (THE CIRCLE) ●

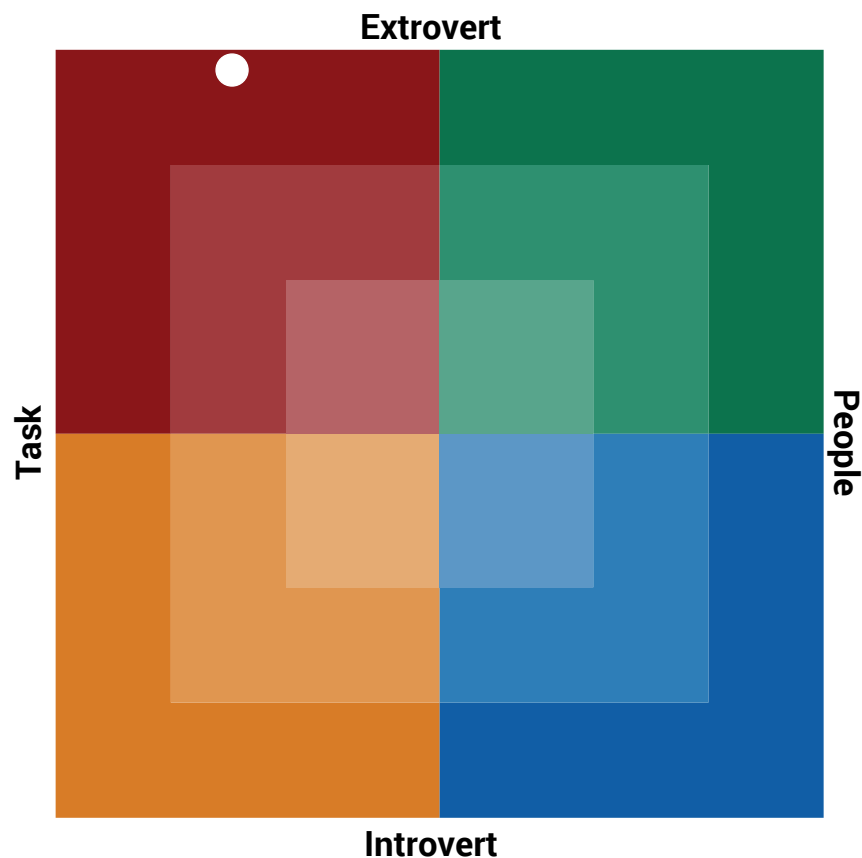
The support you need to develop your Usual Behavior is described by the Circle. Your Circle is in the RED quadrant. To be most effective, you respond best to people who are objective and decisive.

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)

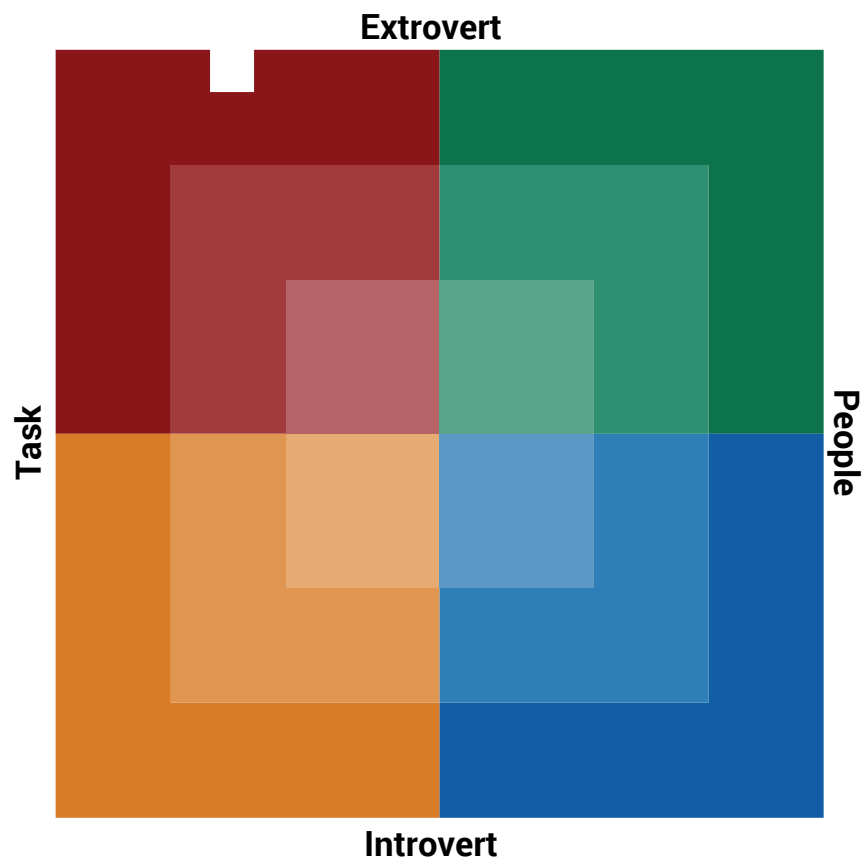
Your Stress Behavior is described by the Square. Your Square is in the RED quadrant. When people don't deal with you the way your needs suggest, you may become impatient and demanding.

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:

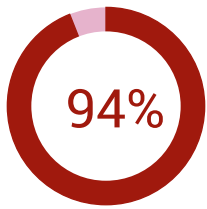
- too oriented towards "people" and too little oriented towards individuals
- busy for the sake of it
- insensitive
- impulsive
- restless



# 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.

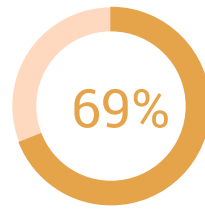
# BIRKMAN INTERESTS



## OUTDOOR

Work in an outdoor environment

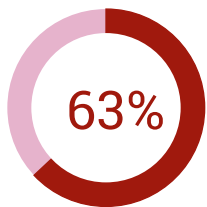
**Activities include:**  
Being outdoors, farming, gardening



## ADMINISTRATIVE

Systems, order and reliability

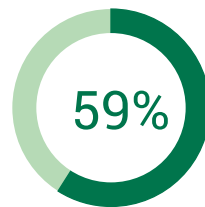
**Activities include:**  
System tracking, record keeping, categorizing



## TECHNICAL

Hands-on work with technology and machinery

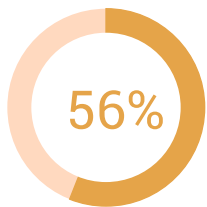
**Activities include:**  
Programming, assembling, using gadgets



## SOCIAL SERVICE

Helping, advocating for people

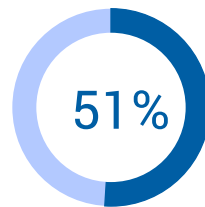
**Activities include:**  
Teaching, counseling, volunteering



## NUMERICAL

Working with numbers and data

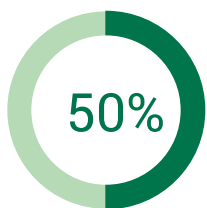
**Activities include:**  
Accounting, investing, analyzing



## LITERARY

Appreciation for language

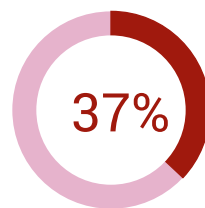
**Activities include:**  
Writing, reading, editing



## PERSUASIVE

Persuading, motivating, selling

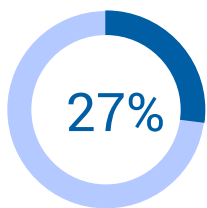
**Activities include:**  
Debating, influencing, promoting



## SCIENTIFIC

Research, analysis, intellectual curiosity

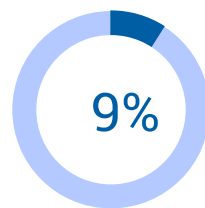
**Activities include:**  
Investigating, exploring medicine, experimenting



## ARTISTIC

Creation, appreciation for arts, aesthetics

**Activities include:**  
Painting, appreciating art, designing



## MUSICAL

Playing, singing or listening to music

**Activities include:**  
Attending concerts, collecting and appreciating music

# 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	99



**Physical Energy**

Usual	Needs
86	93




**Emotional Energy**

Usual	Needs
23	64




**Self-Consciousness**

Usual	Needs
6	21




**Assertiveness**

Usual	Needs
72	91



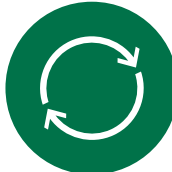
**Insistence**

Usual	Needs
42	92




**Incentives**

Usual	Needs
16	34



**Restlessness**

Usual	Needs
68	34



**Thought**

Usual	Needs
62	18

# USUAL, NEEDS & STRESS



## SOCIAL ENERGY

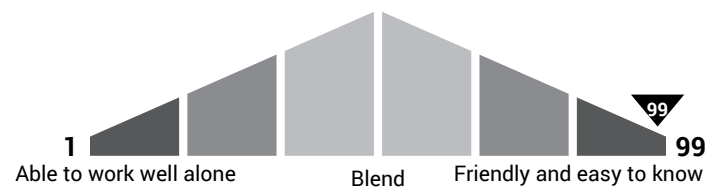
Your sociability, approachability, and preference for group and team participation

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

### Usual Behavior:

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

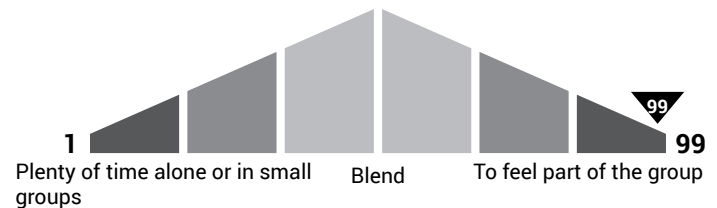
### Usual Behavior



### Needs:

An environment that emphasizes group involvement, with a focus on casual relationships, suits you best. You seem to have a strong need for approval and acceptance which is well supported by a broad circle of friends and acquaintances.

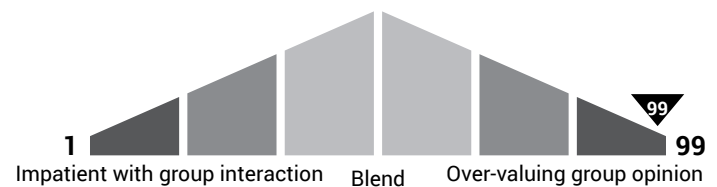
### Needs



### Causes of Stress:

With your orientation toward groups and casual relationships you are likely to experience some anxiety when you sense you do not have the support and acceptance of the group.

### Stress Behavior



### Possible Stress Reactions When Needs Are Not Met:

- stressing casual relationships
- anxiety to please group
- seeking popularity

# USUAL, NEEDS & STRESS



## PHYSICAL ENERGY

Your preferred pace for action and physical expression of energy

Your remarkable energy reserves add considerably to your overall energetic nature, strengthening your determination and endurance. Being physically active, even for extended periods, is something you not only find easy, but also enjoy doing.

### Usual Behavior:

- vigorous and persuasive
- enthusiastic
- energetic

### Needs:

Having lots of opportunities to be physically active is a key to releasing your energies. You are easily stimulated by a busy schedule and situations that require immediate action.

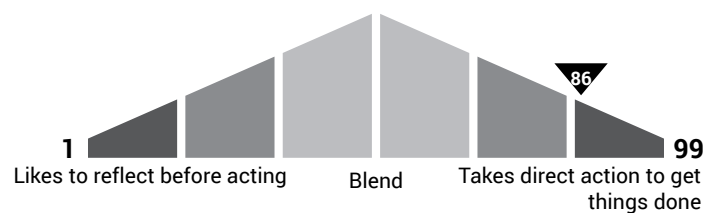
### Causes of Stress:

Your energy and enthusiasm will begin to build up if not allowed to be released through regular or frequent periods of activity, and this generates restless tension. Idleness may make you prone to act without thinking.

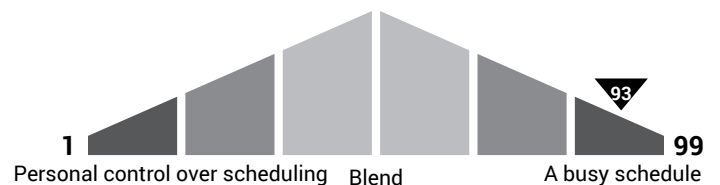
### Possible Stress Reactions When Needs Are Not Met:

- impatience
- wasted energy
- edginess

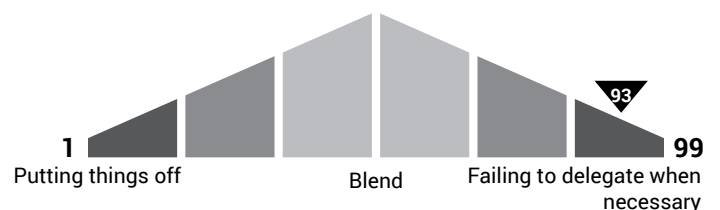
### Usual Behavior



### Needs



### Stress Behavior



# USUAL, NEEDS & STRESS



## EMOTIONAL ENERGY

Your openness and comfort with expressing emotion

You tend to approach situations from a logical and practical point of view. You are primarily low-key and matter-of-fact, often remaining detached from emotional issues.

### Usual Behavior:

- practical
- logical
- objective

### Needs:

However, you need a combination of logic and objectivity and a certain amount of sympathy and understanding of your feelings from others. A background of emotional moderation provides good support for your practical approach.

### Causes of Stress:

You may tend to magnify your own problems if others seem too detached; while too much emotion from others may add to your tension and anxiety. Either extreme tends to upset the balance of practicality and sensitivity that you need.

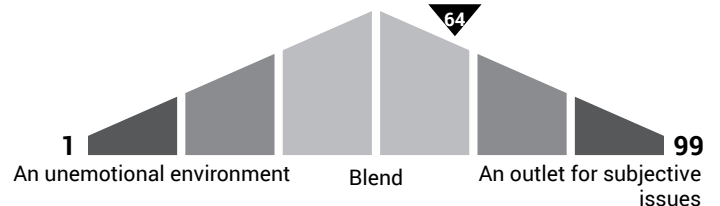
### Possible Stress Reactions When Needs Are Not Met:

- becoming too detached
- getting dispirited

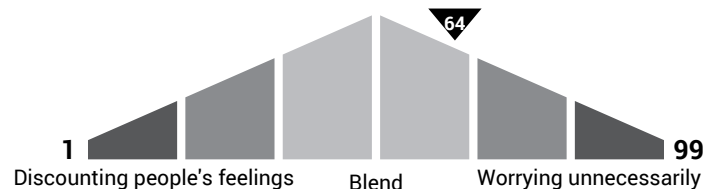
### Usual Behavior



### Needs



### Stress Behavior



# USUAL, NEEDS & STRESS



## SELF-CONSCIOUSNESS

Your use of sensitivity when communicating with others

You think of yourself as a person who is generally less easily embarrassed and less troubled by self-conscious thoughts and feelings than the average person. Your preference is to keep your relationships direct and straightforward.

### Usual Behavior:

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

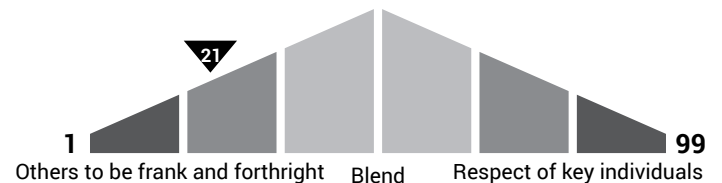
### Usual Behavior



### Needs:

Since you are not troubled by strong self-conscious feelings, you need for others to be direct and to the point. It is preferable for others to deal with you factually and on the basis of reason.

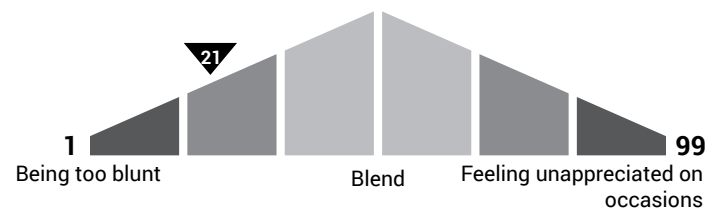
### Needs



### Causes of Stress:

Since you are not bothered by strong feelings of self-consciousness, it is easy for you to underestimate these feelings in others. As a result, shyness and evasiveness in others can generate discomfort in you.

### Stress Behavior



### Possible Stress Reactions When Needs Are Not Met:

- underestimating sensitivity
- overlooking needs of others
- becoming impersonal

# USUAL, NEEDS & STRESS



## ASSERTIVENESS

Your tendency to speak up and express opinions openly and forcefully

It is easier for you than most people to take charge and direct activities, and see to it that pre-arranged plans are carried out. You are comfortable with authority, and can exercise it in the form of procedure and control, or verbally.

### Usual Behavior:

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

### Needs:

It is good for you to be around people who enjoy discussion and friendly disagreement, but who also value your opinion. When being directed, you need clear, unambiguous instruction.

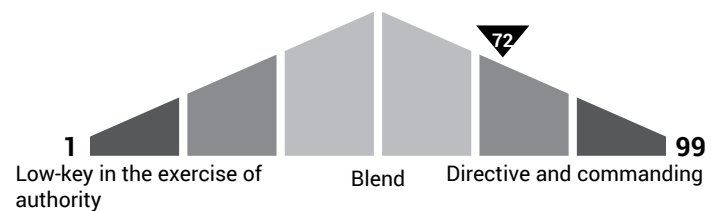
### Causes of Stress:

While you respect and appreciate strength in others, you are likely to find "weak" people a bother. Your morale and enthusiasm can wane when you are forced to deal with people who have difficulty exercising their authority.

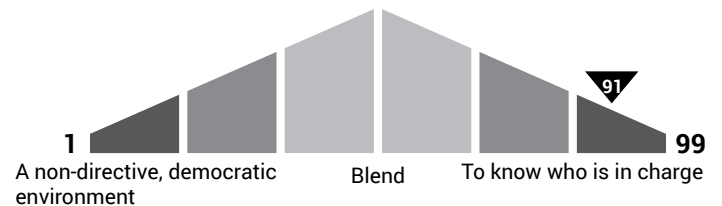
### Possible Stress Reactions When Needs Are Not Met:

- over-assertive
- argumentative tendencies
- demanding personal attention

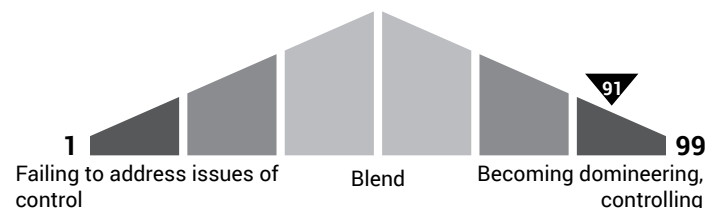
### Usual Behavior



### Needs



### Stress Behavior



# USUAL, NEEDS & STRESS



## INSISTENCE

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

You tend to place definite value on having systems and procedures in place and working, but at the same time consider yourself the kind of person who is willing to try new ideas and methods. Your strength is in your concern for purpose and cause.

### Usual Behavior:

- combines structure and flexibility
- concerned with essentials
- balances initiative with precedent

### Needs:

However, you need familiar and scheduled activities rather than regular doses of spontaneous and unexpected tasks. This better enables you to satisfy your need to understand the reasons and causes which you may be asked to support.

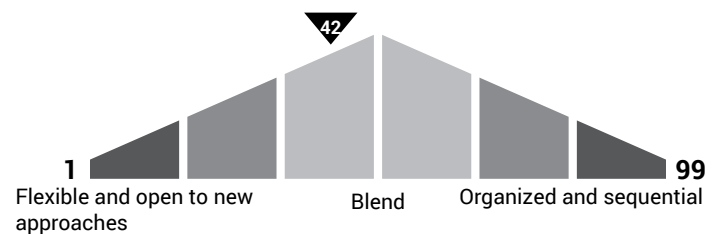
### Causes of Stress:

The unexpected can fill you with a sense of dread, especially in critical situations; you become overly control-conscious. Lack of identity with "cause" can frustrate you.

### Possible Stress Reactions When Needs Are Not Met:

- overlooking detail matters
- avoiding established procedure
- loss of interest in routine tasks

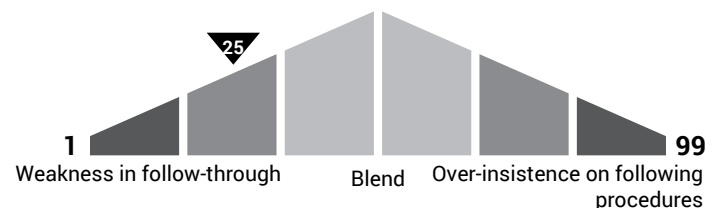
### Usual Behavior



### Needs



### Stress Behavior



# USUAL, NEEDS & STRESS



## INCENTIVES

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

Although you are not easily surprised by other people's competitive behavior, you are predominantly idealistic and value the concepts of trust and cooperative effort. You think in terms of intangible benefits, and prefer to minimize competitive rivalry.

### Usual Behavior:

- trustful
- loyal
- service-oriented

### Needs:

While you value team effort, it is still important for you to have your individual achievements recognized and rewarded. You expect a certain amount of competition, and need some reassurance concerning your personal advancement.

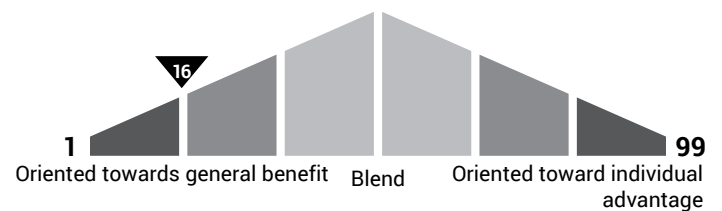
### Causes of Stress:

Face-to-face conflicts can complicate matters for you by upsetting your respectful attitudes. The moderate nature of your need indicates that you can be bothered by others who are either unrealistic or opportunistic.

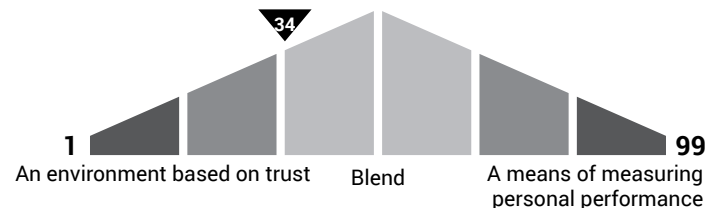
### Possible Stress Reactions When Needs Are Not Met:

- becoming opportunistic
- becoming unrealistic

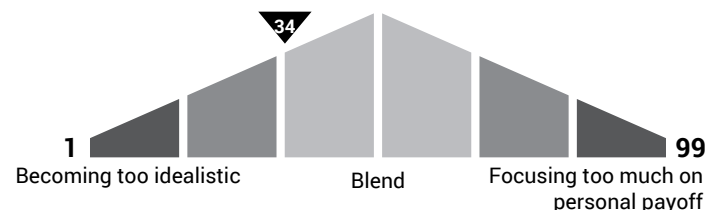
### Usual Behavior



### Needs



### Stress Behavior





# USUAL, NEEDS & STRESS



## RESTLESSNESS

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

A definite ability to spread your attention over several projects highlights your spirit of adventure. You are easily stimulated by novelty and variety, and enjoy devoting yourself to many activities, being very much the author of change.

### Usual Behavior:

- responsive and attentive
- adaptive
- easy to stimulate

### Needs:

It is important that you be given as much notice as possible before significant change in priority is imposed upon you, so that you have the opportunity to express your input and ideas concerning the desirability of such change.

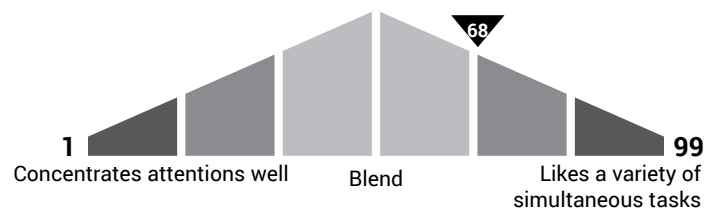
### Causes of Stress:

Interruptions, or sudden changes in your routine, can weaken your concentration. Also, changes of focus or priority which are imposed without your input may cause you to be restless.

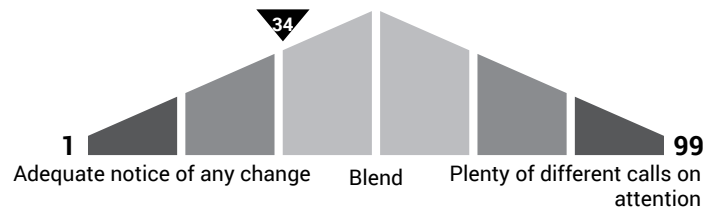
### Possible Stress Reactions When Needs Are Not Met:

- difficulty concentrating
- restlessness
- impatience

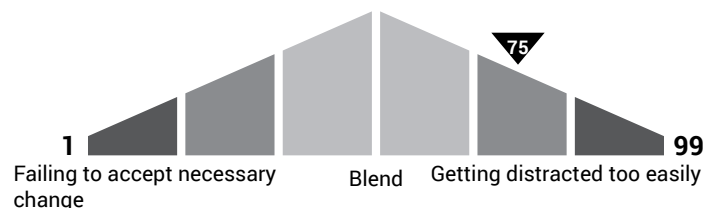
### Usual Behavior



### Needs



### Stress Behavior



# USUAL, NEEDS & STRESS



## THOUGHT

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

You exercise a reasonable amount of care when making decisions so that you consider all the angles and consequences. However, ordinary and routine decisions can be made quickly and without undue hesitation.

### Usual Behavior:

- reflective, yet decisive
- thinking before acting
- quick grasp of situations

### Needs:

Your strengths notwithstanding, you are most comfortable making decisions when circumstances involve a minimum of ambiguity and uncertainty. You need clear-cut, uncomplicated solutions.

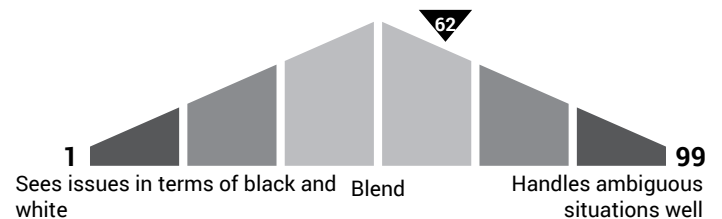
### Causes of Stress:

Ambiguity and complexity can frustrate you from time to time and cause you to worry unnecessarily about the ultimate consequences of your decisions. You have a tendency to think categorically, and insecurity can develop when things are not clear.

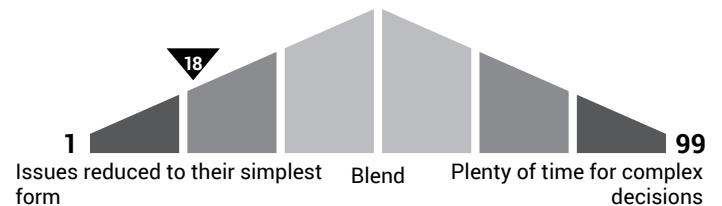
### Possible Stress Reactions When Needs Are Not Met:

- procrastinating
- worry
- fear of making mistakes

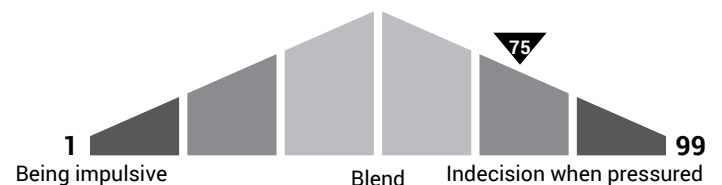
### Usual Behavior



### 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 being outdoors and doing tasks that are associated with being outdoors or away from the office
- 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 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

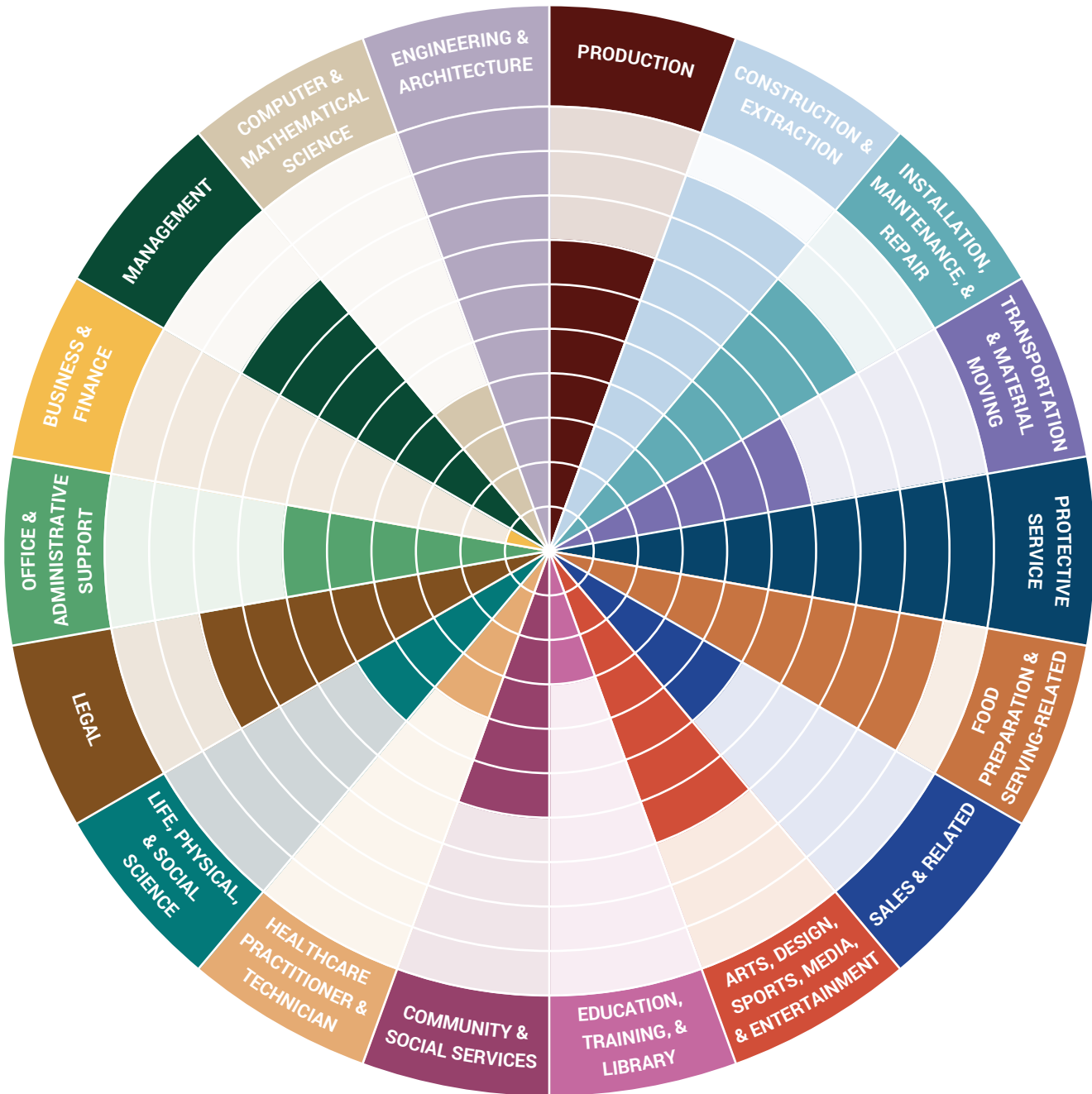
# YOUR CAREER EXPLORATION

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




**Engineering & Architecture**  
Applying principles and technology of chemistry, physics, and other scientific disciplines into the planning, designing, and overseeing of physical systems and processes. Duties may include creating, testing, developing, and maintaining tools, machines, electrical equipment, buildings/structures, or other physical entities.




**Protective Service**  
Serving and protecting the best interests of the community, environment, and/or individuals, adhering to federal, state, and local laws. Duties may include investigating criminal cases, regulating traffic and crowds, fire fighting, ticketing/arresting perpetrators, inspecting baggage or cargo, responding to emergency situations, patrolling designated areas, guarding establishments, and providing other security measures.




**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.



**Construction & Extraction**  
Performing hands-on work functions related to the building of structures or the removal of materials from natural settings for use in construction or other applications. Duties may include bricklaying, carpentry, masonry, roofing, plumbing, inspecting integrity of structures according to building codes, mining, drilling, and disposal of construction by-products, using specialized tools and equipment.



**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).



**Installation, Maintenance, & Repair**  
Performing hands-on work functions related to the installation, maintenance, and repair of various machinery, systems, vehicles, and other serviceable equipment. Duties may include diagnosing, adjusting, servicing, and overhauling engines, telecommunications and/or security systems, heating, vacuuming, and air-conditioning units, and electronics.

# 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?