

BIRKMAN

SIGNATURE

REPORT

THIS REPORT WAS PREPARED FOR
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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

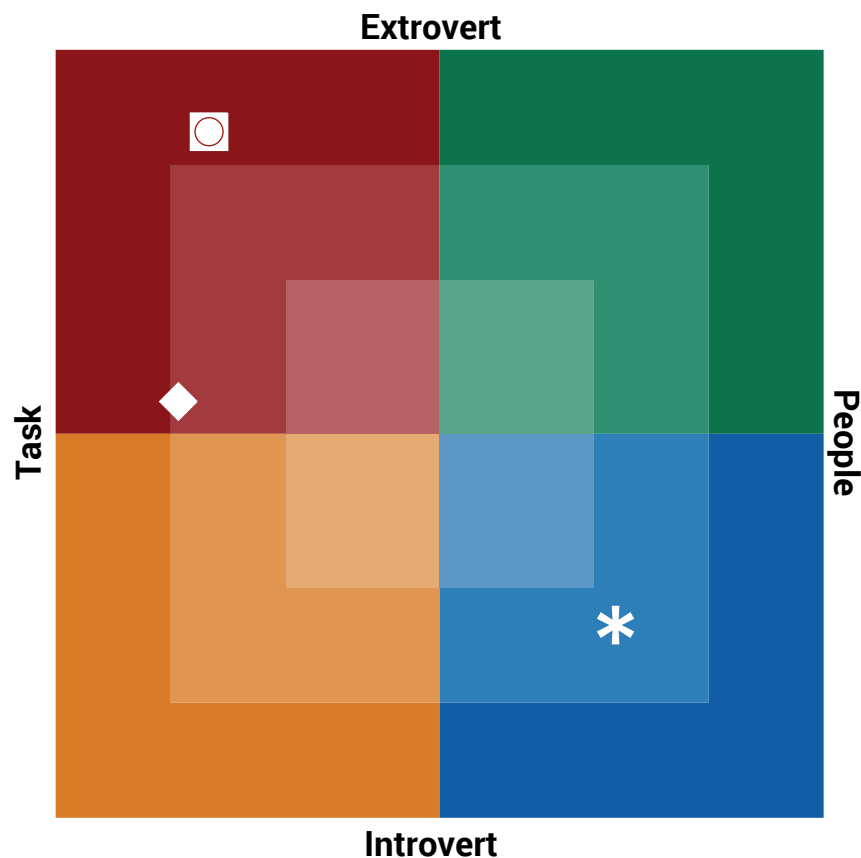
Your Birkman Map[®] provides an aerial view of who you are and allows you to see how and where you fit into the big picture.

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.



BIRKMAN MAP



EXPLANATION OF YOUR INTERESTS (THE ASTERISK) *

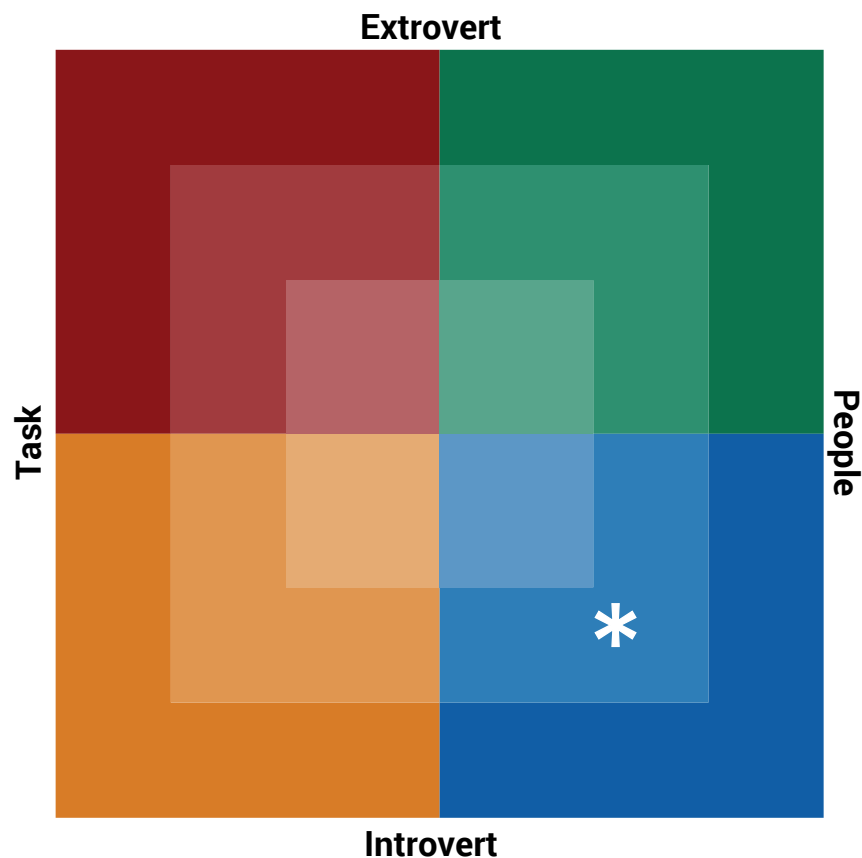
The kinds of activities you prefer are described by the Asterisk. Your Asterisk is in the BLUE quadrant. You enjoy creative activities.

Interests in the BLUE quadrant include:

- planning
- dealing with abstraction
- thinking of new approaches
- innovating
- working with ideas

Your Asterisk shows that you like to:

- innovate or create
- plan how to do things
- consider the future
- create new approaches
- look at things theoretically





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 Yellow quadrant. When you are working effectively, you are generally logical and systematic.

Usual Behaviors in the RED quadrant include being:

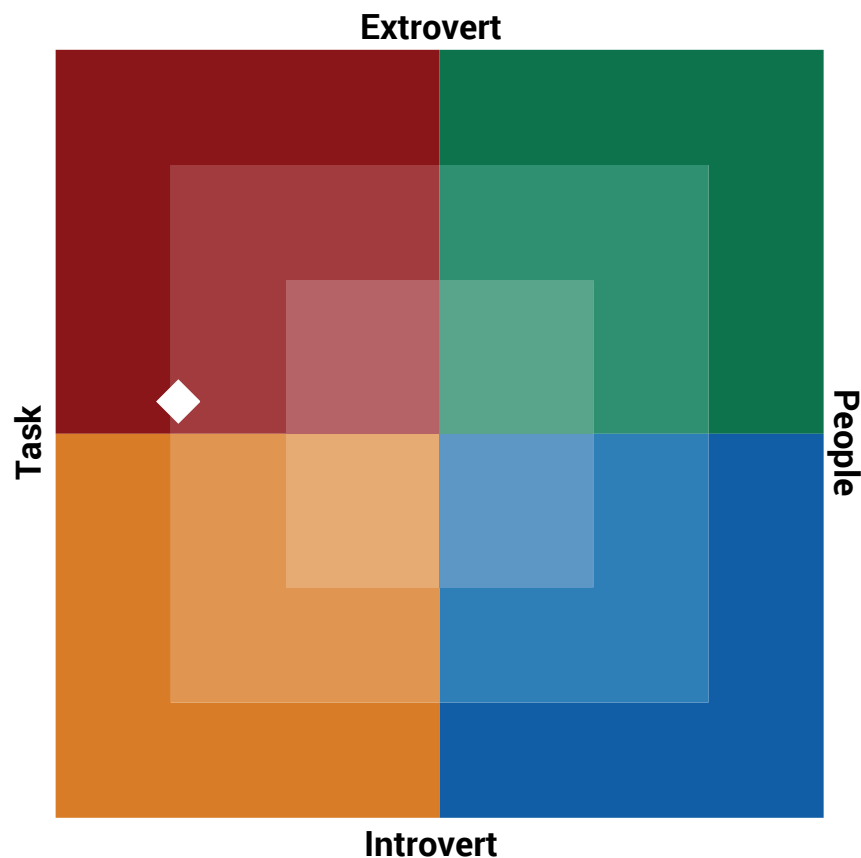
- friendly
- decisive and energetic
- frank
- logical

Your Diamond shows that you are usually:

- direct but friendly
- energetic and objective

Your Diamond shows that you also tend to be:

- methodical
- consistent
- concentrative





EXPLANATION OF YOUR NEEDS (THE CIRCLE) ●

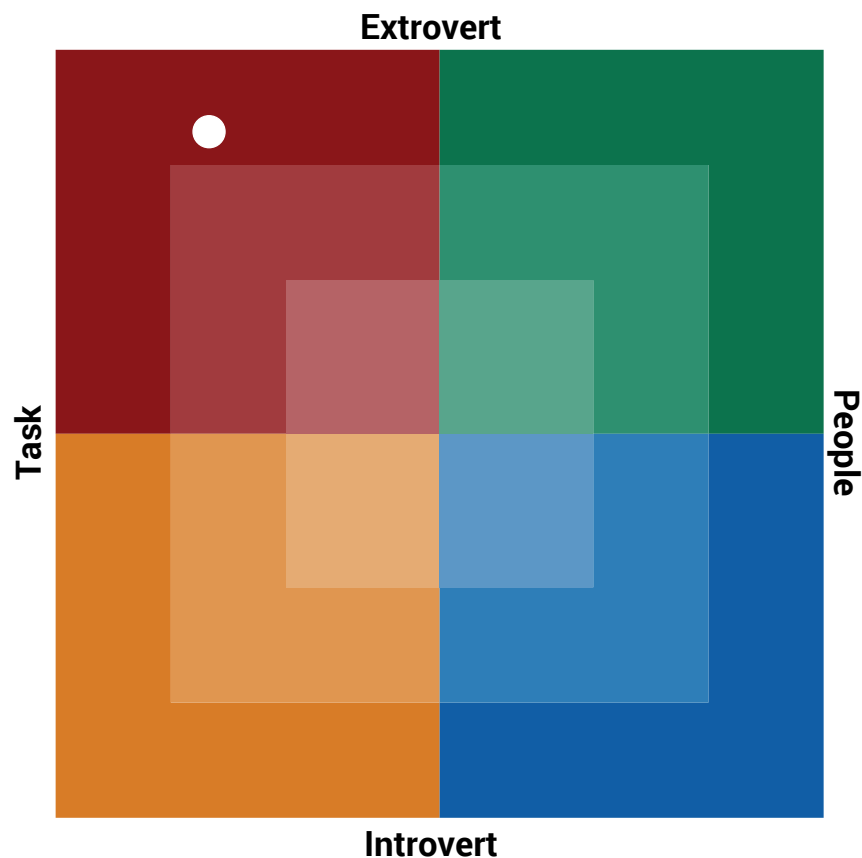
The support you need to develop your Usual Behavior is described by the Circle. Your Circle is in the RED quadrant. To be most effective, you respond best to people who are objective and decisive.

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)

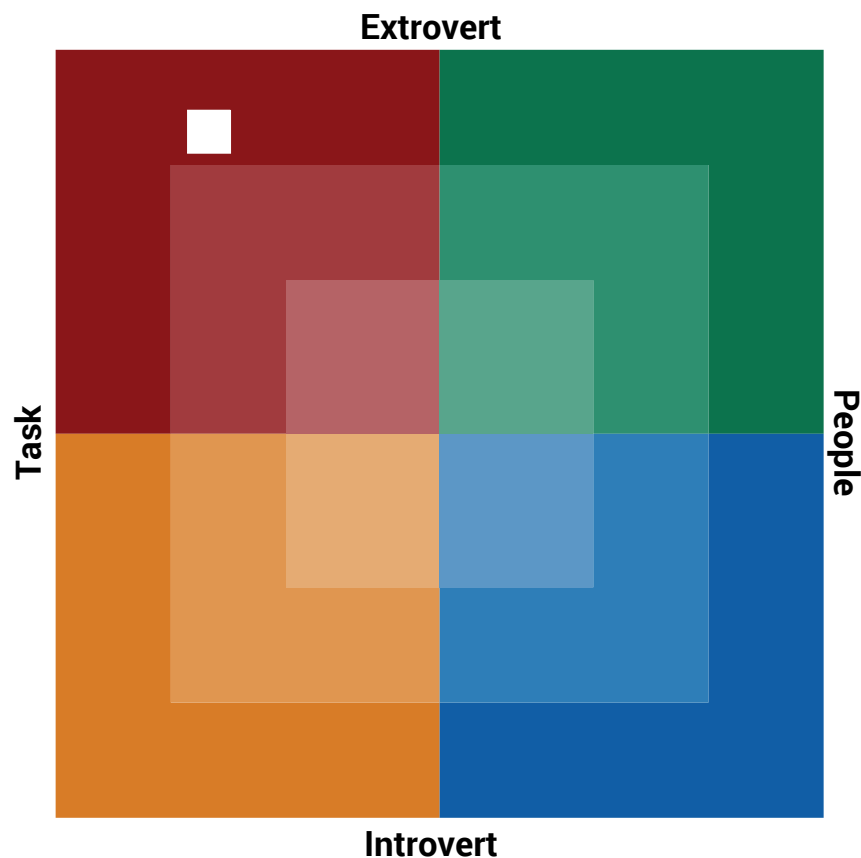
Your Stress Behavior is described by the Square. Your Square is in the RED quadrant. When people don't deal with you the way your needs suggest, you may become impatient and demanding.

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:

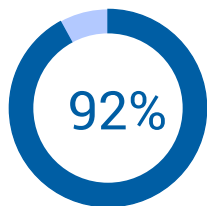
- too oriented towards "people" and too little oriented towards individuals
- busy for the sake of it
- insensitive
- impulsive
- restless



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

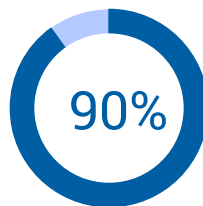


LITERARY

Appreciation for language

Activities include:

Writing, reading, editing

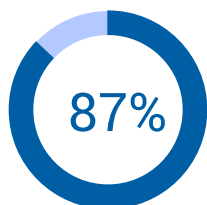


MUSICAL

Playing, singing or listening to music

Activities include:

Attending concerts, collecting and appreciating music

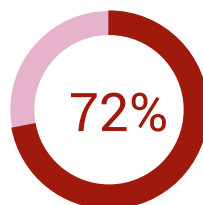


ARTISTIC

Creation, appreciation for arts, aesthetics

Activities include:

Painting, appreciating art, designing

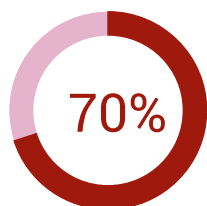


TECHNICAL

Hands-on work with technology and machinery

Activities include:

Programming, assembling, using gadgets

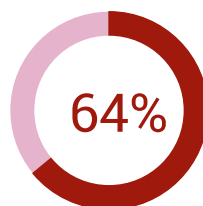


OUTDOOR

Work in an outdoor environment

Activities include:

Being outdoors, farming, gardening

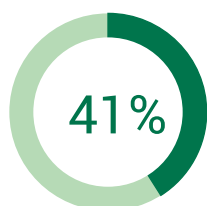


SCIENTIFIC

Research, analysis, intellectual curiosity

Activities include:

Investigating, exploring medicine, experimenting

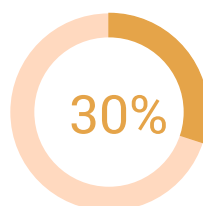


SOCIAL SERVICE

Helping, advocating for people

Activities include:

Teaching, counseling, volunteering

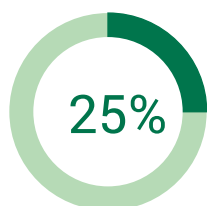


NUMERICAL

Working with numbers and data

Activities include:

Accounting, investing, analyzing

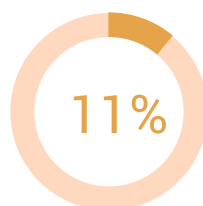


PERSUASIVE

Persuading, motivating, selling

Activities include:

Debating, influencing, promoting



ADMINISTRATIVE

Systems, order and reliability

Activities include:

System tracking, record keeping, categorizing

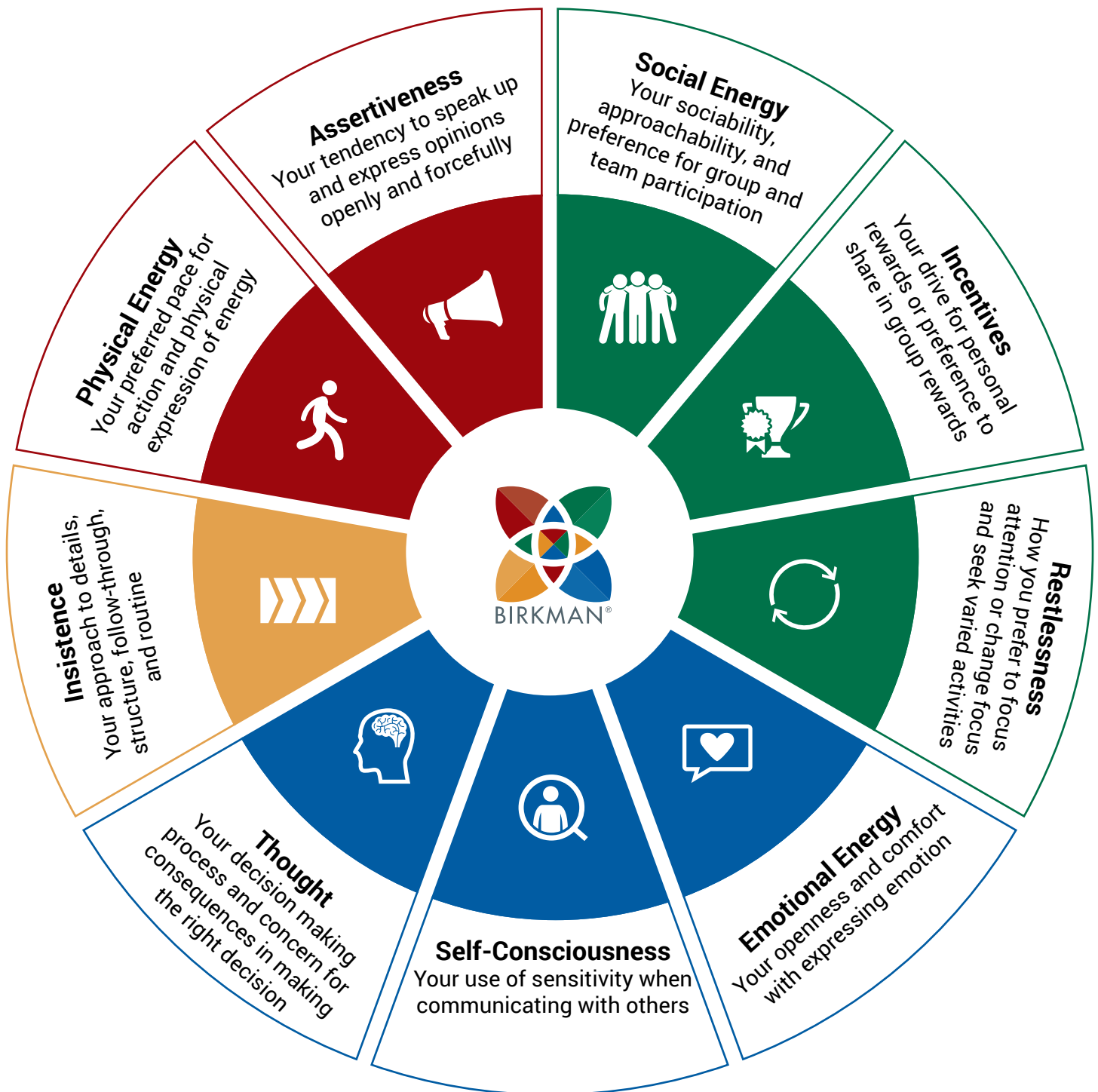
YOUR BEHAVIORS

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
51	74



Physical Energy

Usual	Needs
93	97




Emotional Energy

Usual	Needs
10	23




Self-Consciousness

Usual	Needs
6	44




Assertiveness

Usual	Needs
72	51



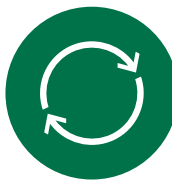
Insistence

Usual	Needs
55	92




Incentives

Usual	Needs
16	25



Restlessness

Usual	Needs
34	81



Thought

Usual	Needs
6	18

USUAL, NEEDS & STRESS



SOCIAL ENERGY

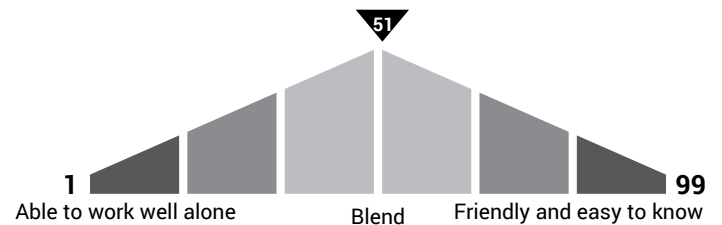
Your sociability, approachability, and preference for group and team participation

You seem to have almost equal respect for group or social activities, and for the importance of being able to take an independent course of action when appropriate. You are adaptable to situations requiring either teamwork or individual initiative.

Usual Behavior:

- balance of social and private activities
- social and attentive manner
- communicative

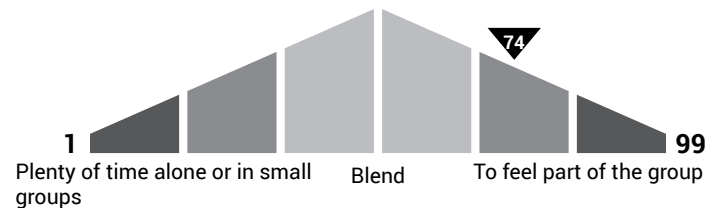
Usual Behavior



Needs:

Being sensitive to group dynamics, however, your need is oriented more toward a sense of being accepted by the group. Your sense of well-being is supported when you achieve a feeling of popularity, in a broad social context.

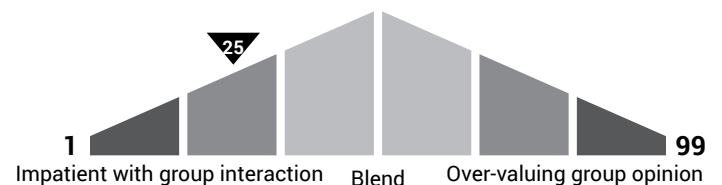
Needs



Causes of Stress:

Interestingly, your reaction to not sensing the support and encouragement of the group is likely to be one of withdrawal, seeking to re-establish yourself with your close friends.

Stress Behavior



Possible Stress Reactions When Needs Are Not Met:

- withdrawing from groups
- tendency to ignore others
- becoming quiet in groups

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.

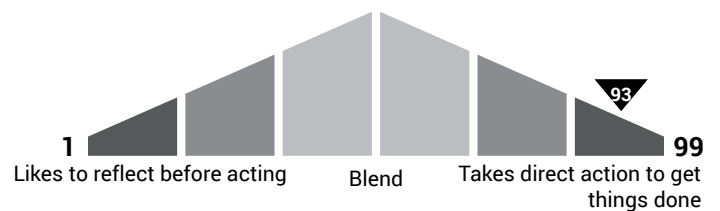
Causes of Stress:

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.

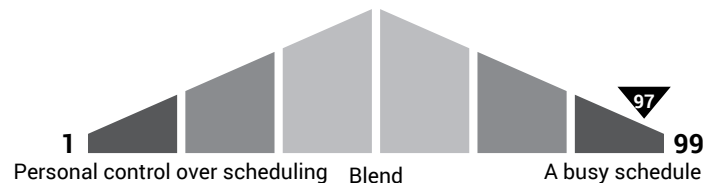
Possible Stress Reactions When Needs Are Not Met:

- impatience
- wasted energy
- edginess

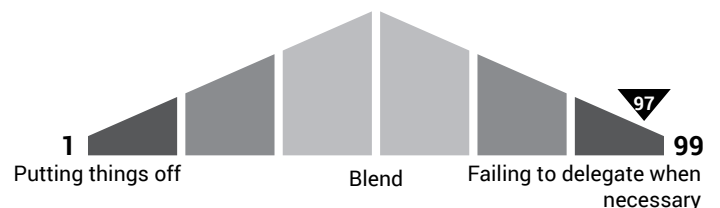
Usual Behavior



Needs



Stress Behavior



USUAL, NEEDS & STRESS



EMOTIONAL ENERGY

Your openness and comfort with expressing emotion

Usually keeping your emotions in check, you are primarily objective and practical in your outlook. You have sympathy for others, but express it with practical suggestions and attempts to "fix the problem".

Usual Behavior:

- objective
- practical
- logical

Needs:

Your practical and logical approach is supported best when others treat you in a low-key, unemotional manner. Your surroundings should encourage minimizing emotional complexity.

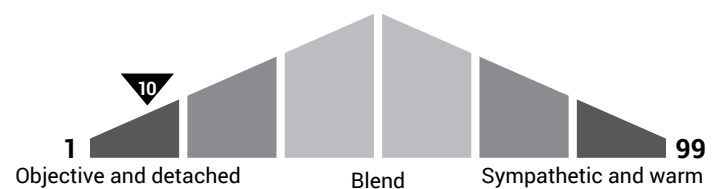
Causes of Stress:

When feelings and emotions seem to be clouding the issues, your reaction is to cut through those feelings and "get to the heart" of the problem. People who express their emotions openly can cause you tension.

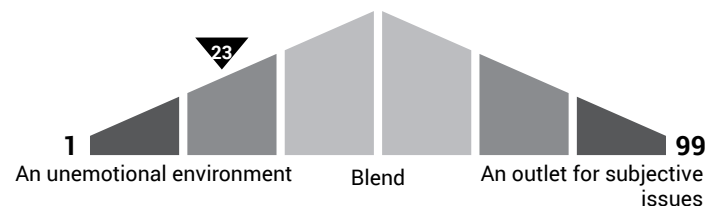
Possible Stress Reactions When Needs Are Not Met:

- losing sensitivity
- becoming impersonal
- emphasizing immediate results

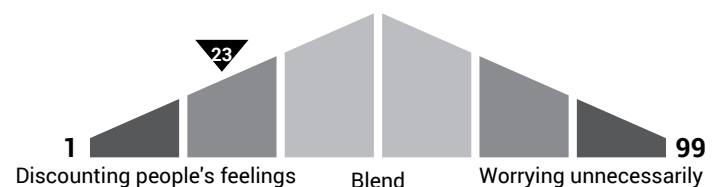
Usual Behavior



Needs



Stress Behavior



USUAL, NEEDS & STRESS



SELF-CONSCIOUSNESS

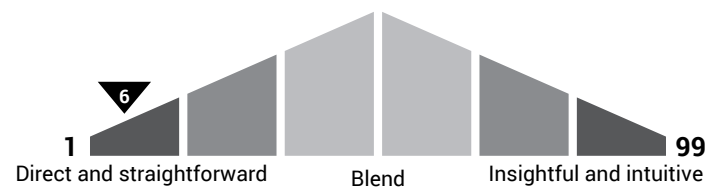
Your use of sensitivity when communicating with others

Among your strengths are your ability to avoid beating around the bush, and the ease with which you relate to others in a direct and straightforward manner. Things that embarrass and trouble most people cause you little bother.

Usual Behavior:

- straightforward
- unevasive
- matter-of-fact

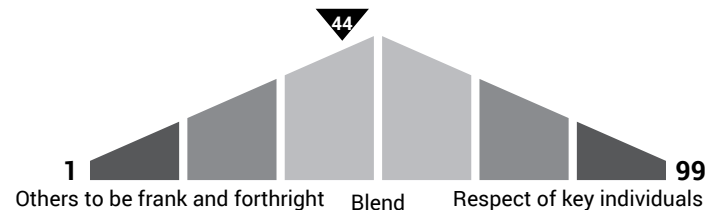
Usual Behavior



Needs:

However, you need to sense that other people have a certain respect and appreciation for your personal feelings, especially the significant people in your life. But this need is not extreme, and the sensitivity should be balanced with frankness and openness.

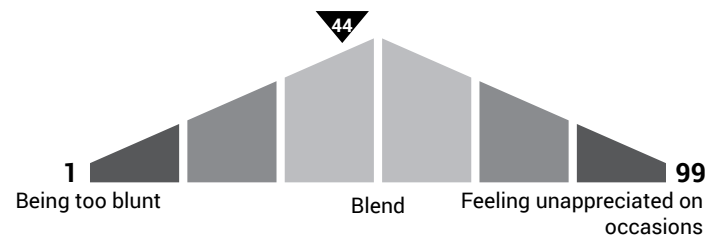
Needs



Causes of Stress:

When others are too blunt with you, you may find your feelings hurt; but too much sentiment and evasiveness can raise the discomfort of suspicion on your part.

Stress Behavior



Possible Stress Reactions When Needs Are Not Met:

- becoming sensitive to criticism
- becoming impersonal

USUAL, NEEDS & STRESS



ASSERTIVENESS

Your tendency to speak up and express opinions openly and forcefully

More so than most people, you enjoy organizing, initiating and directing the activities of others. Also, you find satisfaction in carrying out clear-cut directions and instructions. Your respect for positions of authority is the primary source of your strength.

Usual Behavior:

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

Needs:

Authoritative weakness in others can bother you just as much as a domineering, overly-aggressive approach. It is important to you to feel that authority is exercised justly as well as effectively.

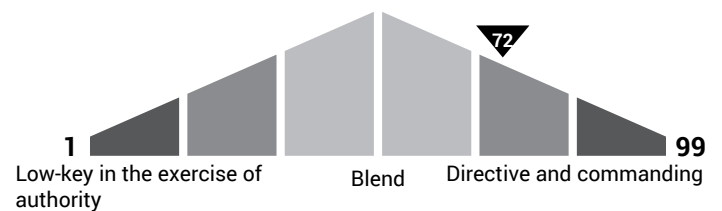
Causes of Stress:

Extremely authoritarian managers and weak managers alike can easily annoy you and make you uncomfortable. This is because your need indicates that you are most at ease with a moderate approach from others.

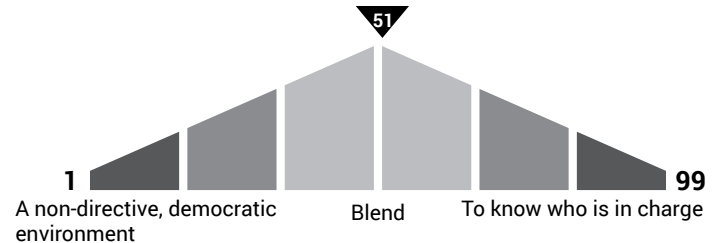
Possible Stress Reactions When Needs Are Not Met:

- becoming bossy or domineering
- concealing real views and feelings

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.

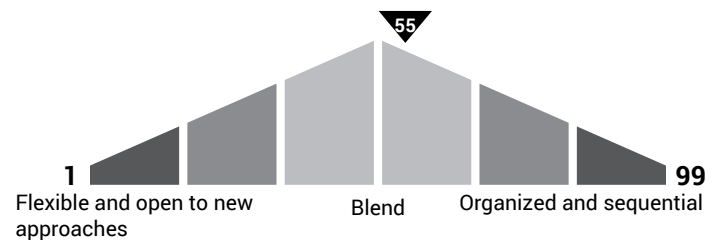
Causes of Stress:

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

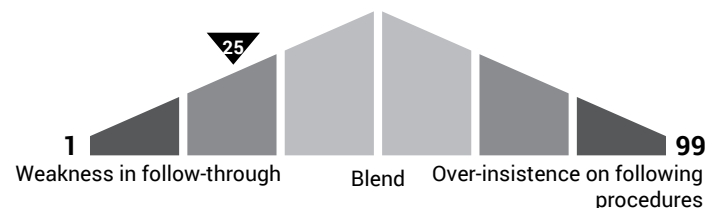
Usual Behavior



Needs



Stress Behavior



USUAL, NEEDS & STRESS



INCENTIVES

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

Being primarily idealistic, you tend to focus on long-term and intangible benefits. Elements of trust and loyalty characterize your approach to just about everything.

Usual Behavior:

- trustful
- cooperative
- well-meaning

Needs:

Indicated by your idealistic nature is a need to have your efforts rewarded without your having to ask. You respond well to an atmosphere of mutual trust and to people who are trustworthy and loyal, placing primary emphasis on a team-oriented approach.

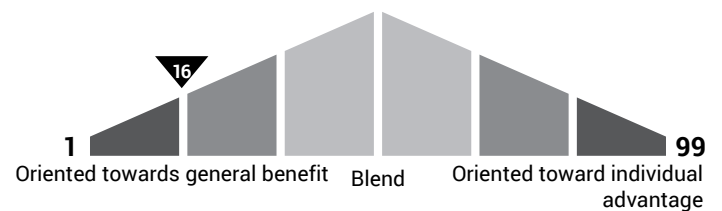
Causes of Stress:

Sometimes, you can become too idealistic, even impractical, and find yourself disappointed by the self-serving approach of those who are too openly competitive or oriented toward individual reward. This can upset your cordial attitudes.

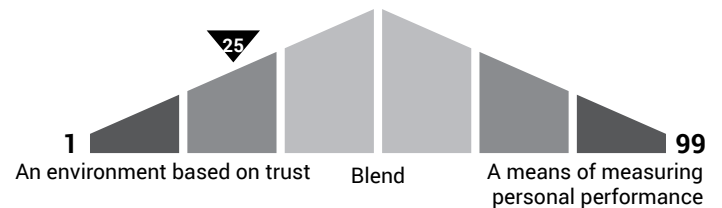
Possible Stress Reactions When Needs Are Not Met:

- may allow others to take advantage
- becoming impractical
- being too idealistic

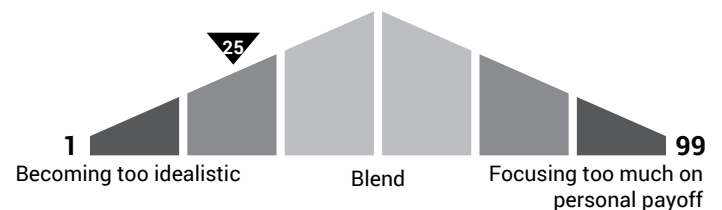
Usual Behavior



Needs



Stress Behavior



USUAL, NEEDS & STRESS



RESTLESSNESS

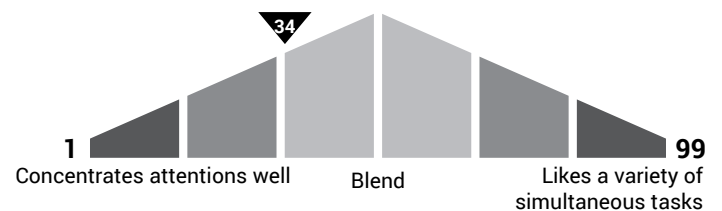
How you prefer to focus attention or change focus and seek varied activities

You display an openness to the prospect of change, enabling you to handle distractions without much difficulty. However, you monitor this openness with a tendency to focus your attention, preferring to complete one project before moving on to another.

Usual Behavior:

- attentive, yet concentrative
- balances routine with variety
- handles distractions well

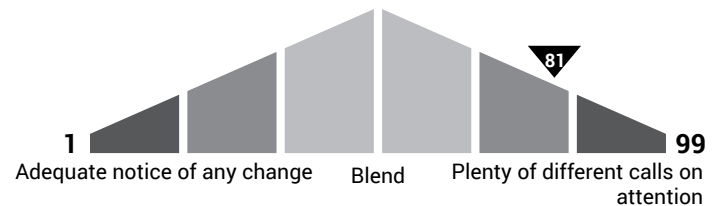
Usual Behavior



Needs:

A very real need to sense variety and novelty in your environment underscores your openness to change of schedule. Your concentrative abilities are stimulated by frequent changes of activity.

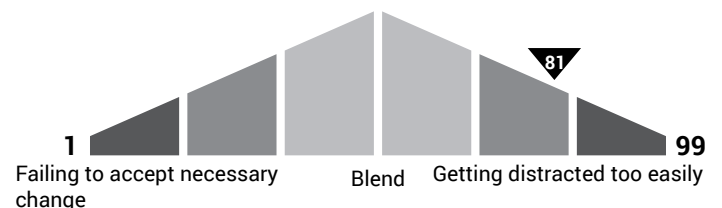
Needs



Causes of Stress:

Your underlying need for change and variety can disrupt your ability to finish the tasks before you. When this happens, you may find yourself feeling "spread too thin," unable to give each project the attention you know it deserves.

Stress Behavior



Possible Stress Reactions When Needs Are Not Met:

- difficulty concentrating
- restlessness
- distractability

USUAL, NEEDS & STRESS



THOUGHT

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

Your ability to grasp the relevant issues and form quick judgments is an asset which aids your effectiveness even when situations are vague and uncertain. You are generally decisive, able to make decisions and formulate answers without undue delay.

Usual Behavior:

- matter-of-fact
- decisive
- action-oriented

Needs:

Although the amount of time you need to make a decision will increase as problems become complicated or unusual, you generally feel that you don't need a lot of time or to process a great deal of information before you can make a decision.

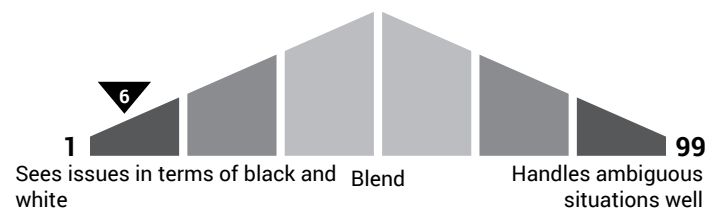
Causes of Stress:

There are times when ambiguity can frustrate you, especially if it causes you delay in making a decision. Also, when others are slow in making decisions you may see them as incompetent.

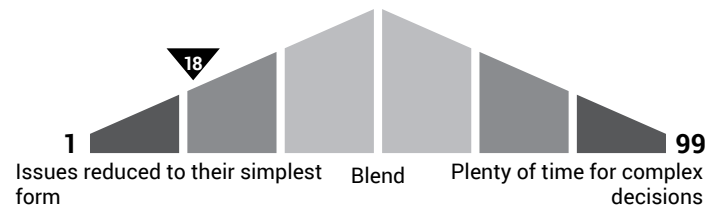
Possible Stress Reactions When Needs Are Not Met:

- tendency to over-simplify
- impulsiveness
- hastiness

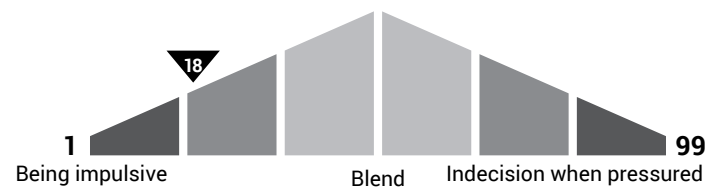
Usual Behavior



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 getting things done, including dealing with hands-on problems or situations
- You are interested in the visual appeal of products and services, and may well have an artistic ability of your own
- 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 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 are decisive and are able to reduce more complex matters to simple terms

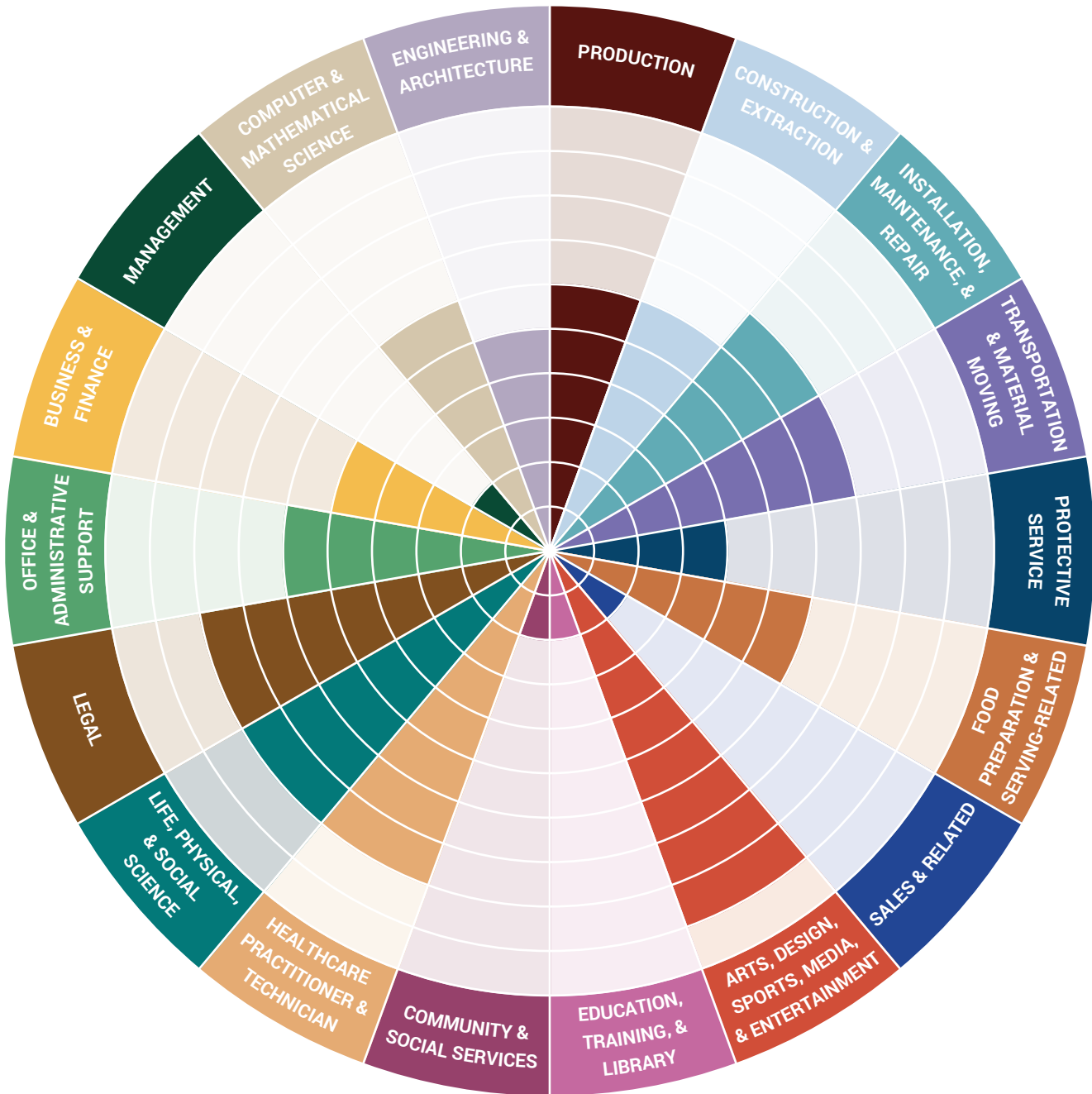
YOUR CAREER EXPLORATION

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.




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.



Legal
Researching, litigating, and documenting matters relating to the law, specializing in litigation, arbitration, transcription, investigation, or negotiation of legal issues. Duties may include representing clients in legal proceedings, examining legal statutes, documenting agreements, drafting contracts, investigating cases, and transcribing hearings.



Transportation & Material Moving
Piloting, driving, operating, or navigating transport vehicles or material moving machinery (e.g., aircraft, automobiles, water vessels, construction cranes, locomotives, tractors). Duties include flying commercial airplanes, directing air traffic, driving public or school buses, taxis, trucks, ambulances, commanding motor-driven boats, inspecting freight and cargo, conducting trains, operating forklifts, among other transportation and material moving tasks.



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.