

BIRKMAN

SIGNATURE

REPORT

THIS REPORT WAS PREPARED FOR  
BARRY LOVELACE (G4WMP6)  
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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

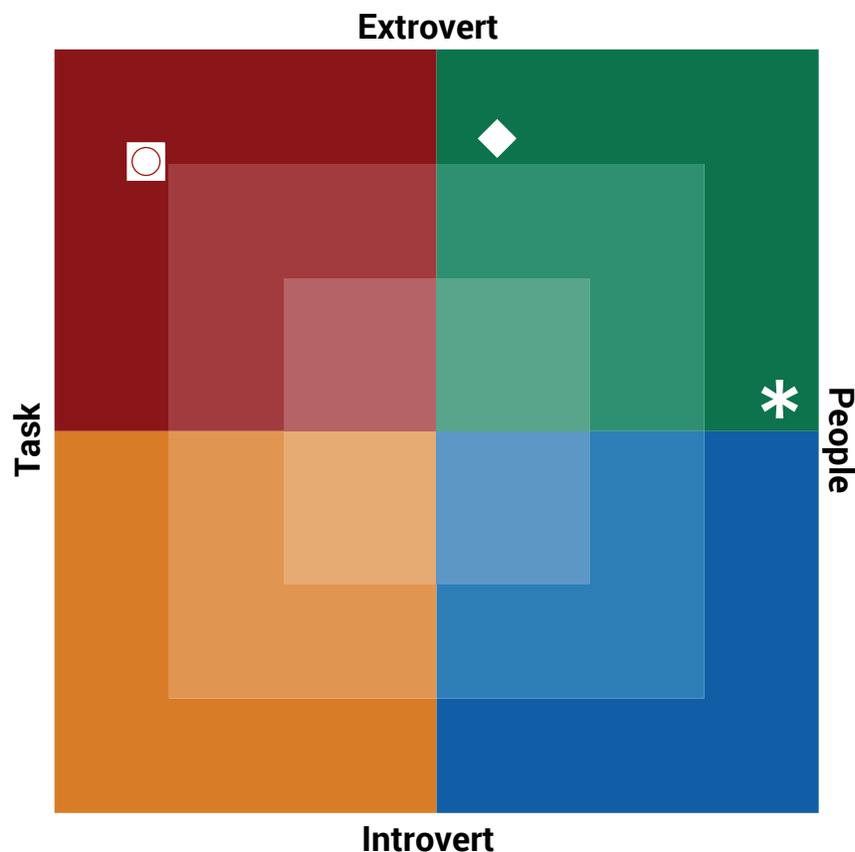
Your Birkman Map® provides an aerial view of who you are and allows you to see how and where you fit into the big picture.

# 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.





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

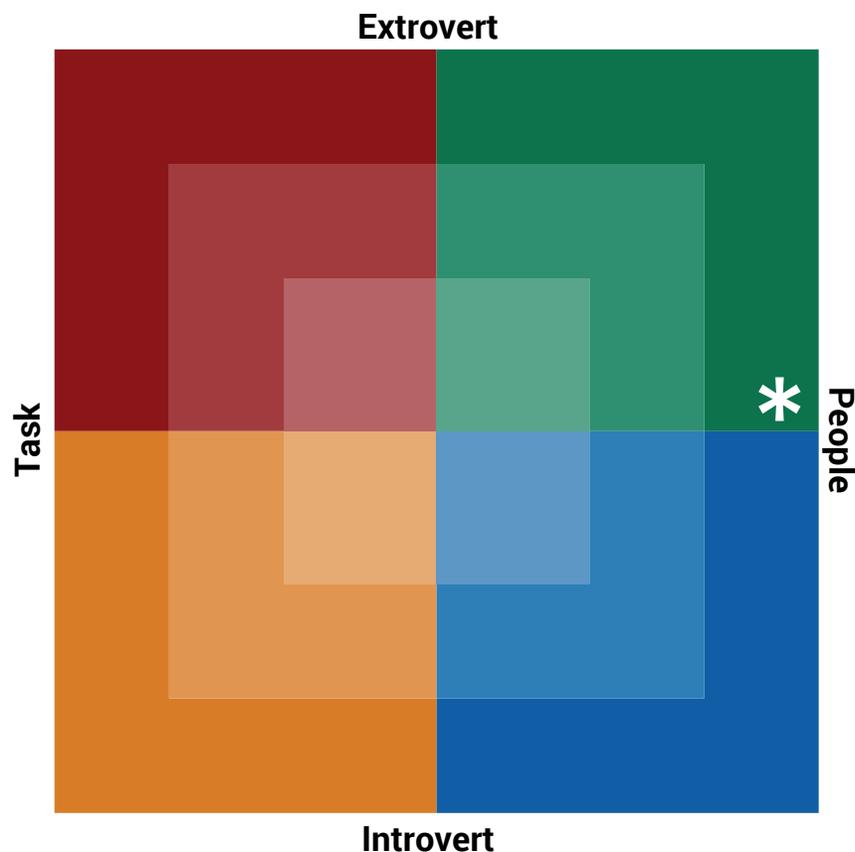
The kinds of activities you prefer are described by the Asterisk. Your Asterisk is in the GREEN quadrant, but it is fairly close to the Blue quadrant. You probably enjoy people-centered activities, but you like to combine these with tasks involving theorizing, planning or creating new ways of doing things.

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:

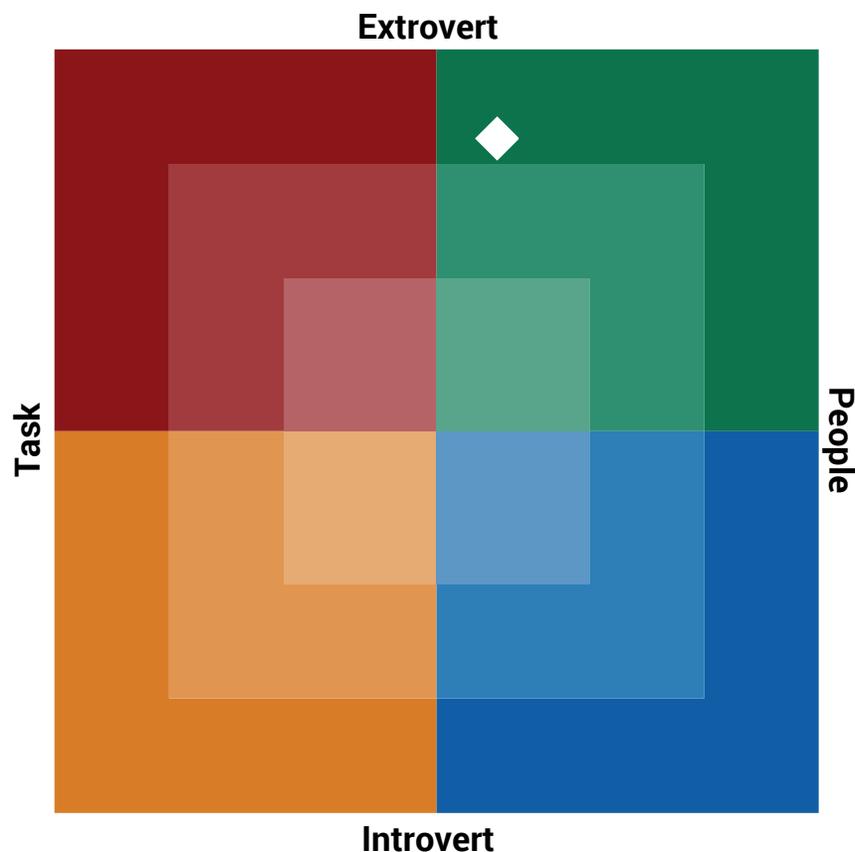
- competitive
- assertive
- flexible
- enthusiastic about new things

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) ●

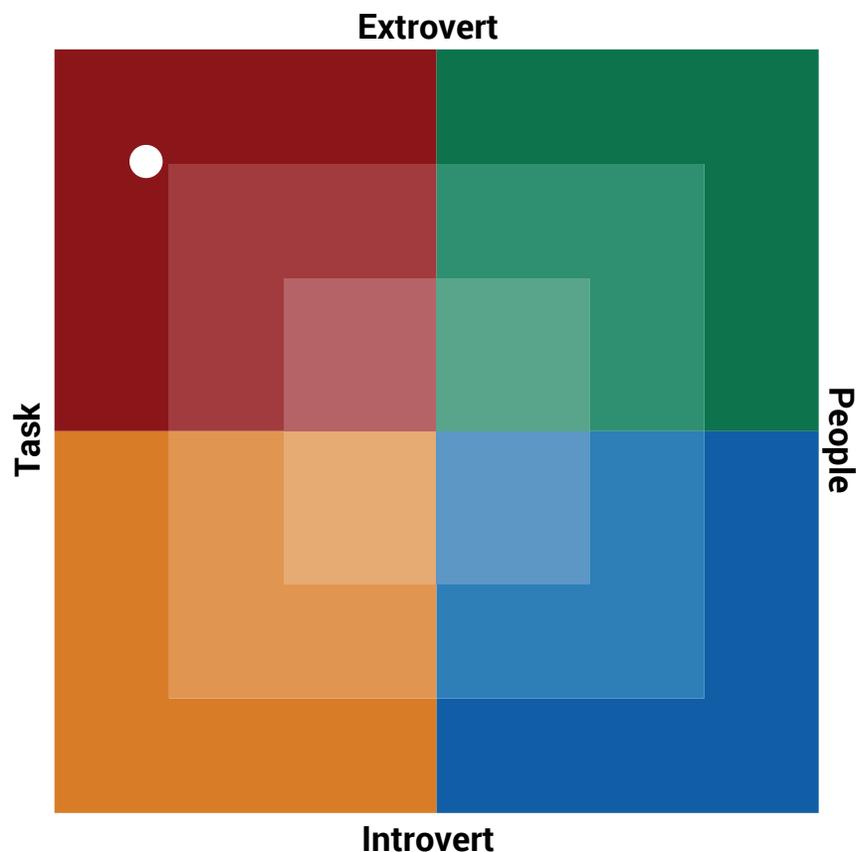
The support you need to develop your Usual Behavior is described by the Circle. Your Circle is in the RED quadrant. To be most effective, you respond best to people who are objective and decisive.

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)

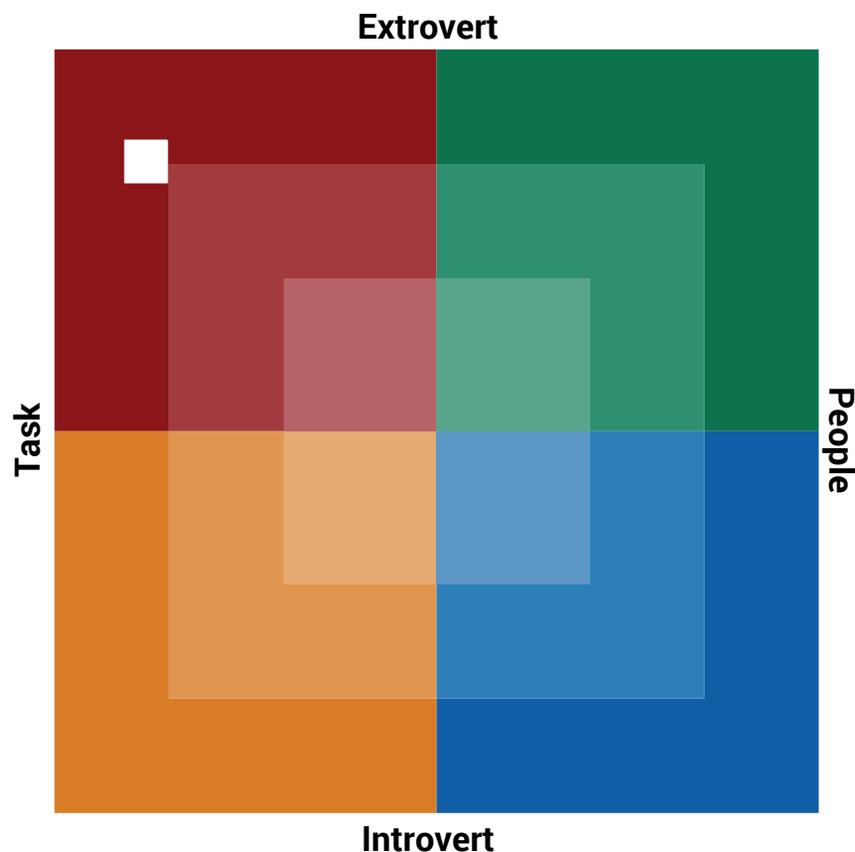
Your Stress Behavior is described by the Square. Your Square is in the RED quadrant. When people don't deal with you the way your needs suggest, you may become impatient and demanding.

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

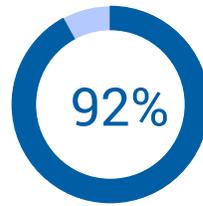


## PERSUASIVE

Persuading, motivating, selling

### Activities include:

Debating, influencing, promoting



## LITERARY

Appreciation for language

### Activities include:

Writing, reading, editing



## MUSICAL

Playing, singing or listening to music

### Activities include:

Attending concerts, collecting and appreciating music

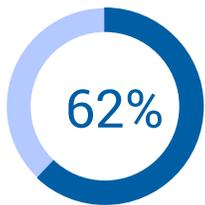


## SOCIAL SERVICE

Helping, advocating for people

### Activities include:

Teaching, counseling, volunteering

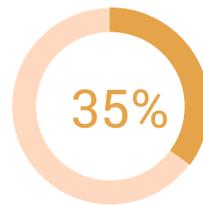


## ARTISTIC

Creation, appreciation for arts, aesthetics

### Activities include:

Painting, appreciating art, designing

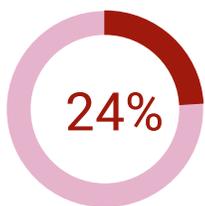


## NUMERICAL

Working with numbers and data

### Activities include:

Accounting, investing, analyzing

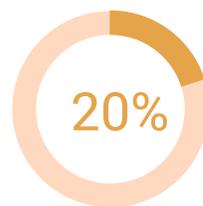


## SCIENTIFIC

Research, analysis, intellectual curiosity

### Activities include:

Investigating, exploring medicine, experimenting

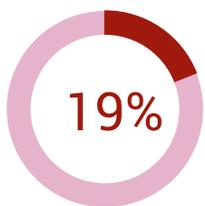


## ADMINISTRATIVE

Systems, order and reliability

### Activities include:

System tracking, record keeping, categorizing

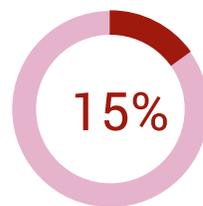


## TECHNICAL

Hands-on work with technology and machinery

### Activities include:

Programming, assembling, using gadgets



## OUTDOOR

Work in an outdoor environment

### Activities include:

Being outdoors, farming, gardening

# YOUR BEHAVIORS

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

# BIRKMAN COMPONENTS



Birkman measures nine components of personality.



# BIRKMAN COMPONENT DASHBOARD



**Social Energy**

Usual	Needs
99	99



**Physical Energy**

Usual	Needs
93	93



**Emotional Energy**

Usual	Needs
23	23



**Self-Consciousness**

Usual	Needs
1	6



**Assertiveness**

Usual	Needs
81	10



**Insistence**

Usual	Needs
7	29



**Incentives**

Usual	Needs
8	8



**Restlessness**

Usual	Needs
90	81



**Thought**

Usual	Needs
18	18

# 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.

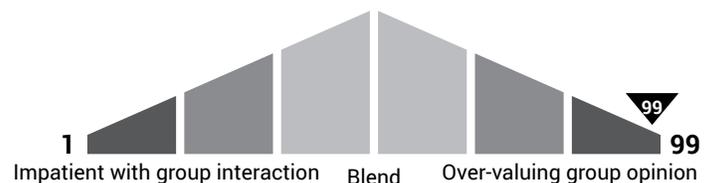
### Needs



### 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

### 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.

### Causes of Stress:

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

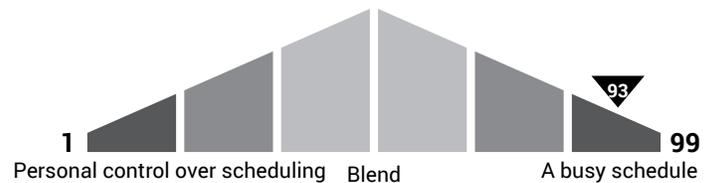
### Possible Stress Reactions When Needs Are Not Met:

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

### Usual Behavior



### Needs



### Stress Behavior



# 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

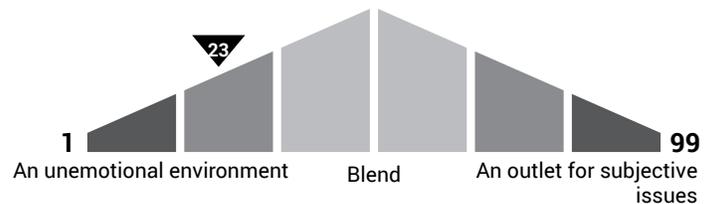
### Usual Behavior



### 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

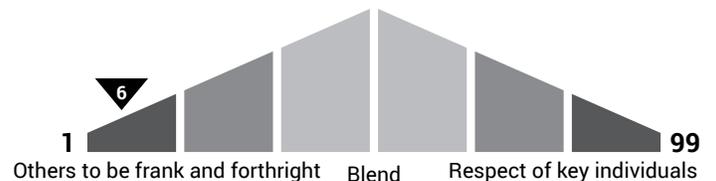
### Usual Behavior



### 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 place a high value on spoken direction, and derive a genuine sense of satisfaction in personally directing the activities of others. It is easier for you than most people to express openly differences of opinion, and you seek to influence and excel.

### Usual Behavior:

- aggressively competitive
- self-assertive
- firm and forceful

### Needs:

Despite your strengths, you are most comfortable in situations where authority is generally handled in a pleasant and low-key manner. It is best for you when others refrain from emphatic or provocative airing of their opinions.

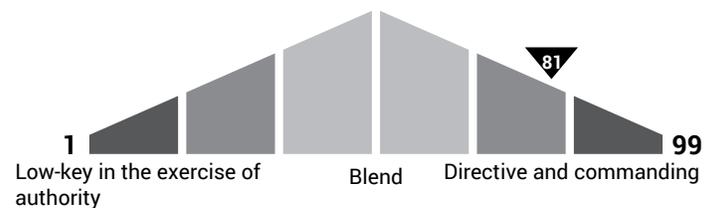
### Causes of Stress:

Your natural ability in handling authority and your expectation that others will be low-key in dealing with it indicate that you will get very tense when others become overly aggressive or domineering.

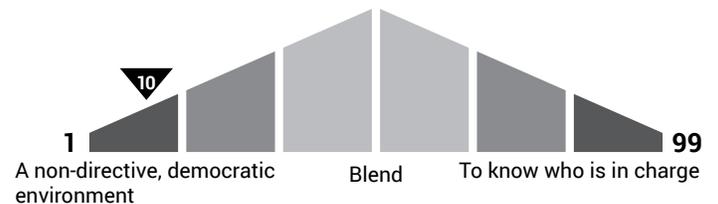
### Possible Stress Reactions When Needs Are Not Met:

- open disagreement
- undue assertiveness
- becoming bossy or domineering

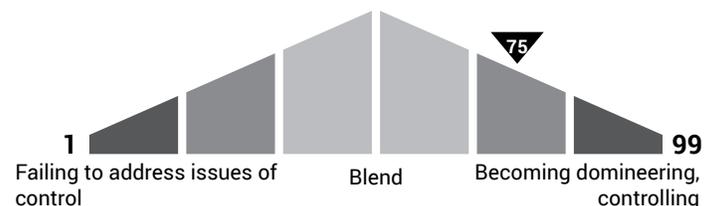
### Usual Behavior



### Needs



### Stress Behavior



# USUAL, NEEDS & STRESS



## INSISTENCE

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

You possess a genuine flexibility which allows you to think and plan independently of established system and procedure. A readiness to try out new methods highlights the strength of your self-starting, self-motivating approach.

### Usual Behavior:

- acts on own initiative
- enjoys planning
- flexible

### Needs:

Similarly, you are at your best in surroundings which minimize the imposition of structure on your activities. Freedom from close control allows maximum use of your strengths.

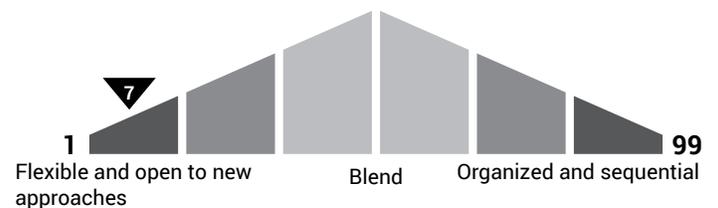
### Causes of Stress:

The asset of flexibility can at times become a liability as well. If important details are overlooked during the planning process, you are prone to experience frustration resulting from last-minute patching and fixing.

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

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

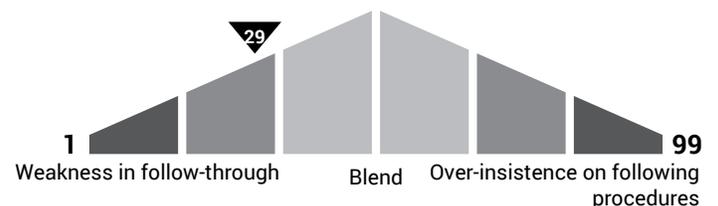
### Usual Behavior



### Needs



### Stress Behavior



# USUAL, NEEDS & STRESS



## INCENTIVES

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

Trust and loyalty are dominant features of your approach to most situations. Being primarily idealistic, you tend to focus on long-term and intangible benefits.

### Usual Behavior:

- trustful
- cooperative
- well-meaning

### Needs:

Similarly, you need an atmosphere of mutual trust. You respond well to people who are loyal and trustworthy, and who place primary emphasis on the benefits of a team-oriented, cooperative approach. Competitive rivalry should be minimized.

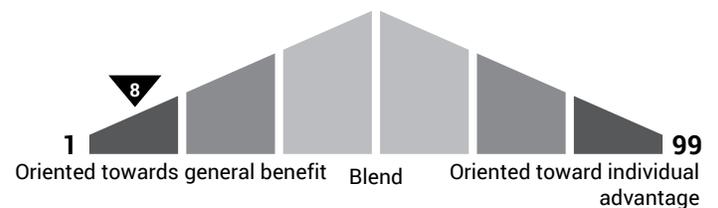
### Causes of Stress:

The dog-eat-dog approach of those who are too openly competitive or oriented toward individual reward can upset your cordial and friendly attitude. Feelings of disappointment result, and you become too idealistic, even impractical.

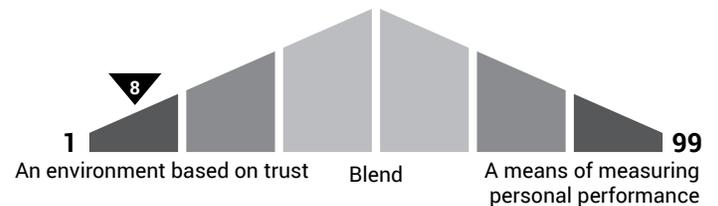
### Possible Stress Reactions When Needs Are Not Met:

- gullibility
- becoming impractical
- unrealistic attitudes

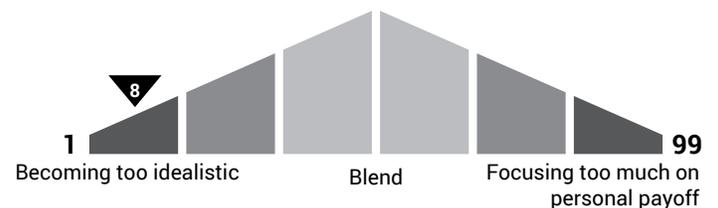
### Usual Behavior



### Needs



### Stress Behavior



# USUAL, NEEDS & STRESS



## RESTLESSNESS

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

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

### Usual Behavior:

- easy to stimulate
- responsive and attentive
- adaptive

### Needs:

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

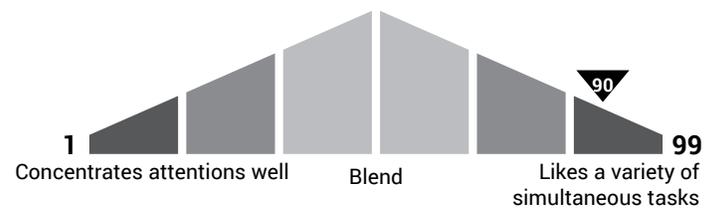
### Causes of Stress:

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

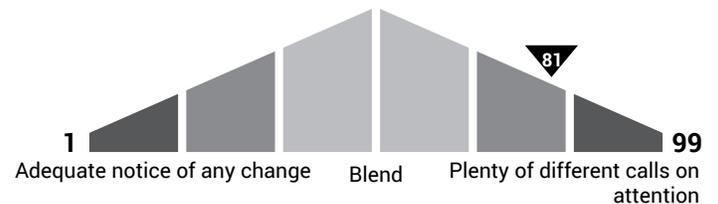
### Possible Stress Reactions When Needs Are Not Met:

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

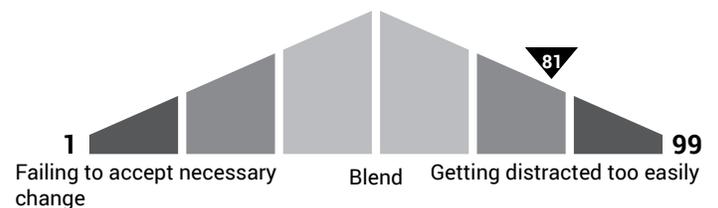
### Usual Behavior



### Needs



### Stress Behavior



# USUAL, NEEDS & STRESS



## THOUGHT

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

You are generally decisive, able to quickly formulate your answers and make decisions without undue delay. Your ability to grasp relevant issues and form quick judgments allows you to be direct and to the point.

### Usual Behavior:

- matter-of-fact
- decisive
- direct

### Needs:

By the same token, you feel that you don't need to be given a lot of time to make decisions, especially those that are usual and routine. However, the time you need to make a decision will increase as the issues become complicated or unusual.

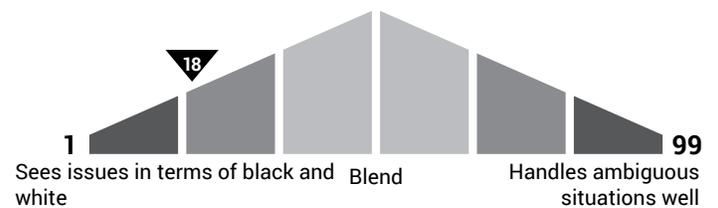
### Causes of Stress:

Since you like to make decisions rapidly and dispassionately, ambiguity can frustrate you at times. You may be inclined to be impetuous, overlooking points of detail.

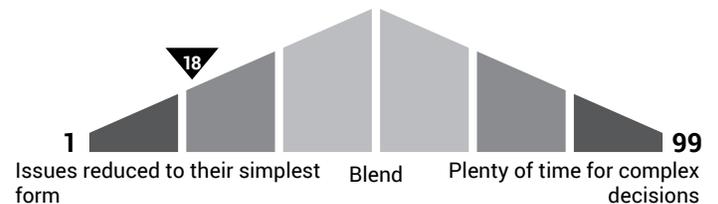
### Possible Stress Reactions When Needs Are Not Met:

- over-definite thinking
- becoming impulsive
- snap decisions

### Usual Behavior



### Needs



### Stress Behavior





## YOUR STRENGTHS

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

- You like influencing people directly, persuading them to your point of view or training them
- You like working with the written word, which may involve anything from documentation to the production of marketing materials
- You respond well to sound, and therefore you are interested in music, the spoken word, or any media which have an audio component to them
- You are straightforward and find it fairly easy to speak your mind, even with superiors
- You meet people easily and relate well to others when they are involved in group activities
- You 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
- You like to have plenty of variety in your work, and to have more than one task to do at a time
- You are decisive and are able to reduce more complex matters to simple terms

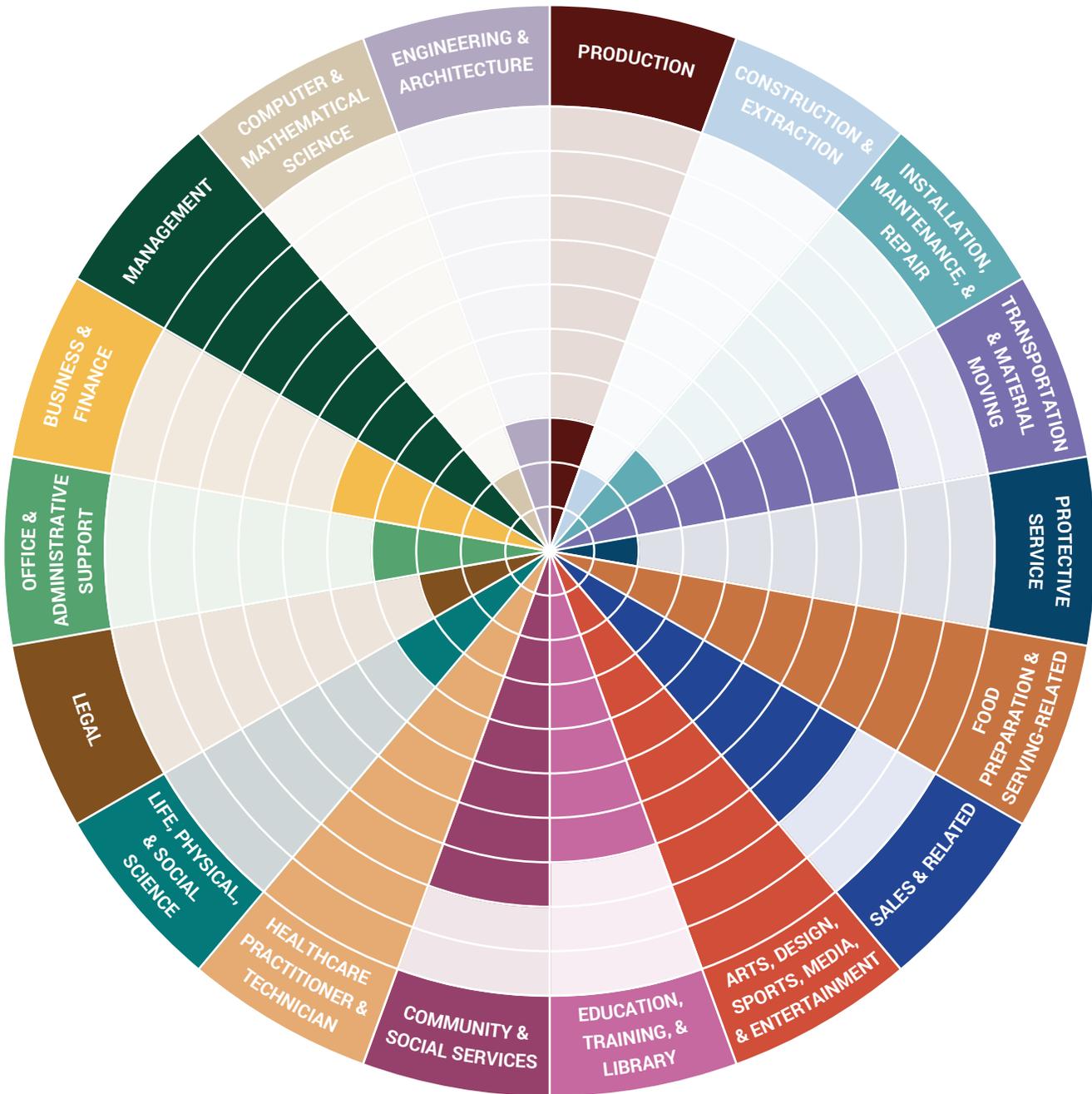
# YOUR CAREER EXPLORATION

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

# CAREER EXPLORATION OVERVIEW



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



## Why might knowing this be helpful to you?

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

# CAREER EXPLORATION OVERVIEW



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

## Your Top 6 Career Areas to Explore



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



**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.



**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).



**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.



**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.



**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.