

BIRKMAN

SIGNATURE

REPORT

THIS REPORT WAS PREPARED FOR  
JOHN Q.. PUBLIC (D00111)  
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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 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 color 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

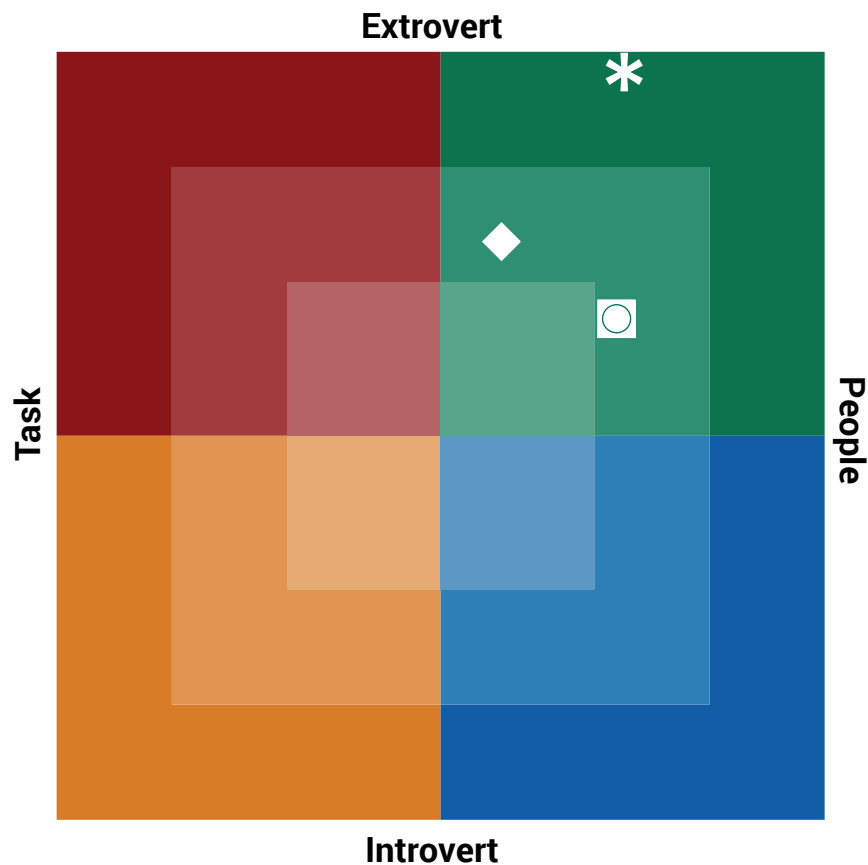
Your Birkman Map® provides an aerial view of who you are and allows you to see how and where you fit into the big picture.

# 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) \*

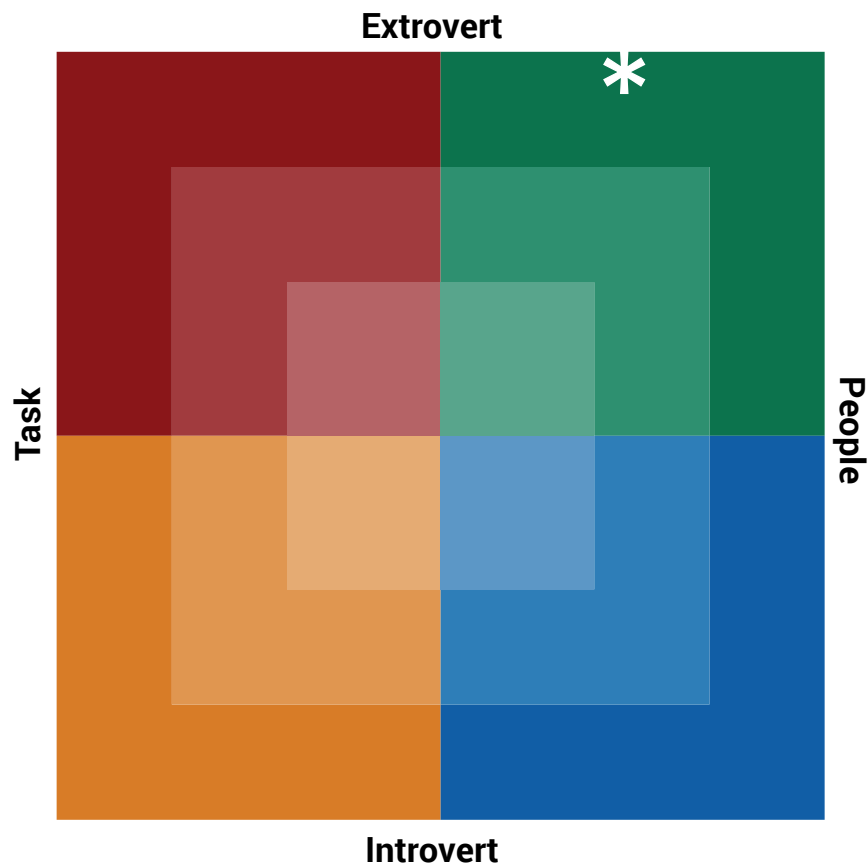
The kinds of activities you prefer are described by the Asterisk. Your Asterisk is in the GREEN quadrant. You probably enjoy very people-centered activities.

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 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:

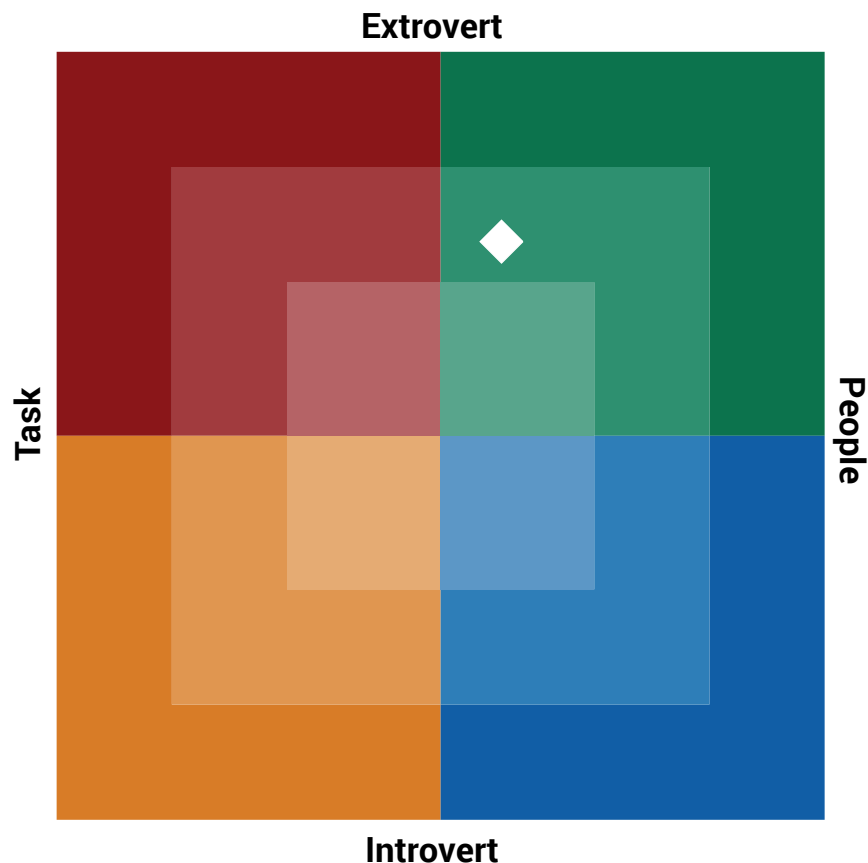
- competitive
- assertive
- flexible
- enthusiastic about new things

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 GREEN quadrant, but it also lies fairly close to the Blue quadrant. To be most effective, you respond best to people who are persuasive and insightful.

Those with Needs in the GREEN quadrant want others to:

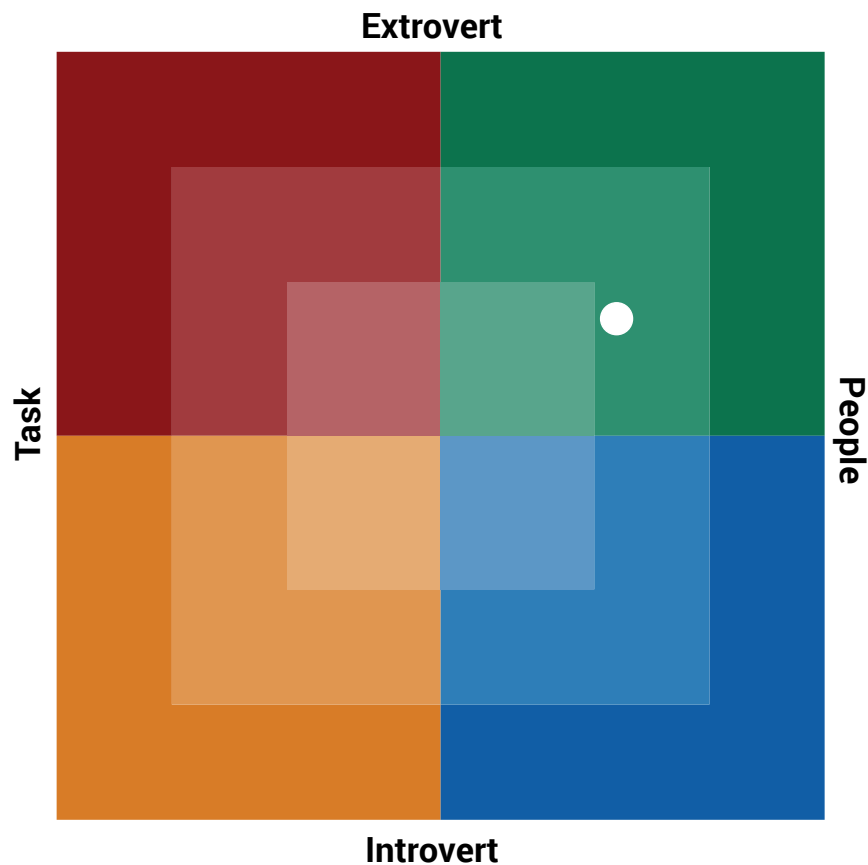
- encourage competition
- be assertive
- allow flexibility
- introduce novelty and variety

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

- keep unnecessary rules to a minimum
- give you varied tasks

Your Circle shows that you also respond well to people who:

- give you time for complex decisions
- don't over-schedule you
- are interested in feelings as well as logic



# BIRKMAN MAP



## EXPLANATION OF YOUR STRESS BEHAVIOR (THE SQUARE)

Your Stress Behavior is described by the Square. Your Square is in the GREEN quadrant, but it also lies fairly close to the Blue quadrant. When people don't deal with you the way your needs suggest, you may become distracted and indecisive.

Those with Stress Behaviors in the GREEN quadrant:

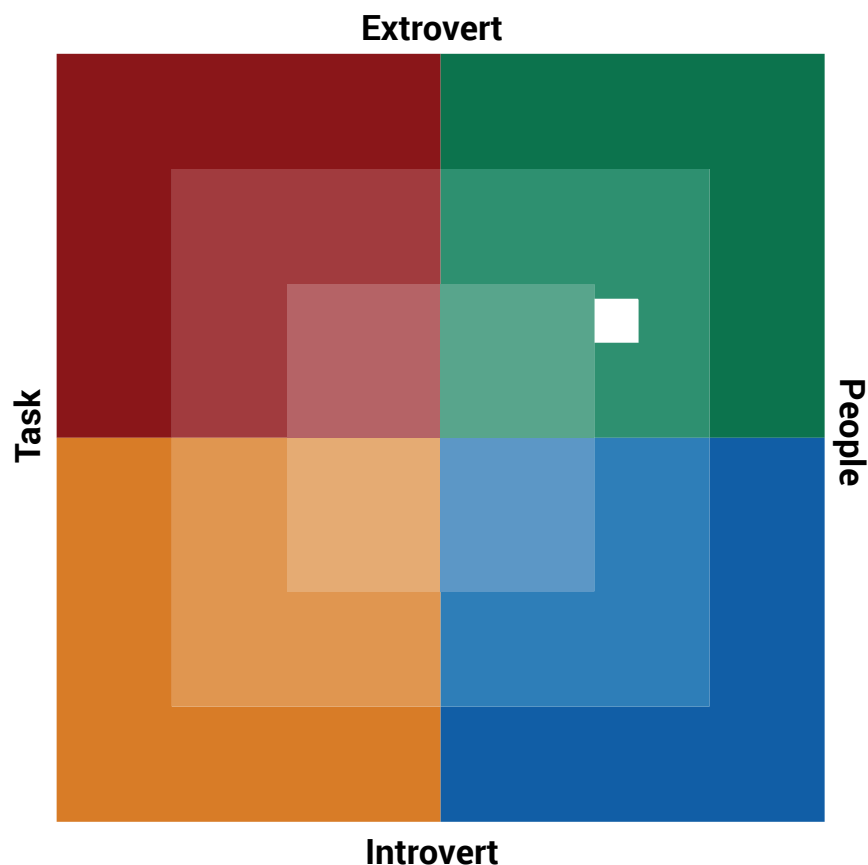
- are easily distracted
- distrust others
- become domineering
- fail to follow the plan

Your Square shows that under stress you may become:

- self-protective
- argumentative

Your Square shows that you may also become:

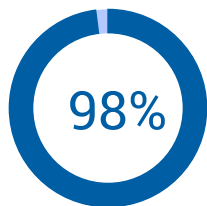
- overly sensitive to criticism
- easily sidetracked
- unsociable



# 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

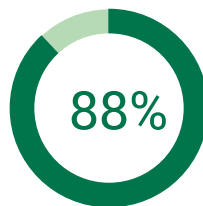


## LITERARY

Appreciation for language

**Activities include:**

Writing, reading, editing

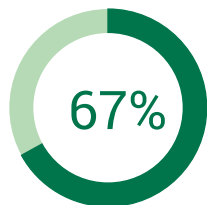


## PERSUASIVE

Persuading, motivating, selling

**Activities include:**

Debating, influencing, promoting

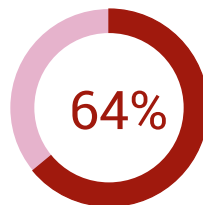


## SOCIAL SERVICE

Helping, advocating for people

**Activities include:**

Teaching, counseling, volunteering

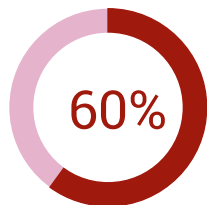


## TECHNICAL

Hands-on work with technology and machinery

**Activities include:**

Programming, assembling, using gadgets

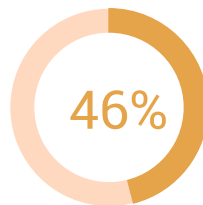


## OUTDOOR

Work in an outdoor environment

**Activities include:**

Playing outdoor sports, farming, gardening

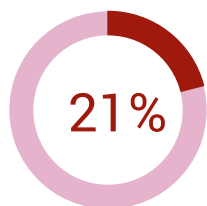


## ADMINISTRATIVE

Systems, order and reliability

**Activities include:**

System tracking, record keeping, categorizing

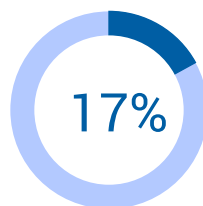


## SCIENTIFIC

Research, analysis, intellectual curiosity

**Activities include:**

Investigating, exploring medicine, experimenting

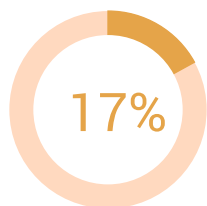


## ARTISTIC

Creation, appreciation for arts, aesthetics

**Activities include:**

Painting, appreciating art, designing

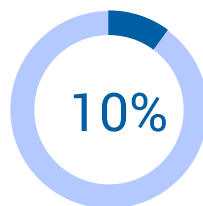


## NUMERICAL

Working with numbers and data

**Activities include:**

Accounting, investing, analyzing



## MUSICAL

Playing, singing or listening to music

**Activities include:**

Attending concerts, collecting and appreciating music

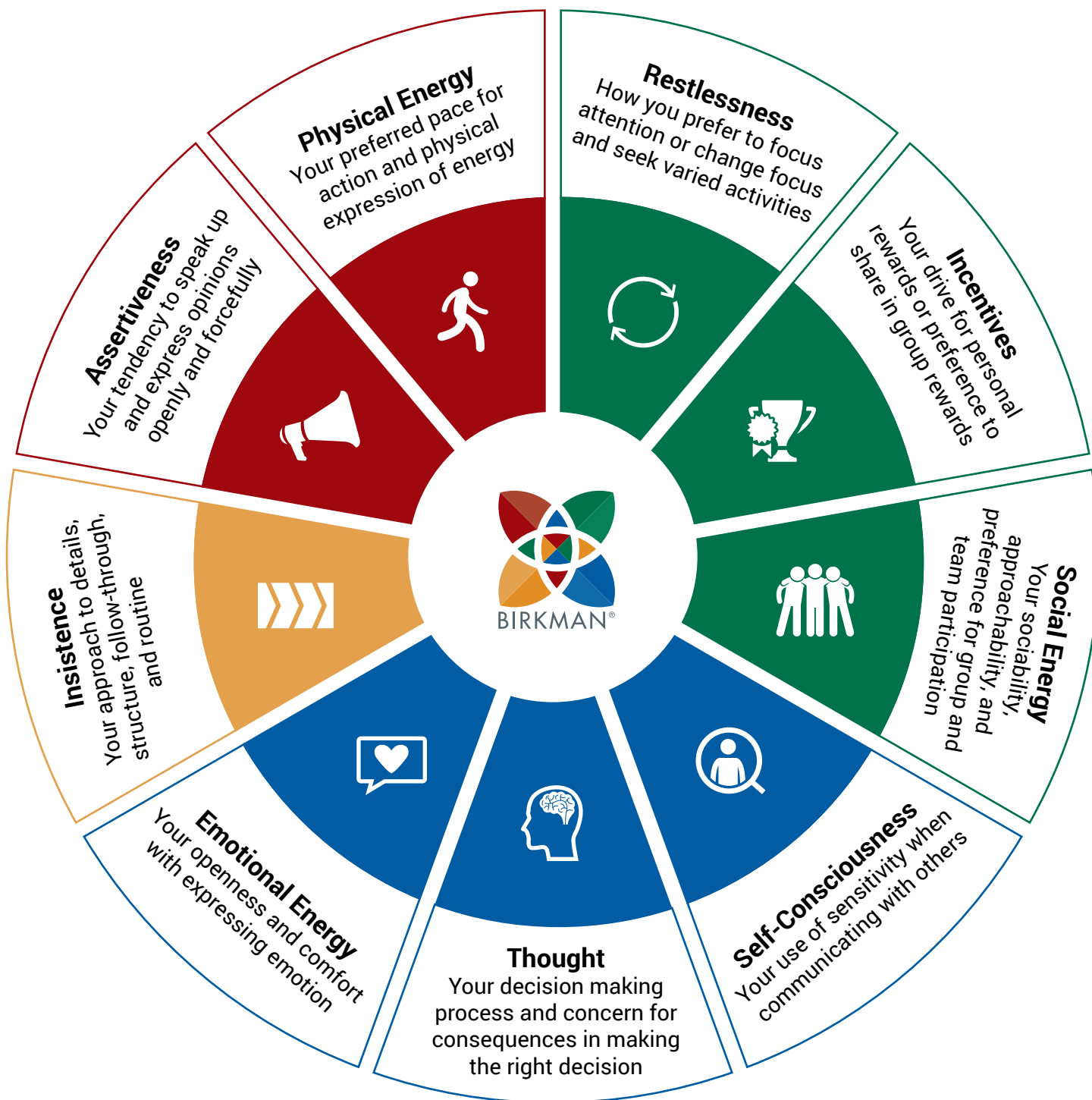
# YOUR BEHAVIORS

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	3



**Physical Energy**

Usual	Needs
97	49




**Emotional Energy**

Usual	Needs
12	20




**Self-Consciousness**

Usual	Needs
8	76




**Assertiveness**

Usual	Needs
74	83



**Insistence**

Usual	Needs
99	90



**Incentives**

Usual	Needs
19	64



**Restlessness**

Usual	Needs
67	32



**Thought**

Usual	Needs
51	71



# USUAL, NEEDS & STRESS



## SOCIAL ENERGY

The warmth and friendliness with which you meet people is put to good use in social situations. You possess a genuinely pleasant and outgoing manner, making you at ease and comfortable in groups.

### Usual Behavior:

- sociable
- at ease in groups
- communicative

### Needs:

On the other hand, your need is quite different. It is important that you allow yourself plenty of time to be spent in your own company, or with one or two close friends. You definitely need a reasonable amount of freedom from continuous social pressure.

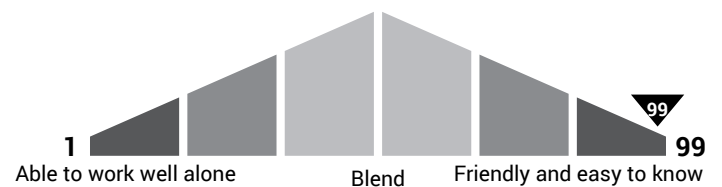
### Causes of Stress:

Your outgoing nature notwithstanding, you indicate that too much social interaction - without some quality time to yourself - can be frustrating to you. Your reaction to these times can be one of withdrawal and avoidance.

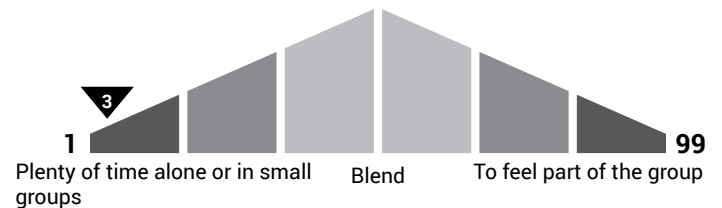
### Possible Stress Reactions When Needs Are Not Met:

- resisting group values
- avoiding social situations
- impatience with groups

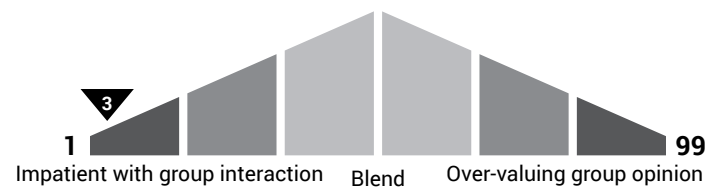
### Usual Behavior



### Needs



### Stress Behavior



# USUAL, NEEDS & STRESS



## PHYSICAL ENERGY

Being physically active on a regular basis underscores the generally forceful enthusiasm with which you approach almost everything you do. This asset is largely the product of your naturally high level of energy.

### Usual Behavior:

- enthusiastic
- energetic
- forceful

### Needs:

However, you rather expect external demands on your energies to require a combination of physical and mental effort. Making the most of your high energy level is easiest when you can balance personal action with reflection and thought.

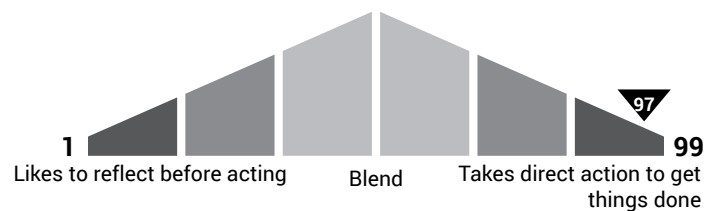
### Causes of Stress:

You may find your enthusiasm beginning to wane if this desired balance is upset. Too much emphasis on action, or planning to the exclusion of action, are both hard on your need to be in control of your energies.

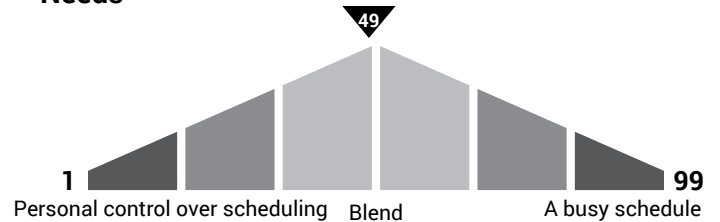
### Possible Stress Reactions When Needs Are Not Met:

- restlessness
- getting tired

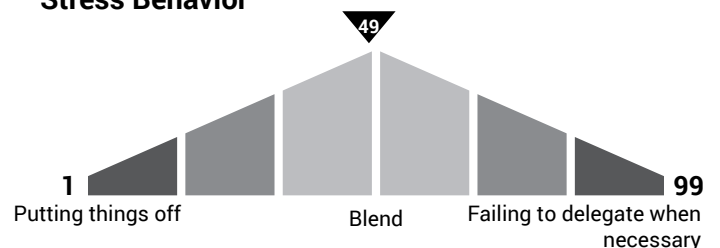
### Usual Behavior



### Needs



### Stress Behavior



# USUAL, NEEDS & STRESS



## EMOTIONAL ENERGY

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.

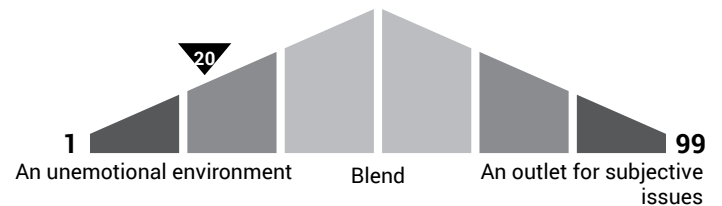
### Possible Stress Reactions When Needs Are Not Met:

- losing sensitivity
- becoming impersonal
- emphasizing immediate results

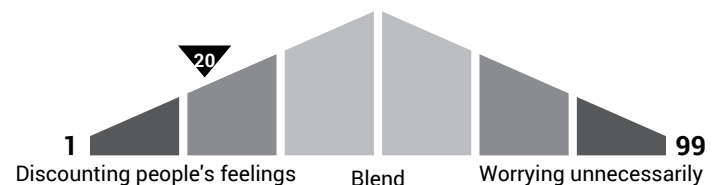
### Usual Behavior



### Needs



### Stress Behavior



# USUAL, NEEDS & STRESS



## SELF-CONSCIOUSNESS

Self-doubt in your personal relations bothers you less than it does most people. You prefer to look outward, and base your relationships on common activities and interests rather than feelings of general warmth. You tend to be direct and straightforward.

### Usual Behavior:

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

### Needs:

By contrast, you have a strong underlying need to feel the genuine respect and appreciation for your feelings from those who are close to you. Tact and diplomacy from others are very important.

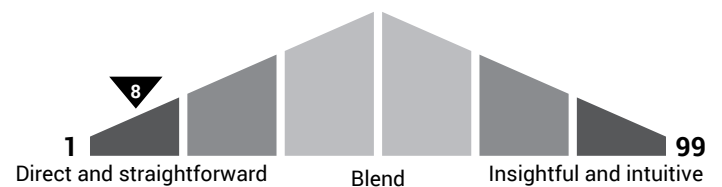
### Causes of Stress:

You can easily react negatively to disapproval, especially when circumstances are trying and frustrating. Also, others will mistakenly assume that you need to be treated in a frank and direct way, which may result in having your feelings hurt.

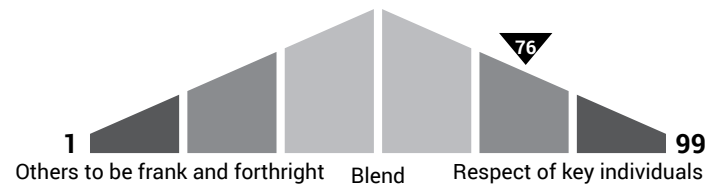
### Possible Stress Reactions When Needs Are Not Met:

- defensiveness
- self-consciousness
- feelings easily hurt

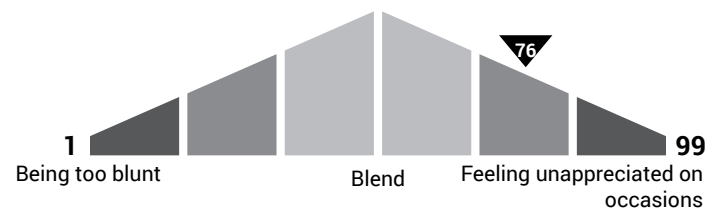
### Usual Behavior



### Needs



### Stress Behavior





## ASSERTIVENESS

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.

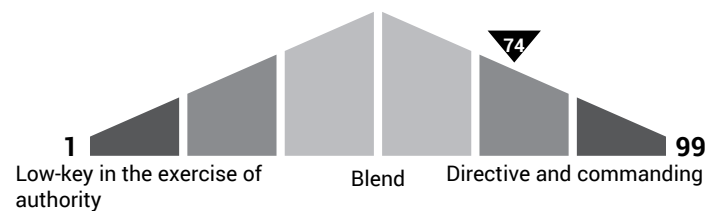
### Causes of Stress:

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.

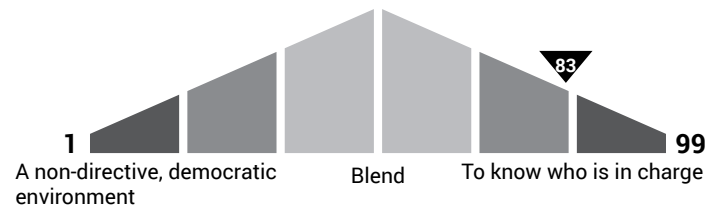
### Possible Stress Reactions When Needs Are Not Met:

- over-assertive
- argumentative tendencies
- demanding personal attention

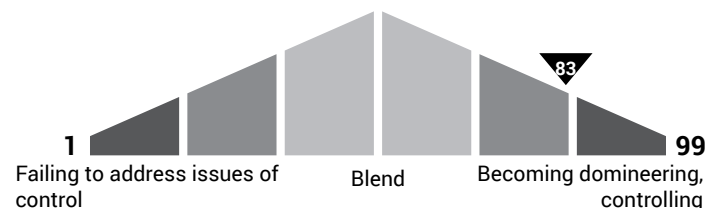
### Usual Behavior



### Needs



### Stress Behavior



# USUAL, NEEDS & STRESS



## INSISTENCE

You find it easier than most people to adapt comfortably to activities that require thoroughness and attention to detail. By preference, you rely on methods that have been tried and proven, logically emphasizing systems and controls.

### Usual Behavior:

- concerned with detail
- logical in thought process
- completion-oriented

### Needs:

Optimum performance can be expected when your activities are familiar and scheduled. Tasks that allow you to orient your action on the basis of precedent and lend themselves to tangible results provide a stable and predictable environment.

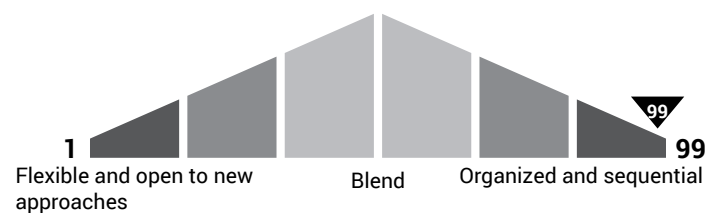
### Causes of Stress:

Strong inner tension is likely when things develop differently from what you have planned. You tend to give too much attention to minute and unimportant detail under pressure.

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

- attempting to over-control
- over-reliance on precedent
- excessive attention to detail

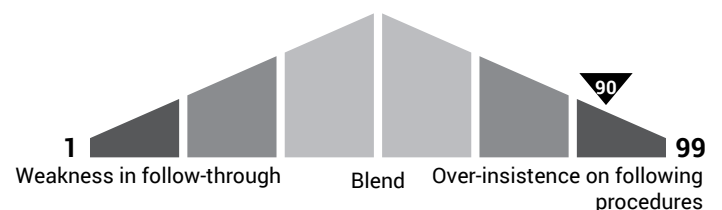
### Usual Behavior



### Needs



### Stress Behavior



# USUAL, NEEDS & STRESS



## INCENTIVES

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.

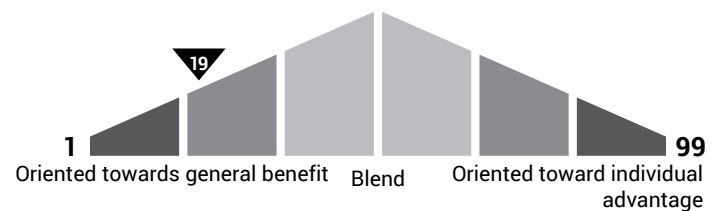
### Causes of Stress:

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.

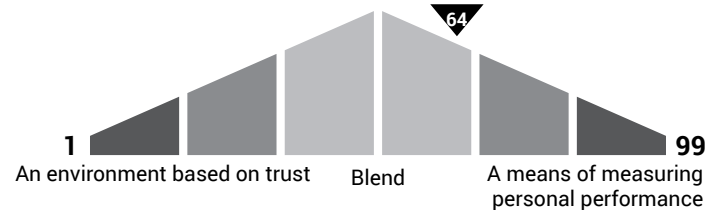
### Possible Stress Reactions When Needs Are Not Met:

- becoming opportunistic
- becoming unrealistic

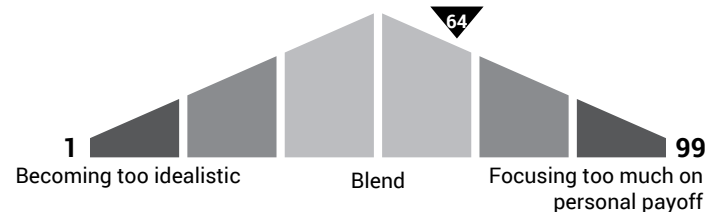
### Usual Behavior



### Needs



### Stress Behavior



# USUAL, NEEDS & STRESS



## RESTLESSNESS

You have described yourself being somewhat more responsive and adaptable to change than others. While this may be the case, you also have a concentrative approach to tasks.

### Usual Behavior:

- resists distractions
- attentive, yet concentrative
- adaptable

### Needs:

Your adaptability to change is predominant when you are personally in control of the change. When changes are forced upon you, it is important that you have the opportunity to provide your input before such changes occur.

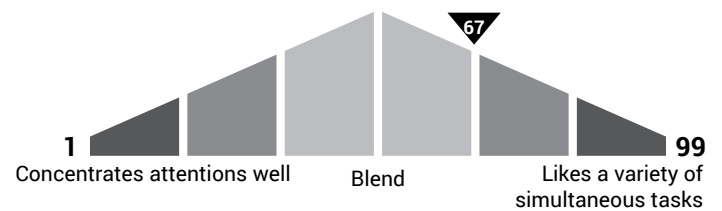
### Causes of Stress:

Your responsiveness to changes is very much a function of your own involvement in them, and the extent to which you have control over them. Abrupt, unexpected or forced changes can frustrate you.

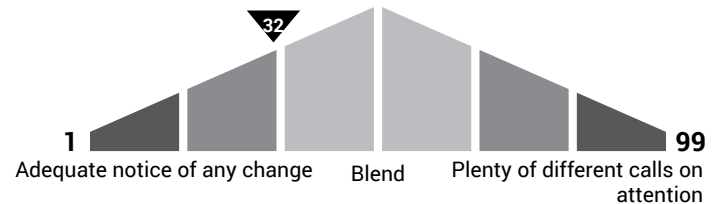
### Possible Stress Reactions When Needs Are Not Met:

- difficulty concentrating
- changing unnecessarily
- frustration and impatience

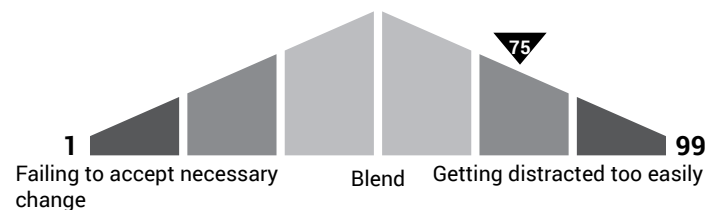
### Usual Behavior



### Needs



### Stress Behavior





# USUAL, NEEDS & STRESS



## THOUGHT

Decisions concerning usual and routine matters can generally be made rather quickly, but your thoughtful and reflective approach to decision-making indicates a penchant for considering both future and immediate consequences of your decisions.

### Usual Behavior:

- thoughtfully decisive
- thinks before acting
- quick, but reflective

### Needs:

Under pressure, you need to feel that you have considered all the angles and exhausted all the possibilities when making a decision. Preferably, your responsibilities should not require snap judgments.

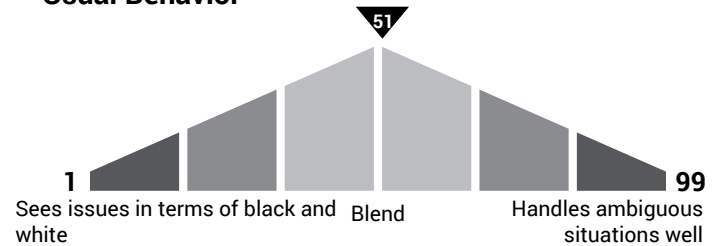
### Causes of Stress:

Your need for careful thought can make you dread the unforeseen and result in needless postponement or evasion of a decision. Feeling rushed or hurried can be frustrating to you.

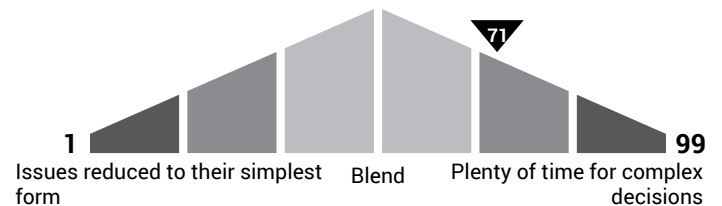
### Possible Stress Reactions When Needs Are Not Met:

- unnecessary worry
- fear of making mistakes
- postponing decisions

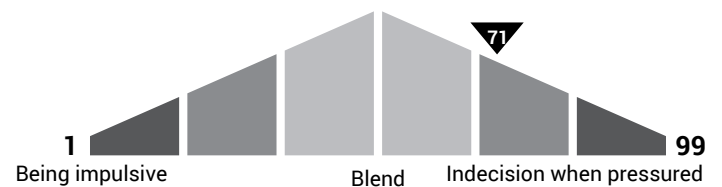
### Usual Behavior



### 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 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 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 have certain abstract, personal values, which you also show in the work you do
- 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

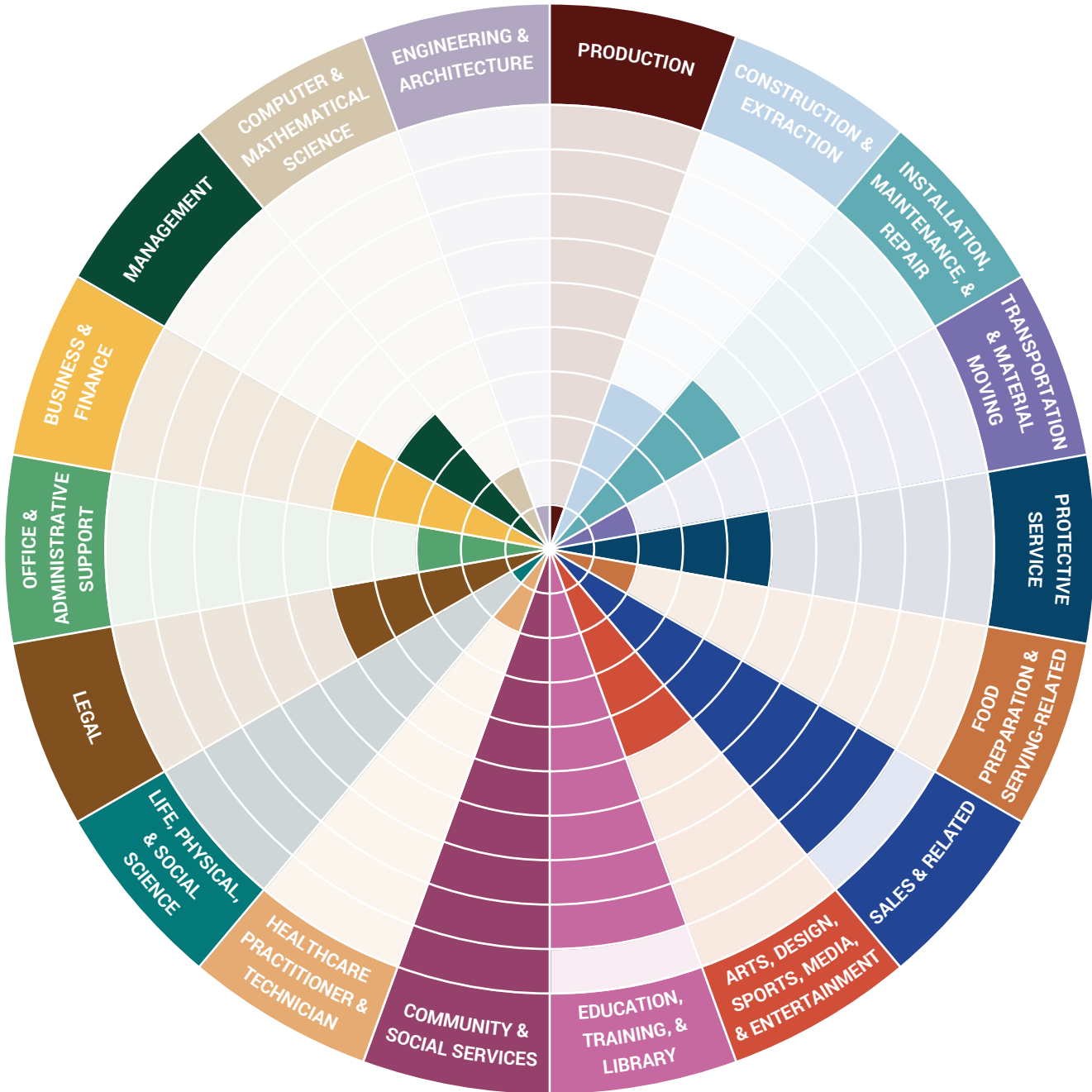
# YOUR CAREER EXPLORATION

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 SUMMARY




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



**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.




**Education, Training, & Library**  
Teaching/training individuals or groups of people academic, social, or other formative skills using various techniques/methods. Duties may include instructing children, adolescents, adults, individuals with special needs, or other specific samples within a formal or informal setting, creating instructional materials and educational content, and providing necessary learning resources.



**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.



**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.



**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.



**Business & Finance**  
Analyzing and evaluating business/financial information for the purposes of documenting, making recommendations and/or ensuring adherence to business protocol. Duties may include preparing financial reports, developing investment strategies, analyzing general business trends, or assessing risk/liability, to streamline the operations of an organization.

# 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.

## ACTION ⇒ PLAN

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?