

BIRKMAN  
**BASICS**  
REPORT

THIS REPORT WAS PREPARED FOR  
JOHN Q. PUBLIC (BX6396)  
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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 Basics 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 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 Basics 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




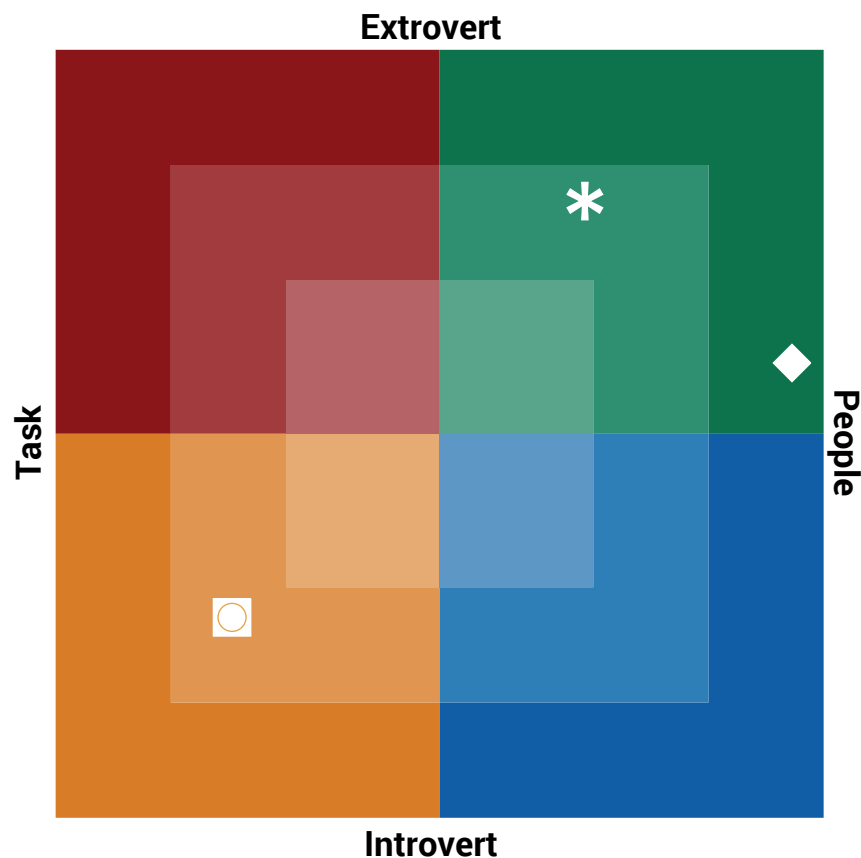
The Symbols on your Birkman Map identify who you are on two key dimensions. The placement of the symbol within a color quadrant represents the degree to which you display similarities to that color quadrant. The left and the right sides of the map (horizontal axis) represent your preference for dealing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





## EXPLANATION OF YOUR INTERESTS (THE ASTERISK) \*

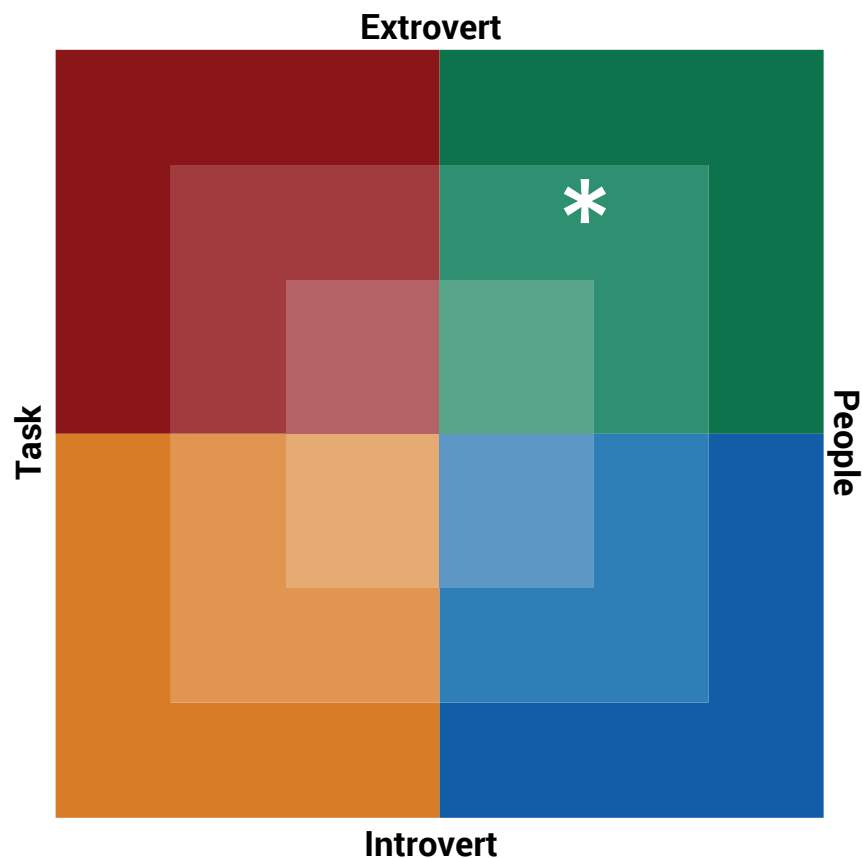
The kinds of activities you prefer are described by the Asterisk. Your Asterisk is in the GREEN quadrant. You probably enjoy very people-centered activities.

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
- direct people
- motivate people
- build agreement between people
- persuade, counsel or teach







## 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:

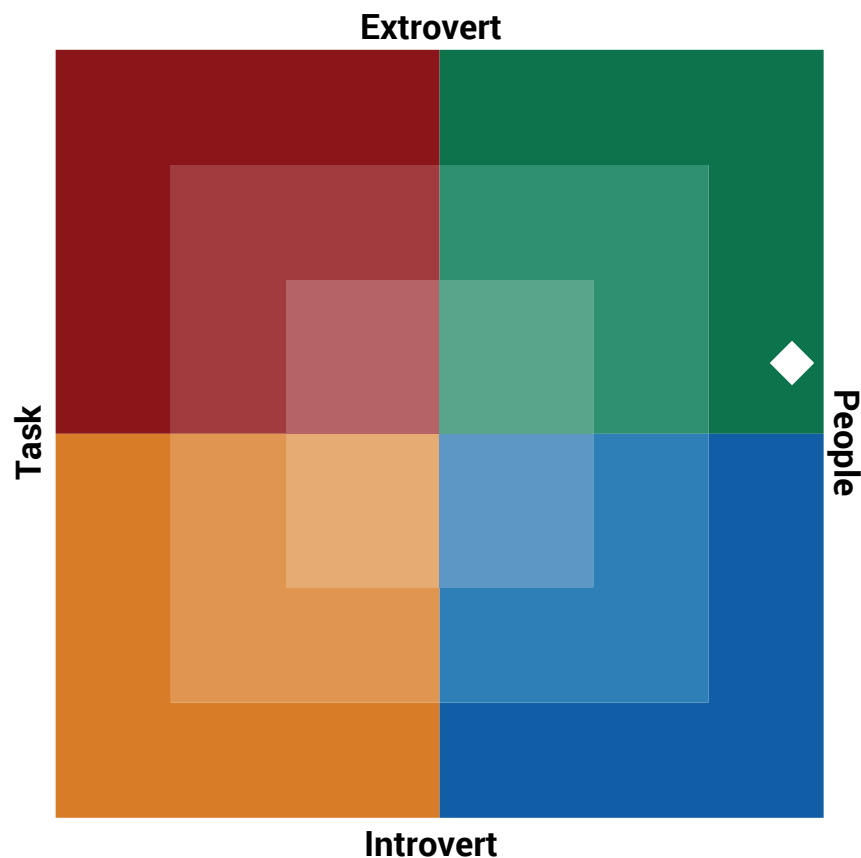
- competitive
- assertive
- flexible
- enthusiastic about new things

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





## EXPLANATION OF YOUR NEEDS (THE CIRCLE)

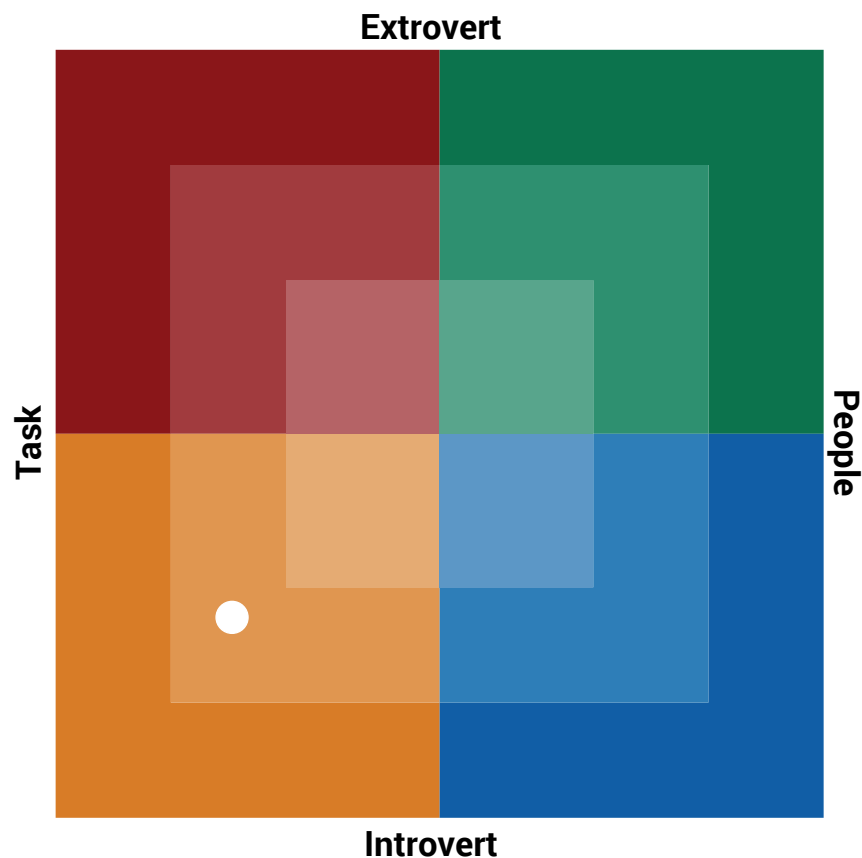
The support you need to develop your Usual Behavior is described by the Circle. Your Circle is in the YELLOW quadrant. To be most effective, you respond best to people who are orderly and consistent.

Those with Needs in the YELLOW quadrant want others to:

- encourage an organized approach
- permit concentration on tasks
- offer an environment of trust
- be consistent

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

- tell you the rules
- don't interrupt you unnecessarily
- are democratic rather than assertive
- encourage trust and fairness
- invite your input





## EXPLANATION OF YOUR STRESS BEHAVIOR (THE SQUARE)

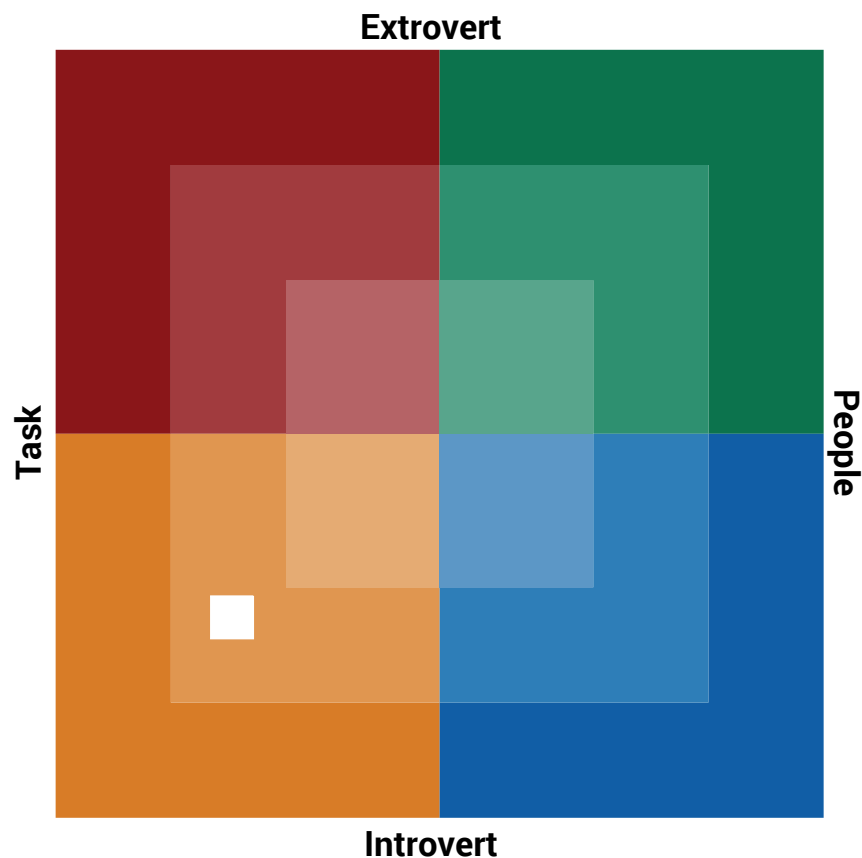
Your Stress Behavior is described by the Square. Your Square is in the YELLOW quadrant. When people don't deal with you the way your needs suggest, you may become inflexible and resist change.

Those with Stress Behaviors in the YELLOW quadrant:

- become over-insistent on rules
- resist necessary change
- are reluctant to confront others
- may be taken in

Your Square shows that under stress you may become:

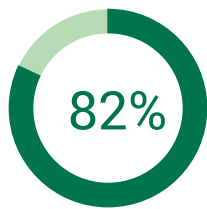
- over-controlling
- resistive to change
- conforming
- quietly resistive
- rigid



# 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

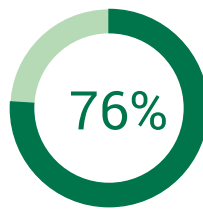


## SOCIAL SERVICE

Helping, advocating for people

**Activities include:**

Teaching, counseling, volunteering

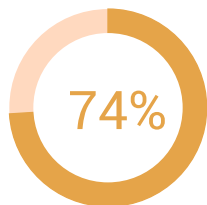


## PERSUASIVE

Persuading, motivating, selling

**Activities include:**

Debating, influencing, promoting

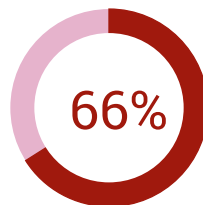


## NUMERICAL

Working with numbers and data

**Activities include:**

Accounting, investing, analyzing

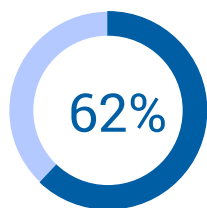


## TECHNICAL

Hands-on work with technology and machinery

**Activities include:**

Programming, assembling, using gadgets

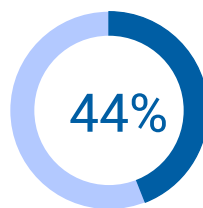


## ARTISTIC

Creation, appreciation for arts, aesthetics

**Activities include:**

Painting, appreciating art, designing

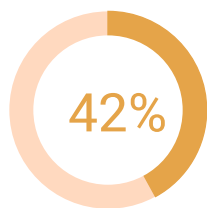


## MUSICAL

Playing, singing or listening to music

**Activities include:**

Attending concerts, collecting and appreciating music

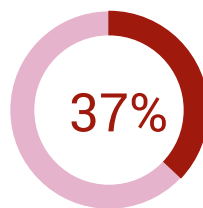


## ADMINISTRATIVE

Systems, order and reliability

**Activities include:**

System tracking, record keeping, categorizing

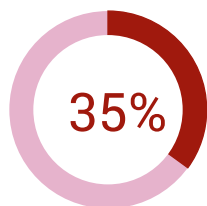


## SCIENTIFIC

Research, analysis, intellectual curiosity

**Activities include:**

Investigating, exploring medicine, experimenting

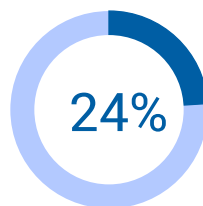


## OUTDOOR

Work in an outdoor environment

**Activities include:**

Being outdoors, farming, gardening



## LITERARY

Appreciation for language

**Activities include:**

Writing, reading, editing

# YOUR STRENGTHS

This section goes beyond the Birkman colors and takes a more in-depth look at the strengths that make you uniquely you.



## YOUR STRENGTHS

These strengths were generated based on your responses to the Birkman questionnaire. 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 enjoy and can be effective at helping other people and making their lives better or more productive
- You enjoy working with numbers, or being involved with tasks that involve the use or manipulation of numbers
- You are straightforward and find it fairly easy to speak your mind, even with superiors
- You are structured and organized in your thinking and approach, and you bring these tendencies to the work you do
- You tend to be something of a natural authority figure; you can take charge when there seems to be a lack of leadership
- You are competitive, and are prepared to work hard in order to be the best
- You have a high energy level, and like to be busy doing things rather than thinking about them
- You like to have plenty of variety in your work, and to have more than one task to do at a time

# YOUR CAREER EXPLORATION

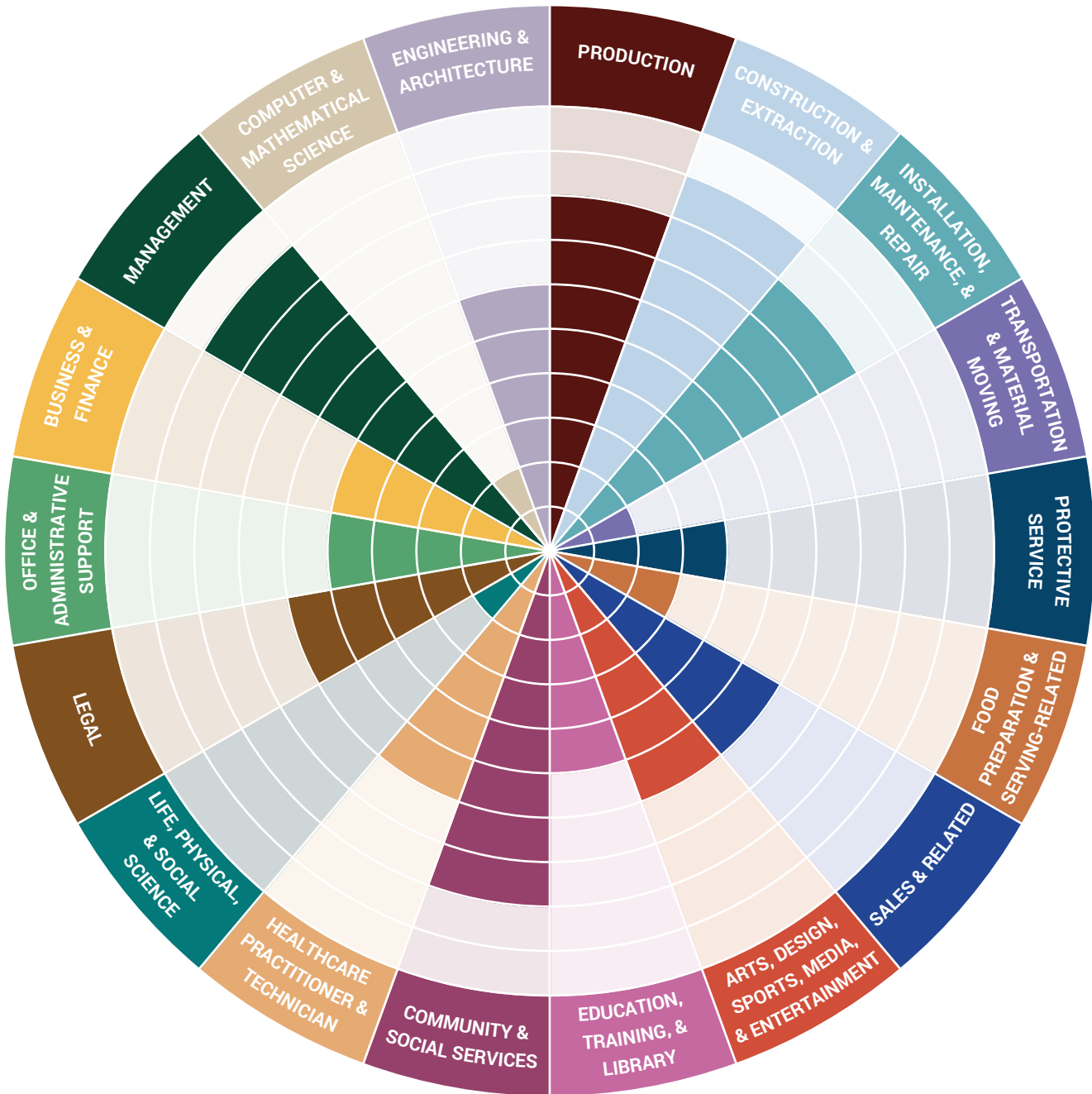
This section takes the information we have covered thus far and matches your personality profile to career families.



# 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



**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).




**Community & Social Services**  
Counseling, rehabilitating, and/or supporting social and psychological matters of individuals, groups, or communities. Duties may include helping individuals maximize their mental and emotional well-being, cope with addictions, and lead healthy lifestyles, as well as providing spiritual, moral, or vocational guidance.



**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.



**Production**  
Producing, creating, and/or manufacturing a variety of products (e.g., food, lumber, electrical equipment, fabrics, metals, plastics, stones, fuel) through the operating of specialized tools and/or equipment. Duties may include baking pastries, binding books, cutting, shaping, and assembling furniture, assembling electronics, shaping molten glass, fabricating jewelry, welding metal components, among other specific production tasks.



**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.

# 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? |
|-------------------------------|----------------------|-------------------------|
|                               |                      |                         |

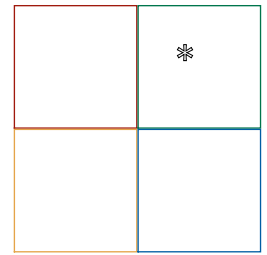
How will you hold yourself accountable in continuing to learn and seek feedback?

# BIRKMAN MAP SUMMARY



Your **GREEN** Asterisk shows that you may like to:

- . sell or promote
- . direct people
- . motivate people
- . build agreement between people
- . persuade, counsel or teach

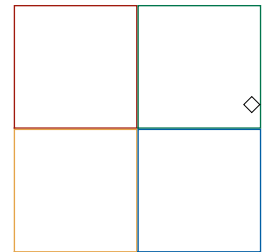


Your **GREEN** Diamond shows that you generally are:

- . responsive and independent
- . flexible and enthusiastic

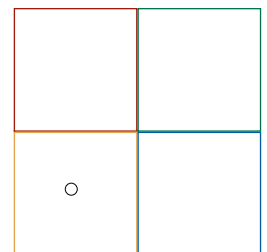
You also tend to be:

- . selectively sociable
- . thoughtful
- . optimistic



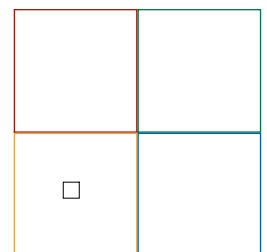
Your **YELLOW** Circle shows you are most comfortable when people around you:

- . tell you the rules
- . don't interrupt you unnecessarily
- . are democratic rather than assertive
- . encourage trust and fairness
- . invite your input



Your **YELLOW** Square shows that your stress behavior may include your being:

- . over-controlling
- . resistant to change
- . conforming
- . quietly resistant
- . rigid





## HOW YOU PREFER OTHERS TALK TO YOU

The following statements are generated from your Component Need scores. Carefully read each statement and check the ones that are most significant to you. Remember, a statement appears because it may be significant for you, not because it is significant. Only you can decide which statements are most relevant to you.

- Get to the point. Don't worry too much about hurting your feelings
- If the subject is important, talk to you alone
- Don't be afraid to disagree openly with you as long as you appear to be relishing active debate
- Keep irrelevant matters to an absolute minimum



## SOME BASIC INFORMATION ABOUT YOU

The following statements are generated from your Birkman Map scores. Carefully read each statement and check the ones that are most significant to you. Remember, a statement appears because it may be significant for you, not because it is significant. Only you can decide which statements are most relevant for you.

- You combine a liking for practical tasks with an interest in persuading or teaching other people. You are interested in both products and services, in both what is being "sold" and the people who are "buying."
- You combine insight into the thinking of other individuals with a certain degree of authority. Personal interaction with others, socially or one-on-one, is characteristic of your usual behavior, with an emphasis on your own feelings and the feelings of other people
- You're most comfortable in surroundings which encourage focus on the task at hand, which are structured and predictable to some extent, and where other people are not domineering



## UNDERSTANDING BIRKMAN INTERESTS

The following statements are generated from your Birkman Interests scores. Carefully read each statement and check the ones that are most significant to you. Remember, a statement appears because it may be significant for you, not because it is significant. Only you can decide which statements are most relevant for you.

- Significant level of interest in activities involving influencing or persuading other people  
*Persuasive H*
- Significant level of interest in helping others  
*Social Service H*
- Above-average liking for working with numbers or in an environment that has a strong numerical component  
*Numerical H*
- Low level of interest in the written or "read" word  
*Literary L*
- Unusual combination of liking for persuasive activities and for tasks involving numbers. Most people score high on one or the other (or neither).  
*Persuasive H; Numerical H*





## UNDERSTANDING THE BIRKMAN MAP

The following statements are generated from your Birkman Map scores. Carefully read each statement and check the ones that are most significant to you. Remember, a statement appears because it may be significant for you, not because it is significant. Only you can decide which statements are most relevant for you.

- You combine a liking for practical tasks with an interest in persuading or teaching other people. You are interested in both products and services, in both what is being "sold" and the people who are "buying"  
*InterestX M, InterestY H*
- Combine insight into the thinking of other individuals with a certain degree of authority. Personal interaction with others, socially or one-on-one, is characteristic of your usual behavior, with an emphasis on your own feelings and the feelings of other people  
*UsualX H, UsualY M*
- Most comfortable in surroundings which encourage focus on the task at hand, which are structured and predictable to some extent, and where other people are not domineering  
*NeedX L, NeedY L*
- Under pressure, may start to become too concerned about working to a structured plan and less concerned about how that will affect other people; can become over-focused on the task at hand, to the exclusion of secondary but important issues  
*NeedX L, NeedY L*