

BIRKMAN

SIGNATURE

REPORT

THIS REPORT WAS PREPARED FOR
JOHN Q. PUBLIC (D0006K)
DATE PRINTED | January 09 2017



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.

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

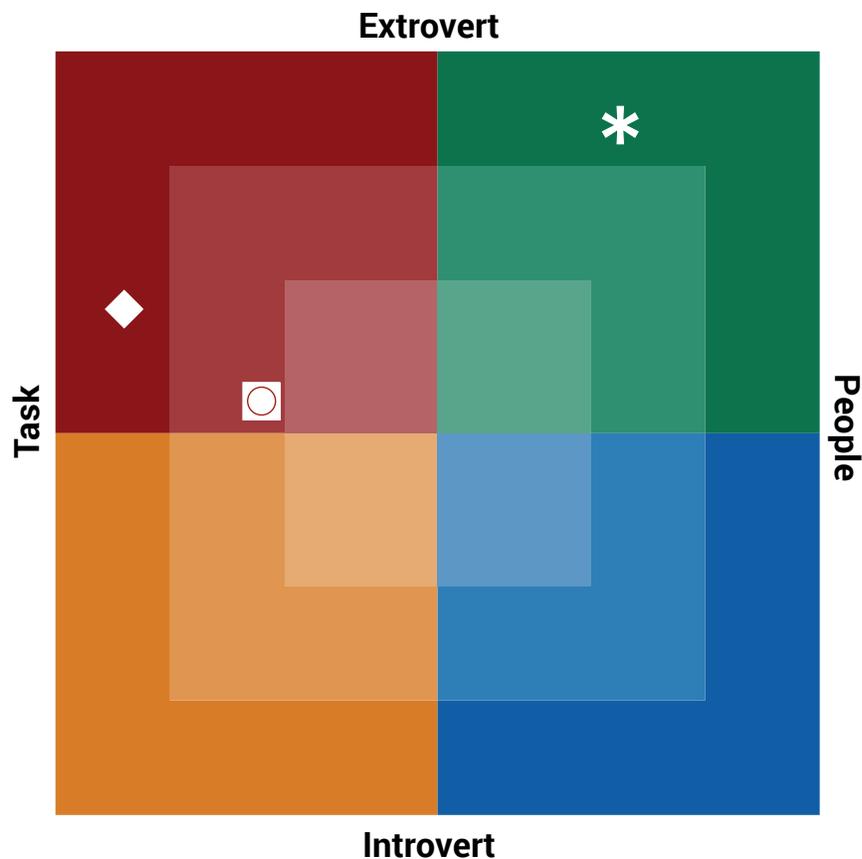
Your Birkman Map[®] provides an aerial view of who you are and allows you to see how and where you fit into the big picture.

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) *

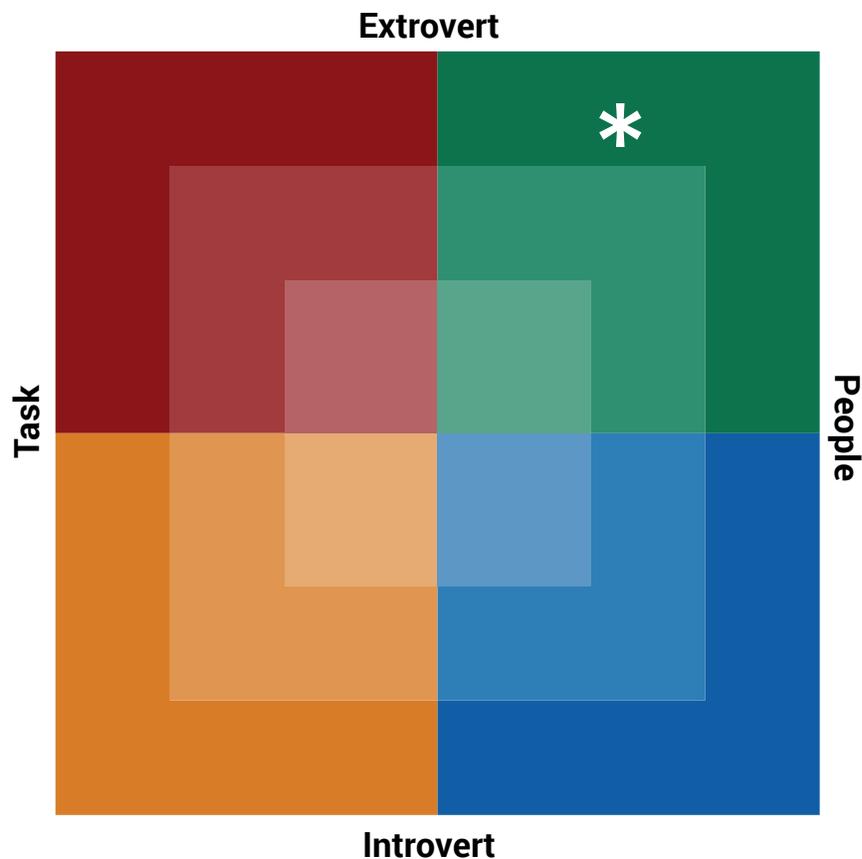
The kinds of activities you prefer are described by the Asterisk. Your Asterisk is in the GREEN quadrant. You probably enjoy very people-centered activities.

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 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:

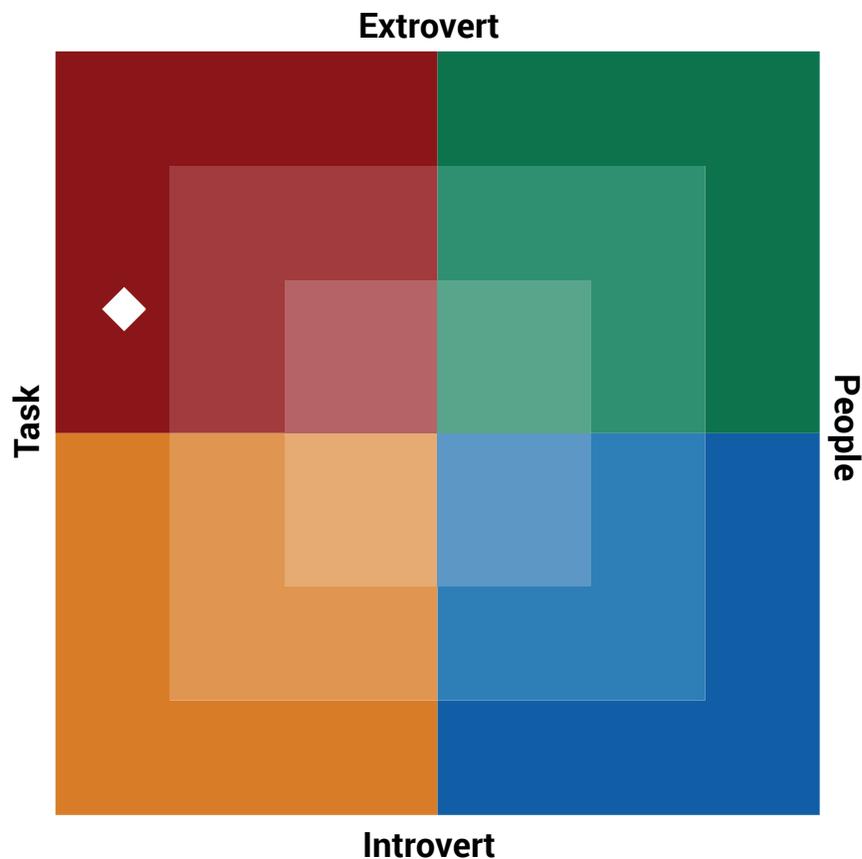
- friendly
- decisive and energetic
- frank
- logical

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, but it also lies fairly close to the Yellow quadrant. To be most effective, you respond best to people who are logical and systematic.

Those with Needs in the RED quadrant want others to:

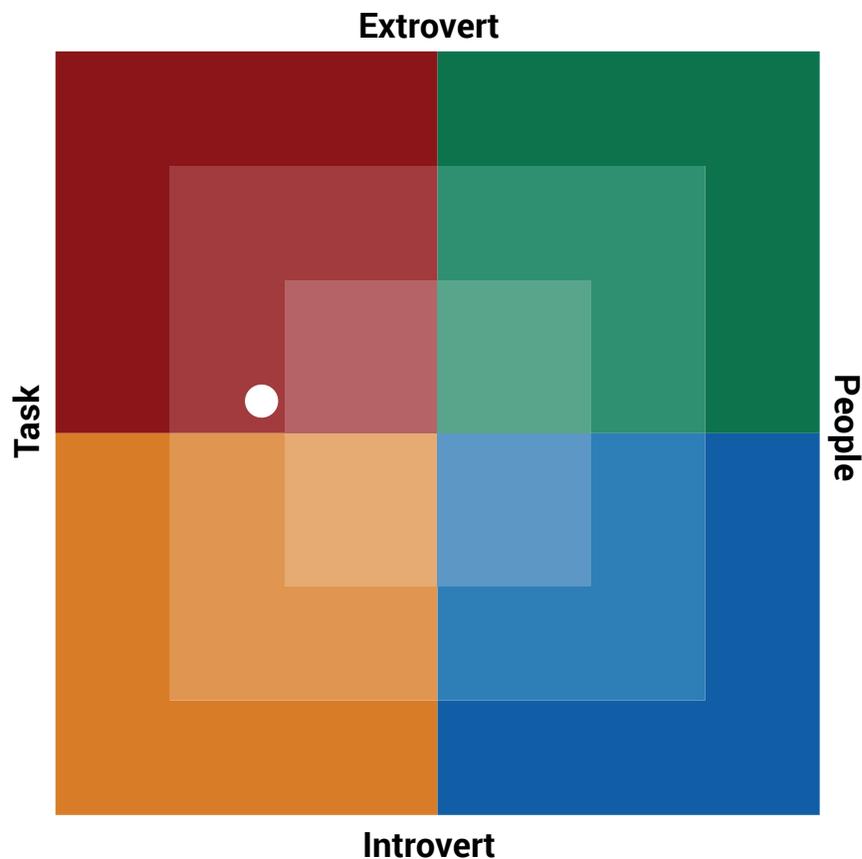
- encourage group interaction
- offer clear-cut situations
- give plenty to do
- be direct and logical

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

- give you clear-cut decisions to make
- who are objective and rational in their delegation of tasks to you

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

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



BIRKMAN MAP



EXPLANATION OF YOUR STRESS BEHAVIOR (THE SQUARE)

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

Those with Stress Behaviors in the RED quadrant:

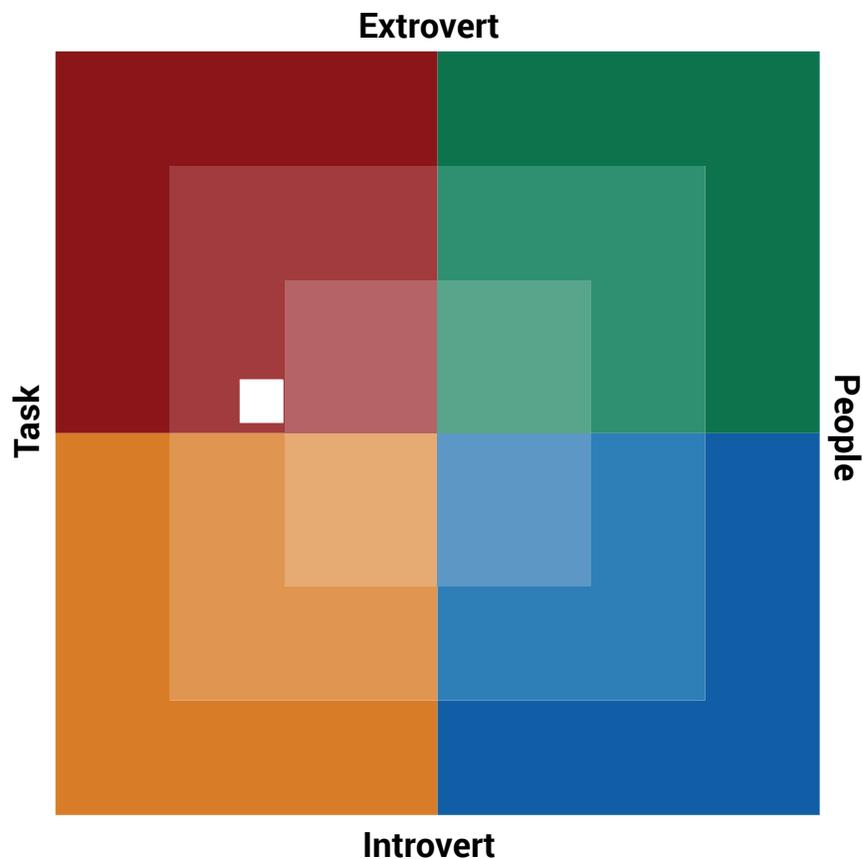
- find it hard to give individual support
- become impatient
- are "busy" for the sake of it
- dismiss others' feelings

Your Square shows that under stress you may become:

- busy for the sake of it
- insensitive

Your Square shows that you may also become:

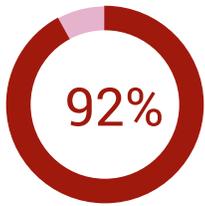
- over-organizing and rigid
- resistive to change



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



OUTDOOR

Work in an outdoor environment

Activities include:
Playing outdoor sports, farming, gardening



PERSUASIVE

Persuading, motivating, selling

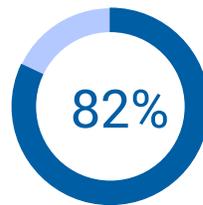
Activities include:
Debating, influencing, promoting



SOCIAL SERVICE

Helping, advocating for people

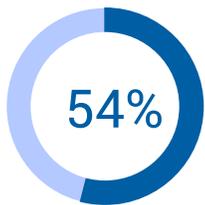
Activities include:
Teaching, counseling, volunteering



ARTISTIC

Creation, appreciation for arts, aesthetics

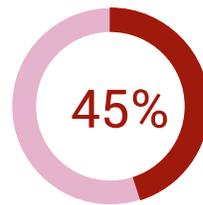
Activities include:
Painting, appreciating art, designing



MUSICAL

Playing, singing or listening to music

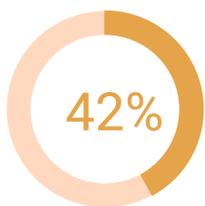
Activities include:
Attending concerts, collecting and appreciating music



TECHNICAL

Hands-on work with technology and machinery

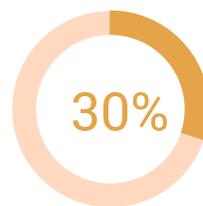
Activities include:
Programming, assembling, using gadgets



ADMINISTRATIVE

Systems, order and reliability

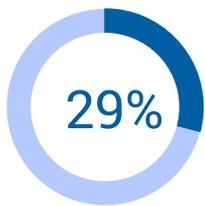
Activities include:
System tracking, record keeping, categorizing



NUMERICAL

Working with numbers and data

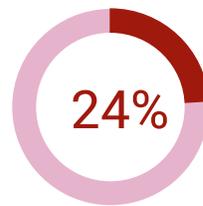
Activities include:
Accounting, investing, analyzing



LITERARY

Appreciation for language

Activities include:
Writing, reading, editing



SCIENTIFIC

Research, analysis, intellectual curiosity

Activities include:
Investigating, exploring medicine, experimenting

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
92	84



Physical Energy

Usual	Needs
97	54



Emotional Energy

Usual	Needs
10	82



Self-Consciousness

Usual	Needs
1	14



Assertiveness

Usual	Needs
39	23



Insistence

Usual	Needs
55	55



Incentives

Usual	Needs
8	44



Restlessness

Usual	Needs
34	17



Thought

Usual	Needs
18	48

USUAL, NEEDS & STRESS



SOCIAL ENERGY

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

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.

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.

Possible Stress Reactions When Needs Are Not Met:

- social anxiety
- desire for group approval
- avoidance of close personal ties

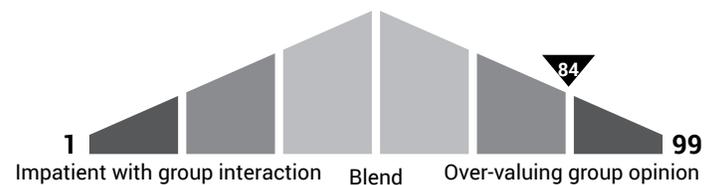
Usual Behavior



Needs



Stress Behavior



USUAL, NEEDS & STRESS



PHYSICAL ENERGY

Your high energy level affords you the considerable assets of vigorous and persuasive reasoning and a generally forceful and enthusiastic approach to everything you do. You find it easy to be physically active on a regular basis.

Usual Behavior:

- enthusiastic
- energetic
- forceful

Needs:

However, you prefer to be in control regarding the spending of your energies. It is best when your environment neither places the demands of a heavy schedule upon you, nor emphasizes thought and reflection to the exclusion of personal action.

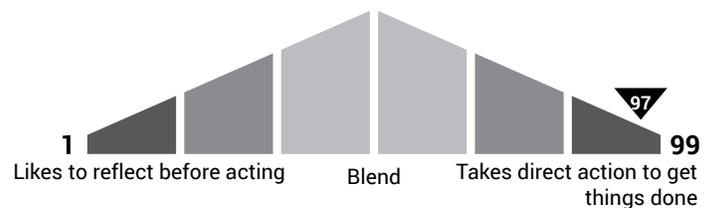
Causes of Stress:

External demands on your energies, either physical or mental, are likely to be frustrating to you. When you are denied the opportunity to balance planning with action, your naturally high energy level may result in unexpected fatigue.

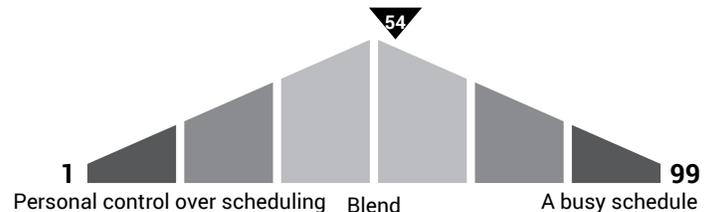
Possible Stress Reactions When Needs Are Not Met:

- edginess
- feeling fatigued

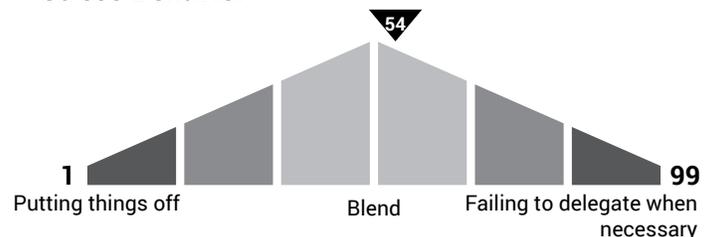
Usual Behavior



Needs



Stress Behavior



USUAL, NEEDS & STRESS



EMOTIONAL ENERGY

On the whole, you display practicality and objectivity in your ability to keep emotions from clouding the issues. You tend to seek tangible and practical results, occasionally relying on your intuitiveness for resolution.

Usual Behavior:

- objective
- practical
- logical

Needs:

Underneath your practical and logical exterior is a very real need to have your feelings taken into account by others. It is important for you to have a close friend or associate with whom you can share your inner thoughts and feelings.

Causes of Stress:

Your need does not easily show through the logical and practical approach of your usual style. When you sense that others are not aware of your personal feelings, you may become dispirited or even depressed.

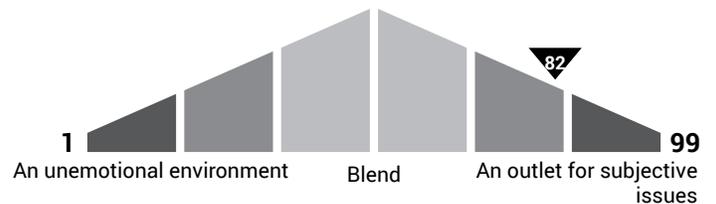
Possible Stress Reactions When Needs Are Not Met:

- strong underlying sensitivity
- loss of spirit and optimism
- over-emphasis on personal problems

Usual Behavior



Needs



Stress Behavior



USUAL, NEEDS & STRESS



SELF-CONSCIOUSNESS

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

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.

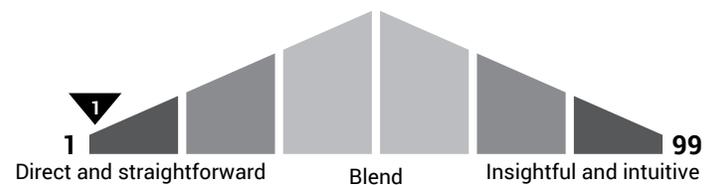
Causes of Stress:

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.

Possible Stress Reactions When Needs Are Not Met:

- reduced concern for others
- detachment
- tactless statements

Usual Behavior



Needs



Stress Behavior





ASSERTIVENESS

Positions of authority and control have an appeal for you. Without being domineering or overly aggressive, you have an ability to handle such authority through a combination of assertiveness and pleasant persuasion.

Usual Behavior:

- authoritative, yet pleasant
- open to discussion
- self-directive

Needs:

From others, you need suggestion and low-key persuasion rather than direct orders. Generally pleasant and agreeable relationships are preferred, with occasional opportunities for you to influence the thinking and actions of others.

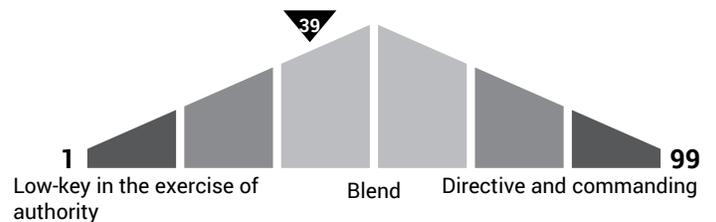
Causes of Stress:

When friendly disagreement turns to argument or open confrontation, you may be surprised to find yourself becoming bossy, even domineering, at least in the eyes of others.

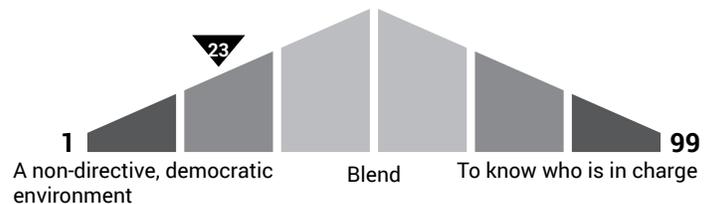
Possible Stress Reactions When Needs Are Not Met:

- becoming demanding
- airing opinions too freely
- speaking without listening

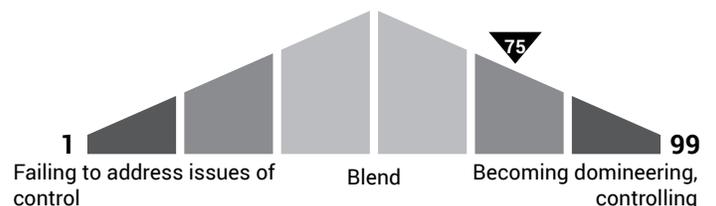
Usual Behavior



Needs



Stress Behavior



USUAL, NEEDS & STRESS



INSISTENCE

You enjoy exercising a certain amount of individual initiative while at the same time recognize the importance of having systems and procedures in place and functioning. This flexibility facilitates accomplishment.

Usual Behavior:

- alert to new ideas
- combines initiative with procedure
- self-starting, but adaptable

Needs:

A background of familiarity and support is most conducive to the exercising of your strengths. It is especially important for you to share in the reasons and causes of projects that others ask you to accomplish.

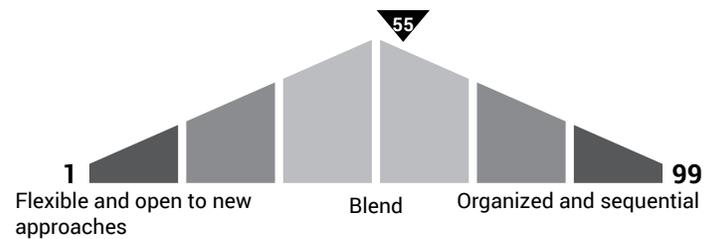
Causes of Stress:

Without this background of organized support, you may find yourself unexpectedly resistive to system and procedure. When others are too casual, you may not have sufficient identity with the purposes and reasons for a task.

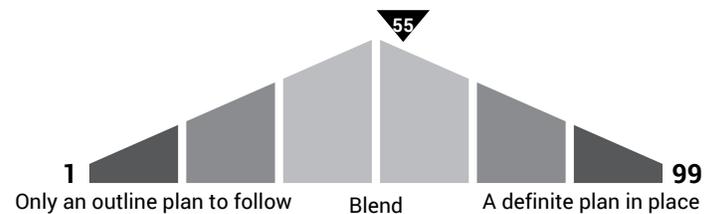
Possible Stress Reactions When Needs Are Not Met:

- resistance to routine
- neglect of detail
- weakened follow-through

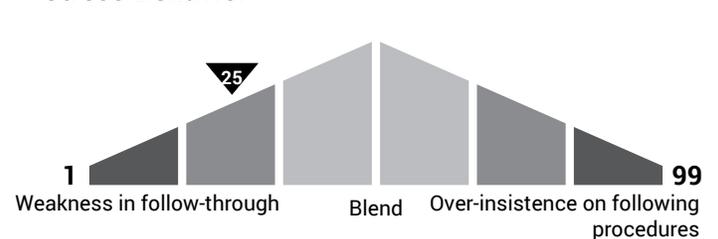
Usual Behavior



Needs



Stress Behavior



USUAL, NEEDS & STRESS



INCENTIVES

As a predominantly idealistic person, you value cooperative effort and the concepts of trust, loyalty and team spirit. You can think and reason in terms of intangible benefits, and prefer to minimize face-to-face, competitive rivalry.

Usual Behavior:

- trustful
- loyal
- service-oriented

Needs:

Underneath, you expect a certain amount of competition, and need some reassurance concerning your personal advancement. While you value team effort, it is good for you to receive recognition for individual effort.

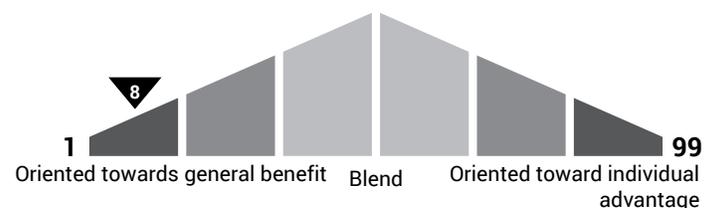
Causes of Stress:

Your respectful attitudes can complicate matters when you are involved in face-to-face conflicts, since your feelings and opinions are stronger than they appear to be. Also, you can find others who are opportunistic or unrealistic a source of discomfort.

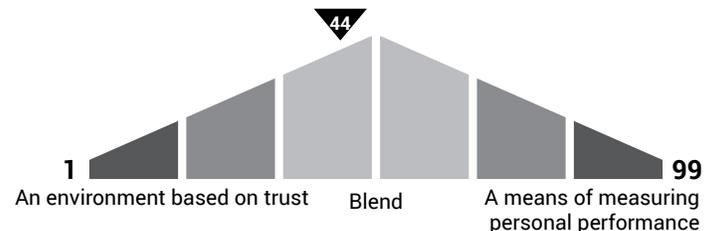
Possible Stress Reactions When Needs Are Not Met:

- becoming distrustful
- becoming impractical

Usual Behavior



Needs



Stress Behavior



USUAL, NEEDS & STRESS



RESTLESSNESS

You think of yourself as being responsive to change. While you do indeed have strengths in this area, you are also able to resist distractions and focus your attention on the task at hand. Interruptions are handled by your ability to "compartmentalize."

Usual Behavior:

- attentive, yet concentrative
- not easily distracted
- adaptable

Needs:

A minimum of unexpected change is best. You need advance warning and the opportunity to "buy into" any change that affects your life or work situation.

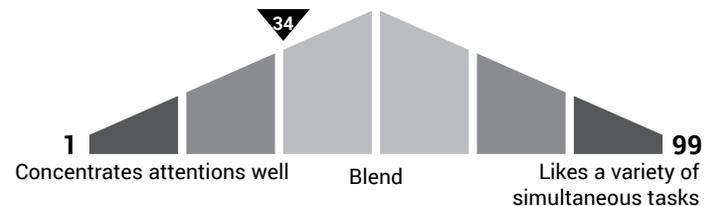
Causes of Stress:

Disruptions in your schedule tend to weaken your concentration and attentiveness. When these disruptions make you sense a loss of control, you may react by becoming resistant to even necessary changes.

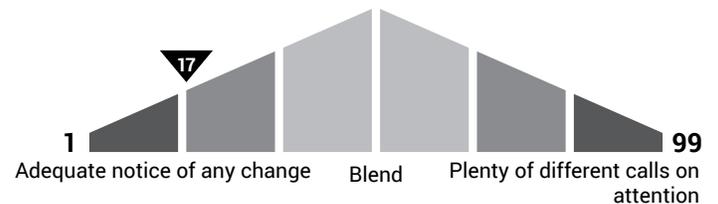
Possible Stress Reactions When Needs Are Not Met:

- restlessness
- difficulty concentrating
- changing unnecessarily

Usual Behavior



Needs



Stress Behavior



USUAL, NEEDS & STRESS



THOUGHT

Compared to most people, you are matter-of-fact, tending to handle situations decisively and with outward assurance and confidence. You are able to grasp the relevant issues and form your judgments quickly.

Usual Behavior:

- direct and to-the-point
- decisive
- matter-of-fact

Needs:

Even though you like to make your decisions rapidly and dispassionately, you also prefer to feel that you are not under the pressure of time when doing so. You need time to gather the significant information as matters become more complex.

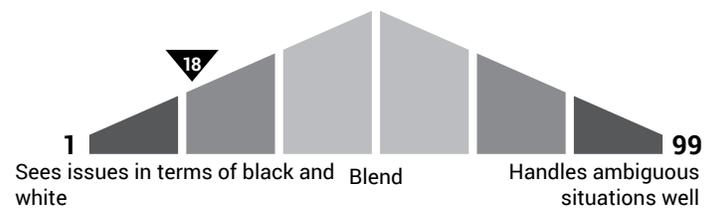
Causes of Stress:

Your need for reflective thought is about average. You are therefore likely to find that on one hand you can be frustrated by ambiguity, and on the other hand realize that you worry unnecessarily from time to time.

Possible Stress Reactions When Needs Are Not Met:

- tendency to over-simplify
- fear of making mistakes

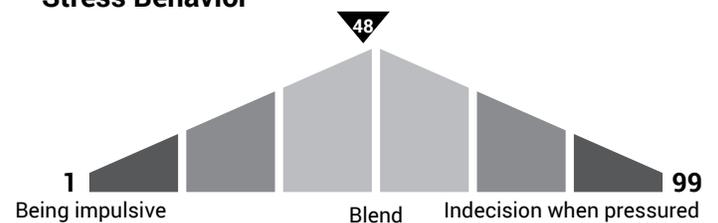
Usual Behavior



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 enjoy and can be effective at helping other people and making their lives better or more productive
- You enjoy being outdoors and doing tasks that are associated with being outdoors or away from the office
- You are interested in the visual appeal of products and services, and may well have an artistic ability of your own
- 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 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
- 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 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

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?