

BIRKMAN

SIGNATURE

REPORT

THIS REPORT WAS PREPARED FOR  
JOHN PUBLIC (B00070)  
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# WHAT'S IN YOUR BIRKMAN REPORT?

JOHN PUBLIC



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# WELCOME

This section provides background information on The Birkman Method® and outlines the purpose and benefits of your Signature Report.



## 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 and continue to be 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

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We take these four colors 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<sup>®</sup> provides an aerial view of who you are and allows you to see how and where you fit into the big picture.


# BIRKMAN MAP


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


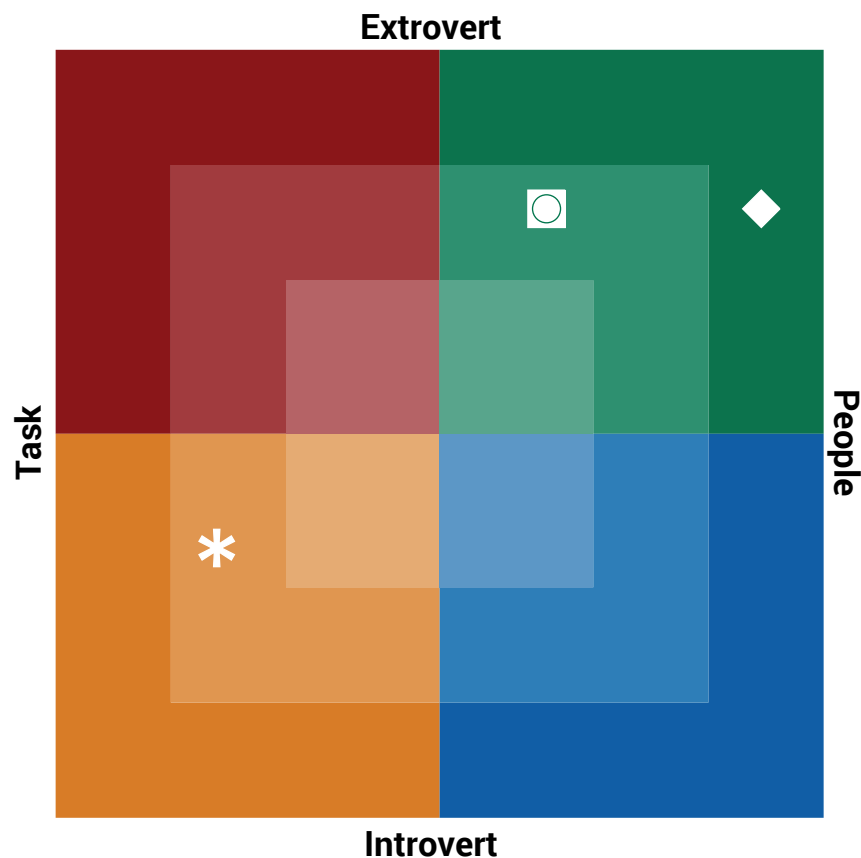
The Symbols on your Birkman Map identify who you are on two key dimensions. The placement of the symbol within a color quadrant represents the degree to which you display similarities to that color quadrant. The left and the right sides of the map (horizontal axis) represent your preference for dealing 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.





## EXPLANATION OF YOUR INTERESTS (THE ASTERISK) \*

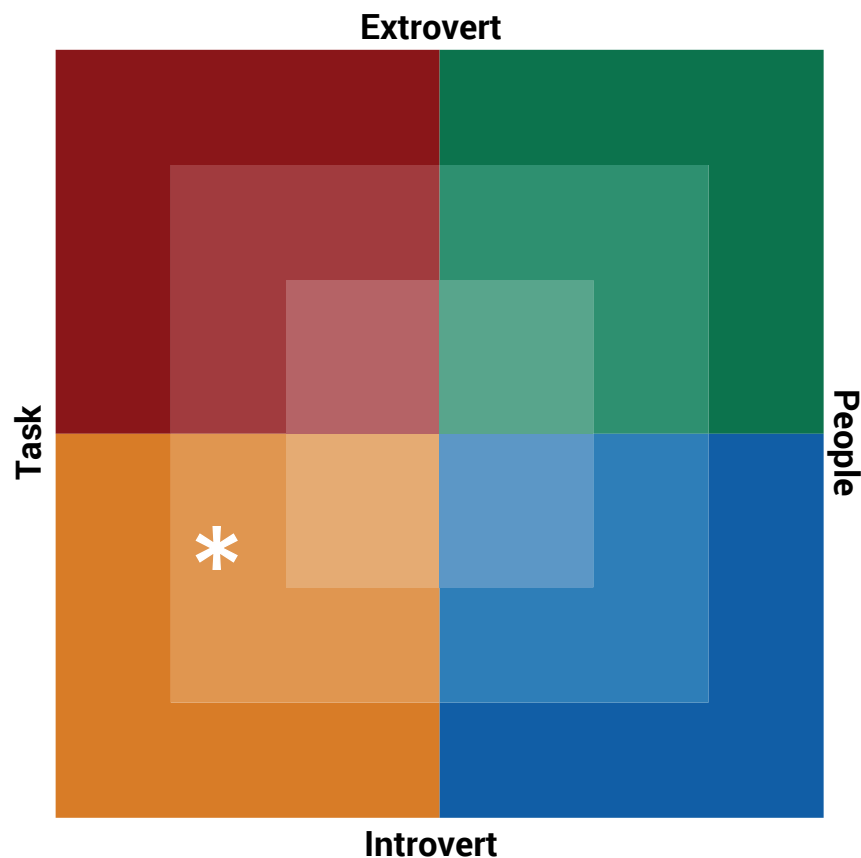
The kinds of activities you prefer are described by the Asterisk. Your Asterisk is in the YELLOW quadrant, but it is fairly close to the Red quadrant. You probably like detailed activities, but you like to combine these with tasks involving organizing, implementing, or getting things done.

Interests in the YELLOW quadrant include:

- scheduling
- doing detailed work
- keeping close contact
- working with numbers
- working with systems

Your Asterisk shows that you like to:

- schedule things
- measure performance or results
- combine these activities with solving practical problems
- control, while also focusing on organizing
- draw up rules or procedures







## EXPLANATION OF YOUR USUAL BEHAVIOR (THE DIAMOND)

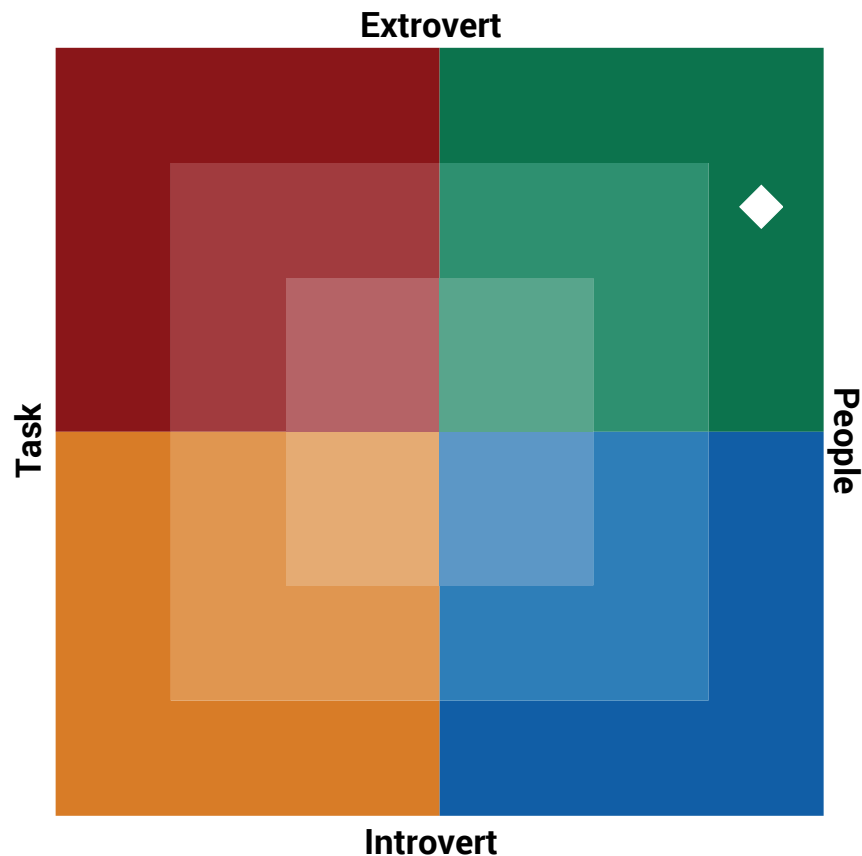
The productive way you set about your tasks is described by the Diamond. Your Diamond is in the GREEN quadrant. When you are working effectively, you tend to be assertive and enthusiastic.

Usual Behaviors in the GREEN quadrant include being:

- competitive
- assertive
- flexible
- enthusiastic about new things

Your Diamond shows that you are usually:

- assertive
- competitive
- flexible
- spontaneous
- adventurous





## 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 Red quadrant. To be most effective, you respond best to people who are assertive and direct.

Those with Needs in the GREEN quadrant want others to:

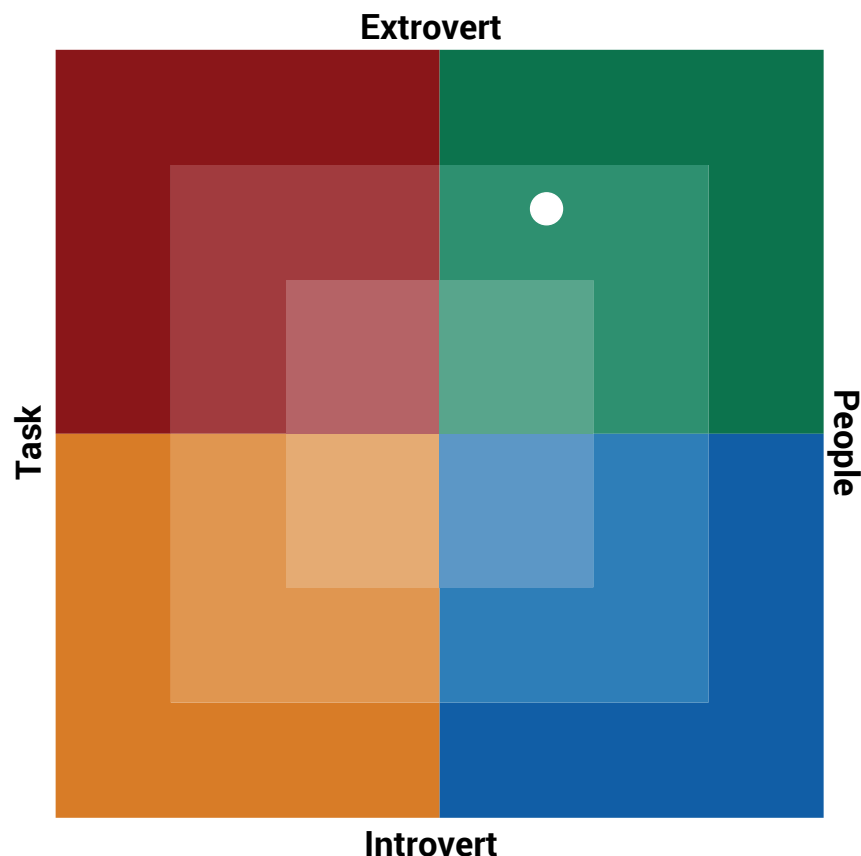
- encourage competition
- be assertive
- allow flexibility
- introduce novelty and variety

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

- let you know who's in charge but keep unnecessary rules to a minimum
- give you varied tasks accompanied by personalized incentives

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

- are objective and rational in their approach
- are direct but friendly when they talk to you
- give you clear-cut decisions to make





## 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 Red quadrant. When people don't deal with you the way your needs suggest, you may become pushy and abrupt.

Those with Stress Behaviors in the GREEN quadrant:

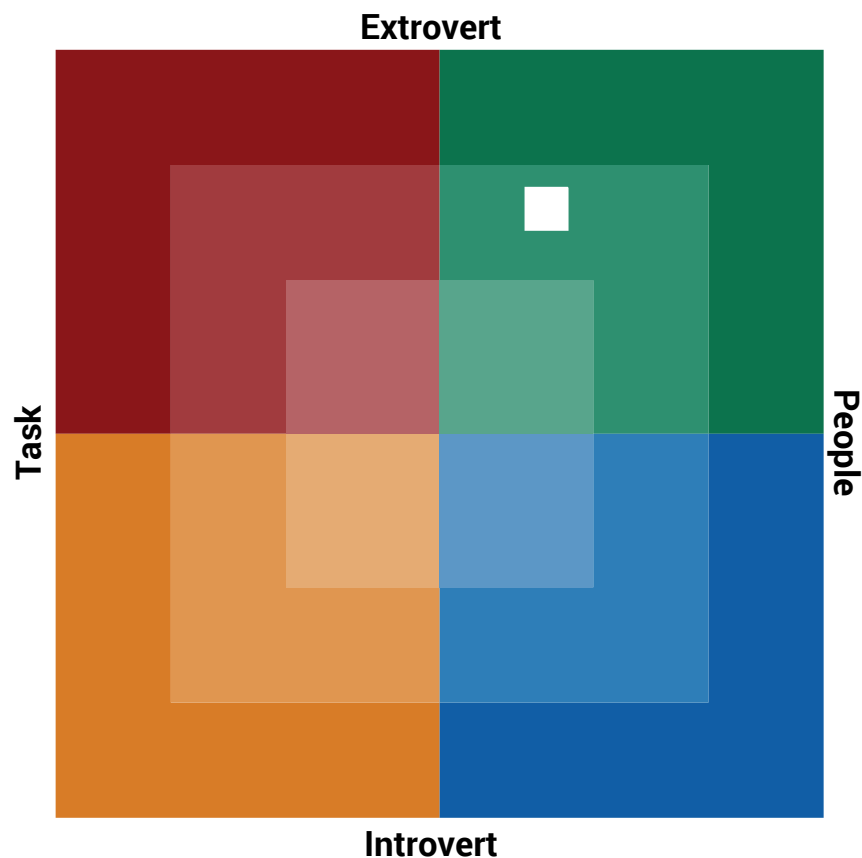
- are easily distracted
- distrust others
- become domineering
- fail to follow the plan

Your Square shows that under stress you may become:

- domineering and argumentative

Your Square shows that you may also become:

- group oriented and too little oriented toward individuals
- insensitive and impatient

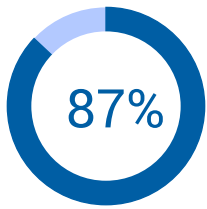


# YOUR INTERESTS

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

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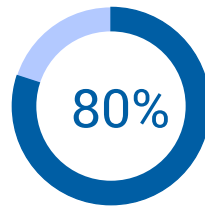


## MUSICAL

Playing, singing or listening to music

### Activities include:

Attending concerts, collecting and appreciating music

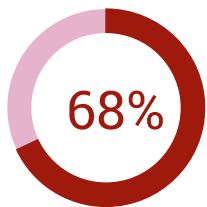


## ARTISTIC

Creation, appreciation for arts, aesthetics

### Activities include:

Painting, appreciating art, designing

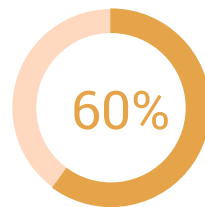


## TECHNICAL

Hands-on work with technology and machinery

### Activities include:

Programming, assembling, using gadgets

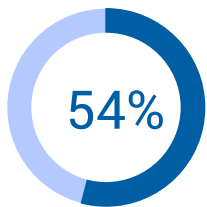


## ADMINISTRATIVE

Systems, order and reliability

### Activities include:

System tracking, record keeping, categorizing

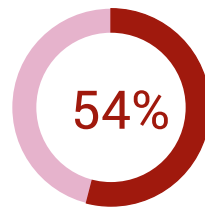


## LITERARY

Appreciation for language

### Activities include:

Writing, reading, editing

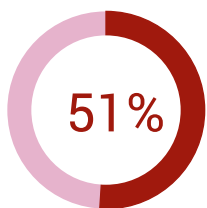


## OUTDOOR

Work in an outdoor environment

### Activities include:

Being outdoors, farming, gardening

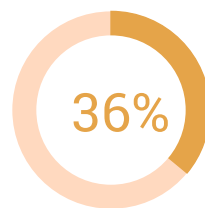


## SCIENTIFIC

Research, analysis, intellectual curiosity

### Activities include:

Investigating, exploring medicine, experimenting

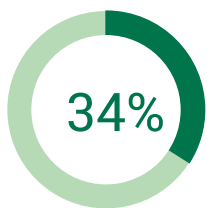


## NUMERICAL

Working with numbers and data

### Activities include:

Accounting, investing, analyzing

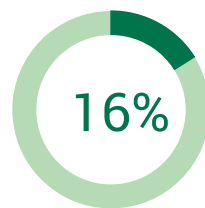


## SOCIAL SERVICE

Helping, advocating for people

### Activities include:

Teaching, counseling, volunteering



## PERSUASIVE

Persuading, motivating, selling

### Activities include:

Debating, influencing, promoting

# YOUR BEHAVIORS

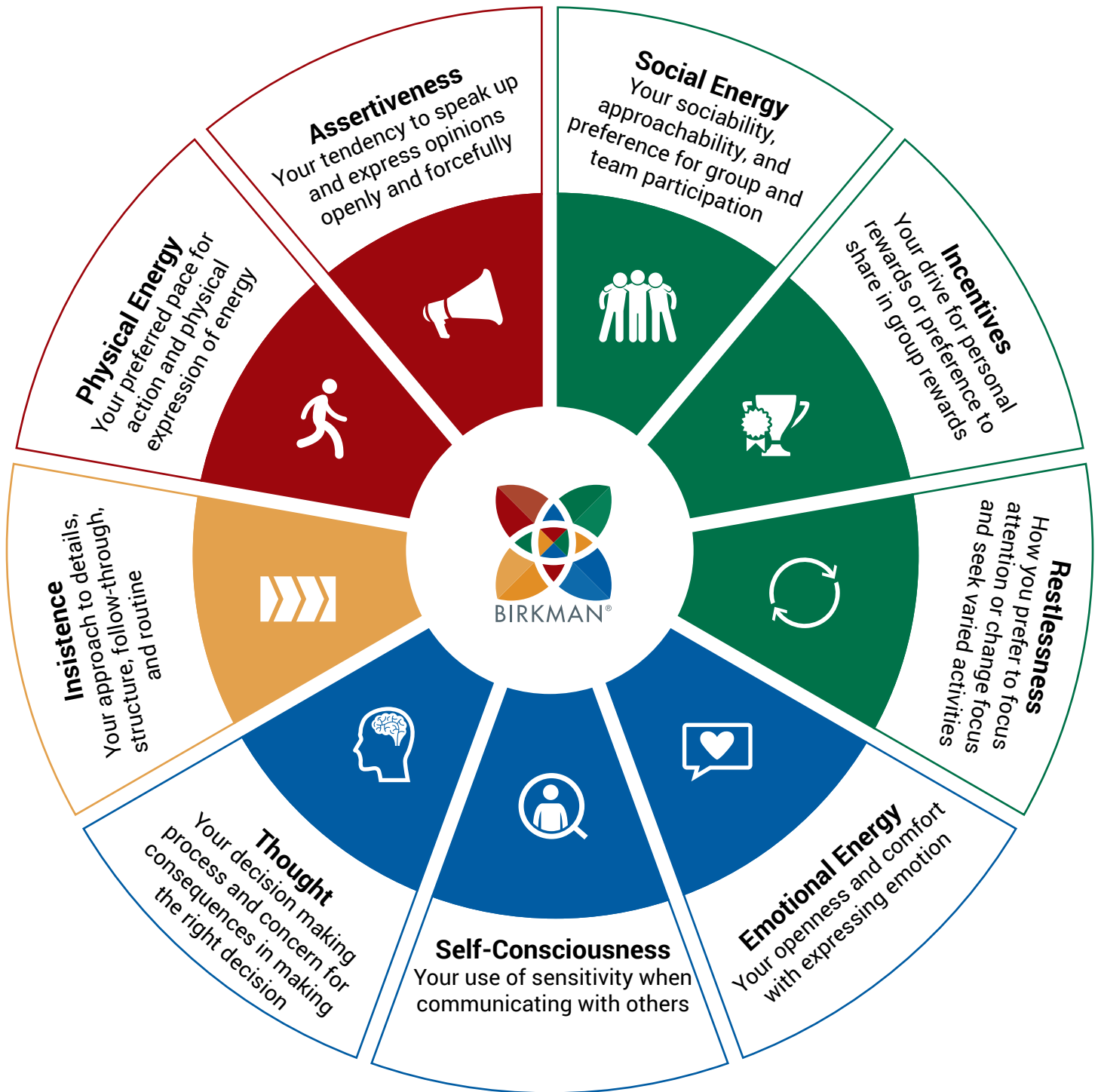
This section takes an in-depth look at how you behave and what makes you tick. This section will also explore how you are likely to react when you find yourself in stressful situations.

# BIRKMAN COMPONENTS

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Birkman measures nine components of personality.



# BIRKMAN COMPONENT DASHBOARD

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**Social Energy**

Usual	Needs
11	11



**Physical Energy**

Usual	Needs
92	73




**Emotional Energy**

Usual	Needs
78	59




**Self-Consciousness**

Usual	Needs
5	19




**Assertiveness**

Usual	Needs
90	74



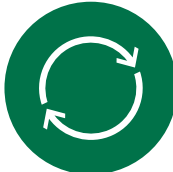
**Insistence**

Usual	Needs
79	40




**Incentives**

Usual	Needs
92	85



**Restlessness**

Usual	Needs
67	49



**Thought**

Usual	Needs
31	71



# USUAL, NEEDS & STRESS

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## SOCIAL ENERGY

Your sociability, approachability, and preference for group and team participation

Primarily you are "selectively sociable," preferring to relate to people on a one-to-one basis. You tend to form close personal relationships with a few significant individuals.

### Usual Behavior:

- able to be and work alone
- withstands group pressure
- independent reasoning

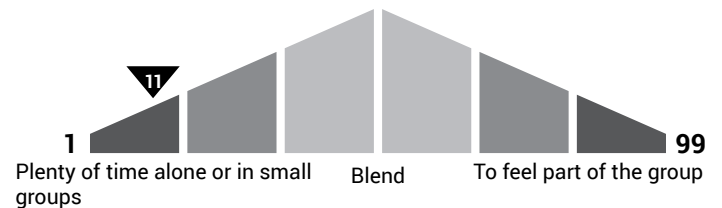
### Usual Behavior



### Needs:

For the most part you need to be free from the pressure of group activities unless the group includes some people to whom you are close. It is important for you to spend "special" time with your close friends and associates.

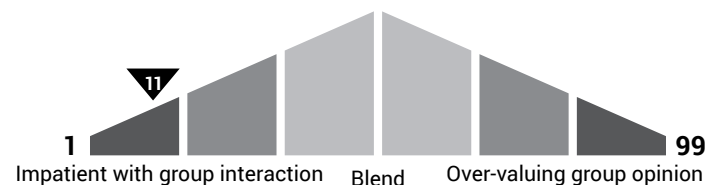
### Needs



### Causes of Stress:

When circumstances prevent you from having adequate time to be by yourself or in the company of one or two close friends, you are likely to feel some pressure or anxiety, causing you to withdraw more and more from social situations.

### Stress Behavior



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

- impatience
- withdrawal
- tendency to ignore groups

# USUAL, NEEDS & STRESS

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## PHYSICAL ENERGY

Your preferred pace for action and physical expression of energy

You have a valuable asset in your naturally high energy level. You enjoy being active, possibly even for long periods of time. This gives you the added benefit of being able to summon reserves of energy when your schedule demands it.

### Usual Behavior:

- vigorous and persuasive
- enthusiastic
- energetic

### Needs:

The stimulus of having many definite things to do and opportunities to be physically active provide the best arena in which to exercise your energetic enthusiasm. You respond well to situations that require immediate and direct action.

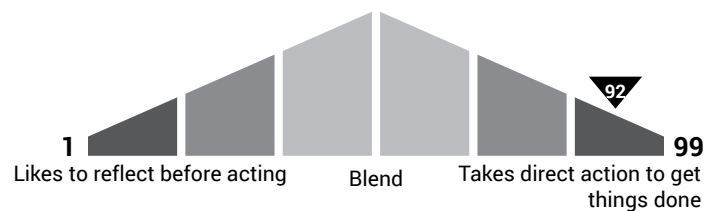
### Causes of Stress:

Extended periods of inactivity are likely to bother you, possibly generating restless tension as a result of your pent-up energy.

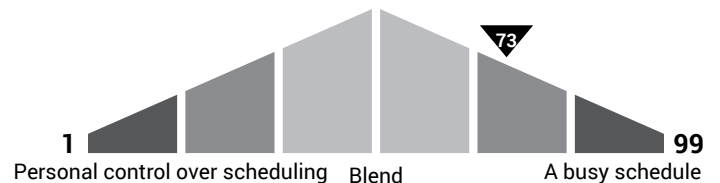
### Possible Stress Reactions When Needs Are Not Met:

- restless tension
- over-emphasis on action
- spending energies ineffectually

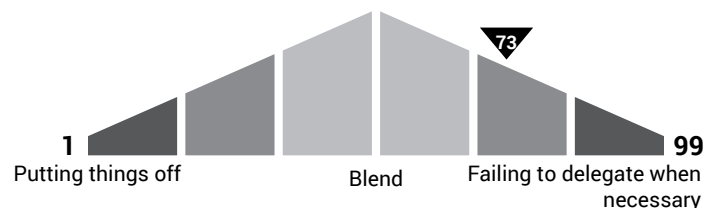
### Usual Behavior



### Needs



### Stress Behavior



# USUAL, NEEDS & STRESS

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## EMOTIONAL ENERGY

Your openness and comfort with expressing emotion

You tend to be seen by others as full of genuine feeling, caring and involved. The warmth and sincerity of your sympathy is largely the result of your insight into your own and other people's feelings.

### Usual Behavior:

- warm
- sympathetic
- genuine in feelings

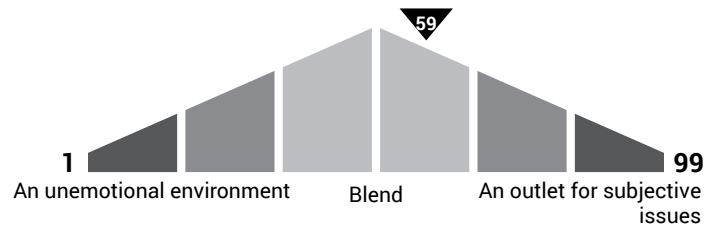
### Usual Behavior



### Needs:

However, you need a bit more balance in your environment. You respond best to people who can mix a sympathy and understanding of emotions with a basic practical and objective outlook.

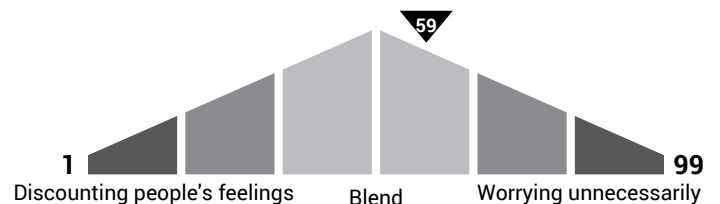
### Needs



### Causes of Stress:

Since you don't expect other people to have quite the degree of insight into feelings that you have, you may over-react when you sense that they are excessively involved in your feelings. However, people that are too detached can add to your frustration, causing you to magnify your own problems.

### Stress Behavior



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

- becoming too objective
- feeling dispirited

# USUAL, NEEDS & STRESS

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## SELF-CONSCIOUSNESS

Your use of sensitivity when communicating with others

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

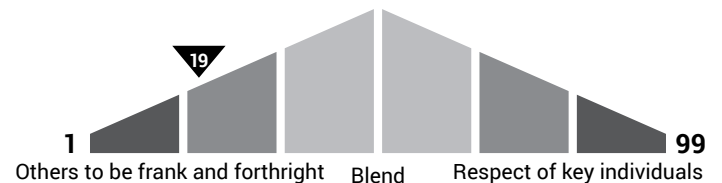
### Usual Behavior



### 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.

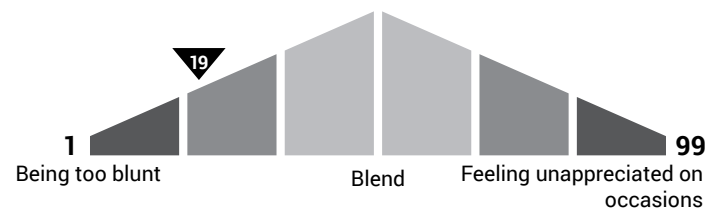
### Needs



### 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.

### Stress Behavior



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

- reduced concern for others
- detachment
- tactless statements



## ASSERTIVENESS

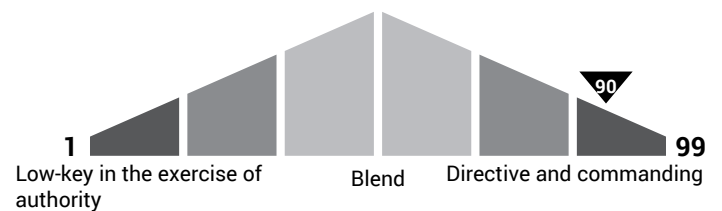
Your tendency to speak up and express opinions openly and forcefully

You show a healthy respect for established authority, whether verbal or in the form of formal procedure and control. It is relatively easy for you to take charge and direct activities, and see to it that pre-arranged plans are executed.

### Usual Behavior:

- self-assertive
- seeks to influence and excel
- enjoys exercising authority

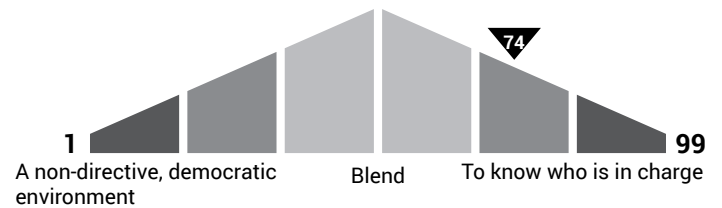
### Usual Behavior



### Needs:

From others, you need personal and clear instructions as to what they expect to have done. You respect people who appear to you to be natural authority figures, and expect them to enforce strictly the boundaries of authority.

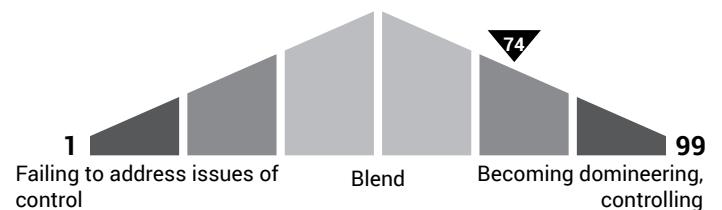
### Needs



### Causes of Stress:

You can easily lose your respect for those in positions of authority when it seems that they are having difficulty showing strength. Your morale and enthusiasm suffer in these situations.

### Stress Behavior



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

- provocative statements
- undue assertiveness
- becoming bossy or domineering

# USUAL, NEEDS & STRESS

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## INSISTENCE

Your approach to details, structure, follow-through, and routine

Focusing your attention on methods and procedures, you place great value on policies which have been tried and proven. You recognize the importance of attending to detail, being generally careful and thorough.

### Usual Behavior:

- systematic
- detail-oriented
- procedure-minded

### Needs:

Your activities should involve a balance of familiar and predictable situations with opportunities for expression of your initiative. In any case, it is important for you to maintain a sense of control.

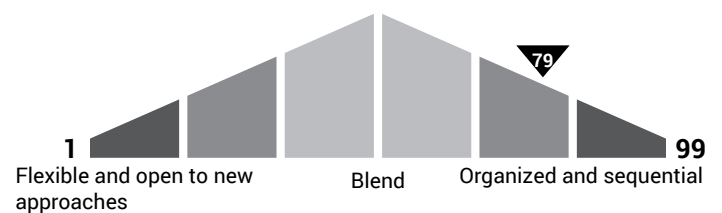
### Causes of Stress:

When pushed to change your plan of action, you may experience more pressure than other people. Also, too much attention to details can cause you to lose sight of the broad objectives.

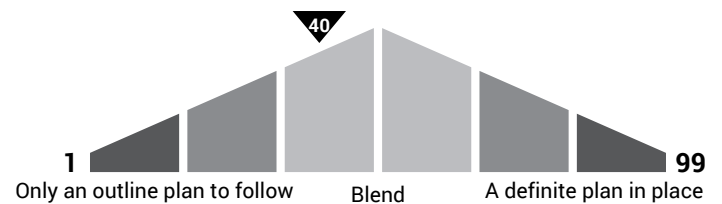
### Possible Stress Reactions When Needs Are Not Met:

- de-emphasis on system
- over-controlling

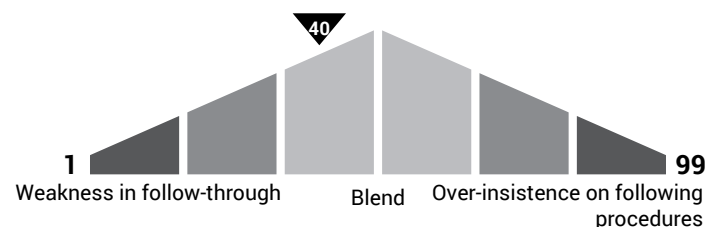
### Usual Behavior



### Needs



### Stress Behavior



# USUAL, NEEDS & STRESS

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## INCENTIVES

Your drive for personal rewards or preference to share in group rewards

Your relationships are predominantly competitive and businesslike and you value what will promote immediate purposes and objectives. You enjoy personal competition, and find bargaining stimulating and desirable.

### Usual Behavior:

- likes competition
- resourceful
- opportunity-minded

### Needs:

An environment that encourages individual performance and motivates people by the use of individual incentive is well-suited to your needs. It is important to you to feel that your personal efforts and achievements are continually recognized and rewarded.

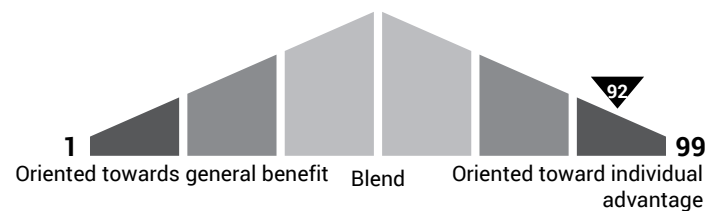
### Causes of Stress:

Your basic attitudes cause you to put your own interests first without being fully aware that you are doing so. People who are too trusting or idealistic can annoy you, since you are inclined to judge them as being "phonies."

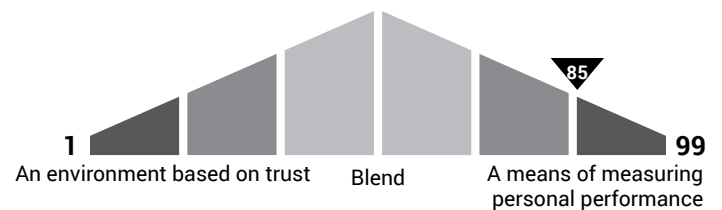
### Possible Stress Reactions When Needs Are Not Met:

- acting self-protectively
- becoming too materialistic
- self-promotional attitudes

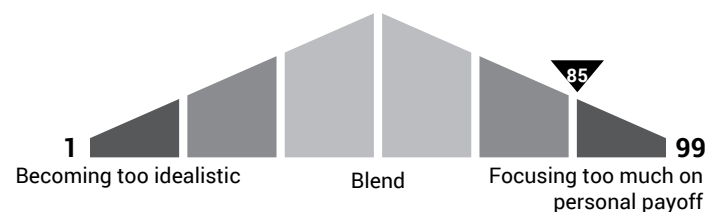
### Usual Behavior



### Needs



### Stress Behavior



# USUAL, NEEDS & STRESS

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## RESTLESSNESS

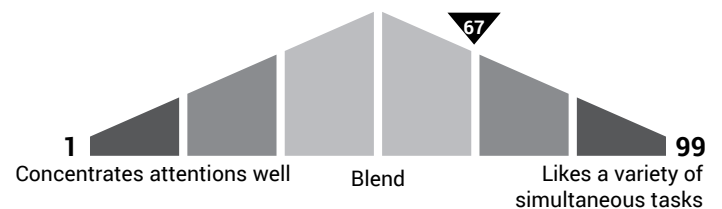
How you prefer to focus attention or change focus and seek varied activities

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

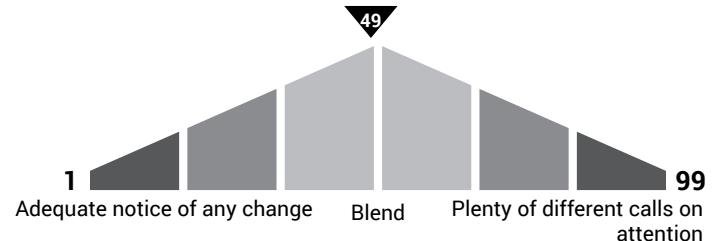
### Usual Behavior



### 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.

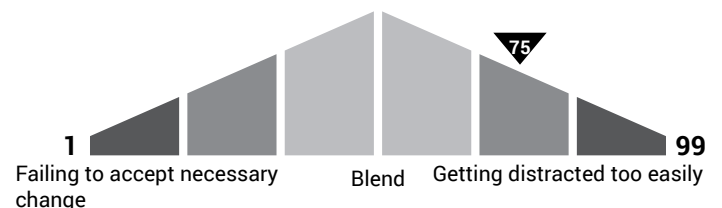
### Needs



### 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.

### Stress Behavior



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

- restlessness
- difficulty concentrating
- changing unnecessarily





## THOUGHT

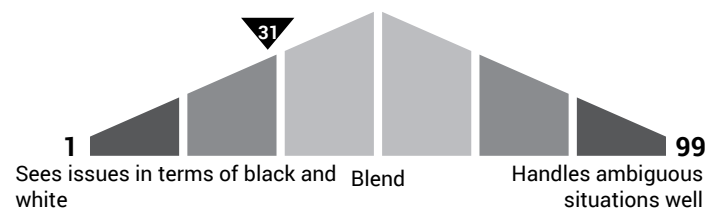
Your decision making process and concern for consequences in making the right decision

With primary emphasis on a thoughtful and reflective approach to decision-making, you like to consider distant as well as immediate consequences of your decisions. However, decisions concerning usual and routine matters can be made rather quickly.

### Usual Behavior:

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

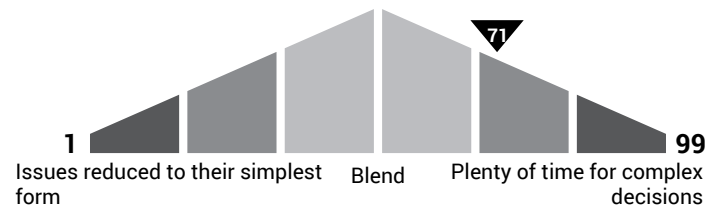
### Usual Behavior



### Needs:

Preferably, your responsibilities and activities should not require quick and decisive action. Under pressure, you need to feel that you have exhausted all possibilities and consequences.

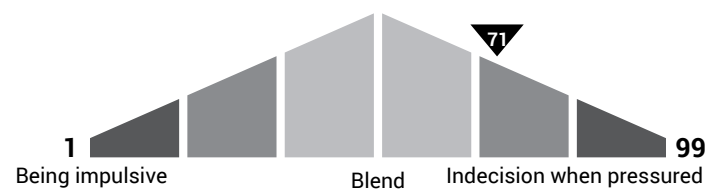
### Needs



### Causes of Stress:

Pressure mounts when you are hurried in your actions and when you are rushed in making judgments. Your need for careful thought makes you dread the unforeseen, and can result in needlessly postponing or evading a decision.

### Stress Behavior



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

- becoming indecisive
- fear of the unknown
- unnecessary caution



## 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 are interested in the visual appeal of products and services, and may well have an artistic ability of your own
- You respond well to sound, and therefore you are interested in music, the spoken word, or any media which have an audio component to them
- You are straightforward and find it fairly easy to speak your mind, even with superiors
- You are able to withstand group pressure and follow the less "popular" path when necessary
- 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 are competitive, and are prepared to work hard in order to be the best
- You have a high energy level, and like to be busy doing things rather than thinking about them
- You understand and relate well to others' feelings, and you are aware of the extent to which these can affect performance both positively and negatively

# YOUR CAREER EXPLORATION

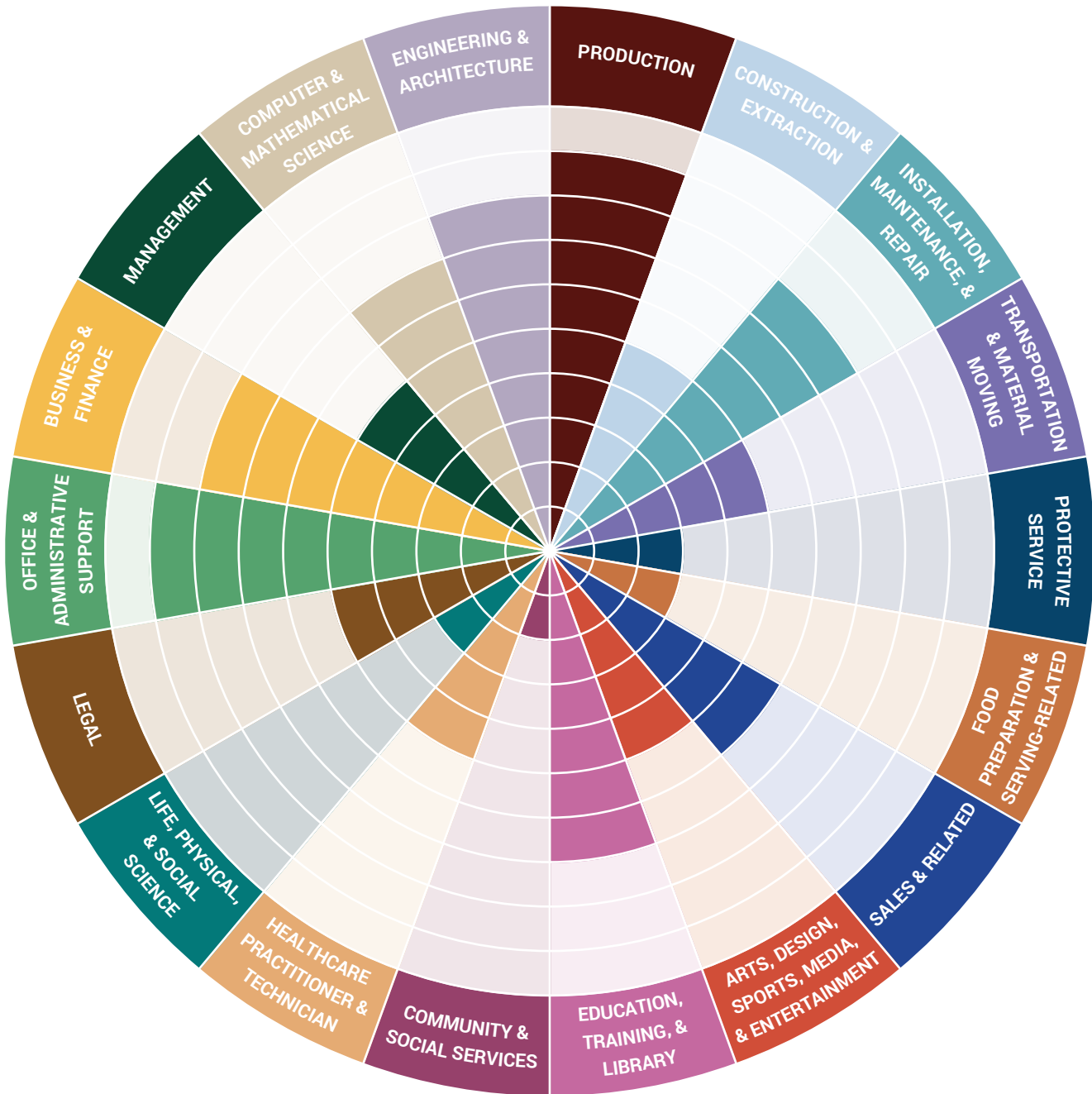
This section takes the information we have covered thus far and matches your personality profile to career families.

# CAREER EXPLORATION OVERVIEW

JOHN PUBLIC



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 OVERVIEW

JOHN PUBLIC




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, **you may request a copy of your Career Exploration Report from your Birkman Consultant or from Birkman directly.**


## Your Top 6 Career Areas to Explore



**Office & Administrative Support**  
Providing clerical support within an organization. Duties may include preparing statements, tracking accounts, record keeping, bill collecting, making phone calls, scheduling appointments, entering data, providing customer service, ordering and tracking inventory, handling monetary transactions, among other administrative support tasks.



**Production**  
Producing, creating, and/or manufacturing a variety of products (e.g., food, lumber, electrical equipment, fabrics, metals, plastics, stones, fuel) through the operating of specialized tools and/or equipment. Duties may include baking pastries, binding books, cutting, shaping, and assembling furniture, assembling electronics, shaping molten glass, fabricating jewelry, welding metal components, among other specific production tasks.




**Engineering & Architecture**  
Applying principles and technology of chemistry, physics, and other scientific disciplines into the planning, designing, and overseeing of physical systems and processes. Duties may include creating, testing, developing, and maintaining tools, machines, electrical equipment, buildings/structures, or other physical entities.



**Installation, Maintenance, & Repair**  
Performing hands-on work functions related to the installation, maintenance, and repair of various machinery, systems, vehicles, and other serviceable equipment. Duties may include diagnosing, adjusting, servicing, and overhauling engines, telecommunications and/or security systems, heating, vacuuming, and air-conditioning units, and electronics.



**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.



**Computer & Mathematical Science**  
Designing, developing, and maintaining databases, software, hardware, networks, and other information/logic systems. Duties may include collecting/organizing data, computer programming, providing technical support, web design, and configuring communication systems, among other data-driven functions.

# 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

JOHN PUBLIC



TIP: You can type in the fields and save this PDF.

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?