

Image Management

SAMPLE: LOW & CRITICAL



Image Management reveals the extent to which you devote energy to managing and maintaining a favorable public image. The higher your score, the more you work toward ensuring other people see you in a socially acceptable way.

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Understanding Your Perspective:

Your answers to the Birkman questionnaire reveal a perspective that is highly critical both of yourself and of other people. This pattern carries several important implications—let’s look at a few of the more significant ones.

Strengths of Your Perspective:

It is typical for people with perspectives such as yours to have a strong drive and a will to succeed. You likely spend much time worrying about such things as, “Did I do everything I could? What should I have done better? Why did I do it that way when some other approach may have been faster and easier?” Such reflections are helpful to efforts designed for growth and development. You are prone to take on pretty much any and every challenge and give your all to ensure success.

Challenges of Your Perspective:

Your orientation can prove intimidating to others and may even cause them to tread carefully around you. There is a side of you that seeks to be warm, caring, and understanding, but you often, albeit unintentionally, camouflage those traits with your focus on achieving your objectives. Your temptation to concentrate on what’s not working can leave you overlooking the successes when evaluating both yourself and others.

How Others May Perceive this Perspective:

People will admire your tenacity to stick with even the most difficult assignments and targets. However, they also see you as someone who can’t seem to find satisfaction with any level of success. You can easily come across as hyper-critical or even harsh. Give yourself permission to slow down occasionally, or introduce a welcome distraction into your busy schedule—you will benefit, and so will your relationships.
