



# Birkman

## **What is The Birkman Method®?**

The Birkman Method® is a leading personal and career assessment system, which helps individuals and groups to better understand their areas of interest, work style preferences, and possible career directions. The Birkman Method® is often used to help individuals prepare a development coaching plan, or to optimize their career path decisions. The Birkman Method® is also used in working with groups to better understand team dynamics and define individual roles and responsibilities.

## **What Does The Birkman Method® Measure?**

The Birkman Method® identifies a whole set of human dimensions, including:

- Interests
- Usual behavior, underlying needs, and stress behaviors
- Preferred work environment
- Social perceptions/misperceptions
- Compatibility to other individuals or groups

## **How will the Birkman results be used?**

### **Coaching to help individuals develop and make productive change.**

The Birkman assessment helps individuals understand their strengths and preferred work environment, in such areas as their pace of action, competitiveness, and need for structure. The results can be used to understand an individual's fit with an organization, and potential areas for stress. This can serve as a foundation for a development plan, and a means of communicating motivational needs with a manager or others.

### **Creating career paths that serve both the individual and the organization.**

The Birkman assessment identifies the fields and job categories that the individual finds most interesting. This can be used to determine assignments that will be motivating, as well as those that should be avoided. The results can also be useful in exploring possible future career paths and directions.

## **How Long Has The Birkman Method® Been In Use?**

Dr. Roger Birkman, an industrial psychologist, introduced The Birkman Method in the early 1950s. Since then, several million people in more than 5,000 companies, including many Fortune 500 companies, have benefited from The Birkman Method.