

Why the Birkman Method[®]?

Any information you can get in making a good decision about future staff members and having peace of mind that you have done all you can in the process is time and money well spent.

Through use of the Birkman Method[®], a True Course consultant can help you gain understanding about the prospective and current staff regarding:

- Interests and how they can impact their work role
- Strengths
- Motivations
- Stress

The Birkman Method[®] measures and quantifies the individual's

1. **Usual Behavior** - effective style and strengths for dealing with relationships and tasks
2. **Underlying Needs and Motivations** - expectations of how others should relate to and work with them; reveals what influences/motivates an individual's behavior
3. **Stress Behaviors** - expressed less-than-effective style when underlying needs are not being met
4. **Areas of Interest** - work to which they are most likely to be drawn and will enjoy
5. **Organizational Focus** - perspective on problems and solutions as they relate to organizational goals

Components related to strengths, motivations, and stress, as measured by the Birkman[®]:

1. **Self-Consciousness** in Relating to Individuals - Issue vs. Person
How the individual may deal with (or prefer to deal with) approval-related topics; how the individual relates to others. Impacts: Awareness of other's feelings; how the individual may deal with tough or sensitive issues, management of performance. (esteem)
2. **Social Energy** in Relating to People in Groups - Alone vs. Group
Talkativeness, enjoyment of people in groups, enjoyment of social laughter, approachability, openness, and their opposites. Impacts: Social enthusiasm, comfort with groups, approachability and openness. (acceptance)
3. **Insistence** on Structure in Planning and Organizing - Flexibility vs. Structure
Following plans, finishing tasks, dealing with detailed tasks, using a systematic approach, clarity of communication, and their opposites. Impacts: Project management, priority management, sustaining systems and procedures. (structure)
4. **Assertiveness** - Suggest vs. Tell
How the individual deals with directing and controlling. Persuasive interaction, speaking up, expressing opinions openly, and a forceful approach to ideas and their opposites. Impacts: Setting boundaries of responsibility, emphasis on delegation, listening to others. (authority)
5. **Incentives** - Approach to Incentives - We vs. Me
How the individual prefers to be incentivized. Drive for personal advancement, cautiousness about giving trust, competitiveness, involvement with material goods (as incentives), and their opposites. Impacts: Risk-taking, competition, negotiation, and bargaining. (advantage)
6. **Physical Energy** - Mental Expression vs. Physical Expression
The individual's preferred pace for action. Action orientation, quick thinking, physical expression of energy, and their opposites. Impacts: Urgency in performance, patience, ability to reflect on situations. (activity)
7. The Need for **Challenge** – Success or Challenge Orientation
Self-confidence, self-image, expectations of self and others, need for achievable, respected goals; need for opportunities to prove self, how one goes about imposing demands on self and others. Impacts: Work commitments, setting goals, establishing credibility. (challenge)

8. **Emotional Energy** - Emotional Expressiveness - Logic vs. Feeling
How the individual expresses or deals with feelings. Comfort with emotional expression, how one allows feeling to influence thoughts and actions. Impacts: Connecting in relationships, solution identification, creativity in thoughts and ideas. (empathy)
9. **Restlessness** - Physical and Mental - Focused vs. Variety
Restlessness, quickly changing focus, handling distractions, and dealing with change of focus or attention. Impacts: Comfort in shifting business priorities, patience with interruptions, influence of distractions. (change)
10. The Need for **Freedom** with respect to Personal Independence - Conventional vs. Independent
Independence of thought and behavior, desire for personal independence. Impacts: conformity, cooperation with others, team engagement. (freedom)
11. The Need for **Thought** or Reflection in Decision Making - Action vs. Reflection
Cautious approach to decisions, concern for making the right decision, thorough examination or decisiveness, worry about consequences; and their opposites. Impacts: decision-making, consistency in positions taken, comfort with risk. (thought)

Common applications of the Birkman Method®:

- Selection & Hiring
- Retention
- Employee Coaching
- Executive Coaching
- Leadership Development
- Team Building
- Talent Management
- Career Development
- Career Transition
- Conflict Management
- Profile Development
- Succession Planning
- Competency Development

Team Building

The Birkman Method® is designed to help teams discover, clarify and align strengths; build self-awareness of individual strengths, motivators, underlying needs and stress points; develop strategies for improvement; and encourage individual and team accountability.

Some Selected Team Applications:

- Understand and leverage team strengths and diversity.
- Develop strategies for managing blind spots.
- Understand individual team member strengths, styles, and motivators to drive productive intra-team working relationships.
- Compare and contrast team members to identify potential areas of conflict.
- Drive “healthy conflict” using the information for individual and group awareness building.
- Compare and contrast the team leader to the team members for potential areas of conflict.
- Use the information to help the team leader more effectively manage and motivate the team as a group and as individuals.
- Develop strategies for working better together and strengthening significant relationships.
- Empower individual self-management within the team through better understanding of other team members’ styles and motivations.
- Drive more personal accountability for behavior and conflict resolution.

And this is just a start for how we can support you in developing a staff that can “fit” and stay.