



# CAREER EXPLORATION

DISCOVER the Right CAREER FIT.

## *Seek Meaningful and Challenging Work*

We are all **wired to seek purposeful work** and experiences that resonate with who we are and our unique interests. Whether it's choosing a college major or transitioning into a new role, everyone wants to be in a position where they are performing meaningful and satisfying work.

People are **more likely to achieve success** and see advancement if they are engaged in and enjoy the work they do. People in the workforce are continually putting in more hours, so it is critical that individuals enjoy their job and feel challenged.

## *Start the Career Search from Within*

Being in tune with personality and passions is important when exploring different career avenues. **Self-assessment** is a valuable way to **clarify career directions** and capitalize on the innate preferences that contribute to job satisfaction. **When empowered by this knowledge, individuals can better navigate towards their best fitting workplace.**

**Birkman gives individuals a deeper understanding of themselves**, the career options that align to one's natural strengths, how they are motivated, and what interests them in a career.

## *Enhance Career Search with Personality & Professional Data*

Birkman **combines behavioral and occupational data**, enabling individuals to better understand the careers best suited for them based on their personality and Interests. These insights can be used as a guide for exploring the career options that hold the highest potential for satisfaction.

Birkman ranks **18 professional job families and the associated job titles** based on the similarities and differences of an individual's unique profile. These job titles are linked online to O\*Net, the United States' primary source of occupational information.



## ***Birkman Enhances the Career Search***

### **Birkman provides insights that:**

- Validate the career decisions and seek alternative career choices
- Build personal awareness of the strengths and motivators that increase success
- Find a working environment that feels both comfortable and challenging

Insights from  
The Birkman Method  
help individuals find  
more meaningful  
and satisfying  
careers that are  
tailored to  
their personality.

### ***About The Birkman Method***

With more than **65 years of proven reliability and validity**, The Birkman Method is a scientifically developed, multi-dimensional assessment that combines **behavioral and occupational data** to better understand oneself and others – both in and out of the workplace. The Birkman Basics Suite and Birkman Signature Suite are two product options that can help individuals throughout their career search:

**Birkman Basics** is our self-interpretive report set that individuals can use to discover the most fitting jobs for their personality and interests.

**Birkman Signature Suite** is a Birkman certified product with 40+ reporting options. In addition to career data, it includes more in-depth information about specific workplace needs and motivators that are key to employee satisfaction.



**Contact us for career discussions at Michael Hagan, [mike@mktgandmore.com](mailto:mike@mktgandmore.com) or (281) 433-1180**

Birkman empowers people with a wide variety of applications.



Leadership  
Development



Team  
Building



Career  
Exploration



Talent  
Selection



Sales and  
Negotiation