

Birkman

A science-backed suite of behavioral and occupational self-assessment tools unique for differentiating between Usual Behavior, Needs/Expectations, and Stress Behavior as well as occupational Interests.

■ Applications

- Leadership Development and Coaching
- Team Effectiveness
- Talent Development and Engagement
- Hiring and Selection
- Career Exploration
- Succession Planning

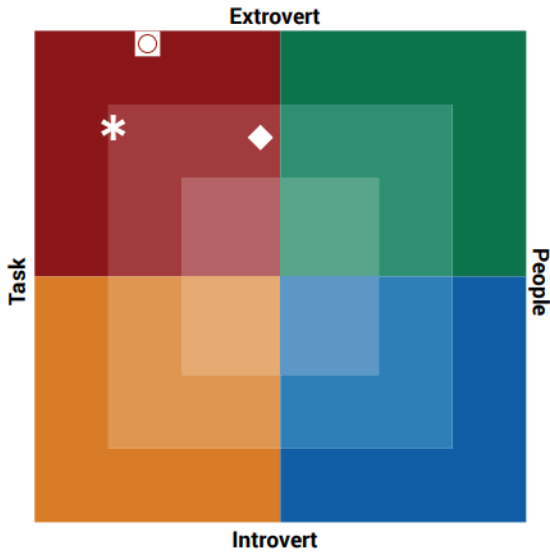
■ Facts

- Developed in 1951 by Dr. Roger W. Birkman, who led the field of personality assessment by developing a positive psychology approach, as opposed to the traditional medical model approach
- Trait-based assessment of 9 Components regarding our behavior and our expectations, 10 occupational Interests, and 6 Mindset Perspectives
- Reveals three key aspects of a person: motivation (Birkman Interests), self-perception (Usual Behavior), and social-perception (Needs and associated Stress Behavior)
- Mindset is a 4th key aspect that reveals how individuals are processing the world around them
- Average time to take is about 30 minutes
- 125 Most People and Self items and 48 Interest items
- 24 languages
- Individual and team reports
- Some reports available without certification training

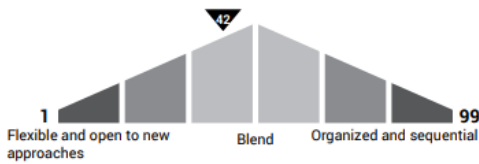
■ Key Takeaways

- Demonstrates both internal consistency and test-retest reliability
- Strong face validity
- Sound construct validity that has been established over the decades using a multitrait-multimethod approach
- Incorporates the existence and influence of social desirability into its reports
- It is not based on a Five Factor Model (FFM) of personality as it predates the FFM. However, it can be mapped to the FFM
- Use for personnel selection is appropriate only if part of a larger selection system validated by the user
- Birkman has always held its data closely which to date has resulted in limited peer-reviewed publications by outside researchers
- The 2x2 Birkman Map can be a useful overview of an individual's personality
- Detailed reports provide a wealth of information
- Best interpreted by a certified professional although some reports are self-interpretable

Excerpts from Sample Reports



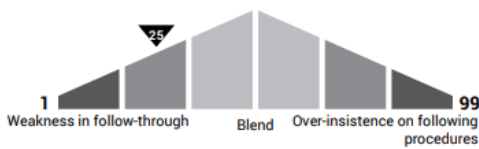
Usual Behavior



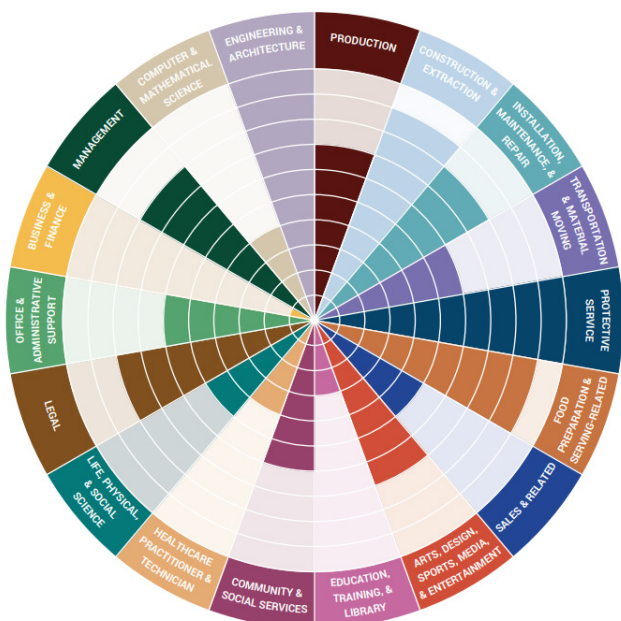
Needs



Stress Behavior



<p>Social Energy</p> <p>Usual: 99, Needs: 99</p>	<p>Physical Energy</p> <p>Usual: 86, Needs: 93</p>	<p>Emotional Energy</p> <p>Usual: 23, Needs: 64</p>
<p>Self-Consciousness</p> <p>Usual: 6, Needs: 21</p>	<p>Assertiveness</p> <p>Usual: 72, Needs: 91</p>	<p>Insistence</p> <p>Usual: 42, Needs: 92</p>
<p>Incentives</p> <p>Usual: 16, Needs: 34</p>	<p>Restlessness</p> <p>Usual: 68, Needs: 34</p>	<p>Thought</p> <p>Usual: 62, Needs: 18</p>



<p>OUTDOOR Work in an outdoor environment Activities include: Being outdoors, farming, gardening</p>	<p>ADMINISTRATIVE Systems, order and reliability Activities include: System tracking, record keeping, categorizing</p>
<p>TECHNICAL Hands-on work with technology and machinery Activities include: Programming, assembling, using gadgets</p>	<p>SOCIAL SERVICE Helping, advocating for people Activities include: Teaching, counseling, volunteering</p>
<p>NUMERICAL Working with numbers and data Activities include: Accounting, investing, analyzing</p>	<p>LITERARY Appreciation for language Activities include: Writing, reading, editing</p>
<p>PERSUASIVE Persuading, motivating, selling Activities include: Debating, influencing, promoting</p>	<p>SCIENTIFIC Research, analysis, intellectual curiosity Activities include: Investigating, exploring medicine, experimenting</p>
<p>ARTISTIC Creation, appreciation for arts, aesthetics Activities include: Painting, appreciating art, designing</p>	<p>MUSICAL Playing, singing or listening to music Activities include: Attending concerts, collecting and appreciating music</p>