

The Birkman Method®

Research indicates that three distinct factors account for the majority of variance in performance, satisfaction and other workplace criteria. They are characteristics of the individual, characteristics of the situation, and the interaction of the individual and the situation. Most assessments categorize individuals based solely on their personal characteristics and do not take into account the influence of the situation, or outside environment. Other assessments measure the characteristics of the individual and only whether the situation would be favorable or unfavorable.

The Birkman Method® measures all three factors in detail and so maximizes the potential for predicting and understanding performance and satisfaction. For example, whether someone does well in an employment setting may be determined, in large part, by whether that person's personality traits mesh with the job requirements. Job requirements go beyond hard skills and experience to include the ability to work with others or lead others productively and effectively, to exhibit and use certain personality characteristics and more.

Some of What Makes The Birkman Method® A Uniquely Powerful Assessment

- **A Unique Approach** – The Birkman Method® measures and reports behavioral data differently from most other assessments. Most assessments work hard to eliminate social desirability (the tendency to strive for creating a good impression) from participant responses. The Birkman Method® uses a participant's understanding of social desirability along with motivational desires, to measure and report the way that person interacts in everyday life situations where people actually do color their behavior according to their understanding of social desirability.
- **Descriptive And Prescriptive** – The Birkman Method® offers both descriptive and prescriptive information for the individual. Many instruments provide effective descriptions of certain personal motivations and behaviors. The Birkman Method®, unlike most other assessment approaches, describes desires, strengths, motivational needs and stress reactions for the individual and provides basic recommendations for developing skills when faced with varying environments and people. This helps individuals manage life and work situations in ways that fulfill their motivational needs, and govern frustration where stress can cause reactions that so often damage relationships and occupational effectiveness. All of this is provided in a single integrated assessment and reporting system.



- **Broad Application From A Single Integrated Assessment** – The Birkman Method® is effective for use in hiring, coaching, leadership development, team building, talent management, career management and more. With only one questionnaire, The Birkman Method® measures a breadth and depth of data that normally requires multiple assessments.

Features of The Birkman Method®

Common Applications

- Selection & Hiring
- Retention
- Coaching
- Executive Coaching
- Leadership Development
- Talent Management
- Career Development
- Career Transition
- Conflict Resolution
- Profile Development

Through a combination of regression and factor analysis, The Birkman Method® (unlike most other popular assessments) identifies and quantifies everyday interpersonal styles and gives unique insights into underlying motivations and needs. It thus identifies stress behaviors when these needs go unmet over time. Knowing an individual's underlying motivations and the consequences of unmet needs gives the coach, consultant, counselor and organizational development professional an effective way to improve workplace performance and reduce conflict. In addition, The Birkman Method® measures individual Interests, Management and Work Styles, Thinking Styles and Occupational Profiles.

- **Usual Behavior** – Productive, socialized behavior which is easy to observe. It can be seen by others as adaptable, appropriate and natural for an individual when that person feels positive about self and situation.
- **Underlying Needs** – Although rarely seen by others, Needs are vital because they identify an individual's preferred environment and expectations, clarify motivations, and highlight inner strengths and behavioral drivers.
- **Stress Behavior** – Counter-productive or less-than-productive behavior that is easy to view. Stress is the response when Underlying Needs are not met over a period of time. It can be seen by others as defensive, reactive, uncomfortable and costly to relationships.

Administration of The Birkman Method®

The Birkman Method® is administrated and managed from a proprietary web-based platform called BirkmanDirect®. This online system is hosted and managed by Birkman International. No software, downloads, or maintenance is required, and use is as fast and easy as an organization's needs require.

BirkmanDirect® offers:

- 24-7-365 online access and management of the Birkman questionnaire and reports. No software to download or manage.
- Dynamic generation of over 40 reports.
- Integrated tool for creating profiles.
- Database sorting and searching that manage individual, group and comparison reports.

Technical Facts of The Birkman Method®

Certification Training – Birkman International, Inc. trains and certifies coaches, consultants, counselors and organizational development professionals for The Birkman Method®. Certification provides the full assessment and interpretive skills necessary for all Birkman reporting. Over 2,000 consulting and organizational professionals across the world have been certified. Birkman International can also recommend the appropriate Birkman expert to any organization with immediate program and developmental needs.

Development – The Birkman Method® was created using normal working populations (age 18 to 65) in a business or industrial setting. The questionnaire underwent seven revisions during the creation process, with each revision administered to more than 1,000 subjects from new population groups. Our test-retest reliabilities average a high measurement of .85, indicating internal consistency of scales. The most recent reliability assessment took place at the beginning of 2008. If you are interested in learning more about our standards of reliability and validity, please contact us.

Scientific and Legal Backing – The Birkman Method® was created under a rigorous, academic, scientific and business-focused process that reflects the workplace, as verified by extensive reliability and validity studies sponsored by the National Scientific Foundation, The National Institutes of Health, LEAA and other organizations. The Birkman Method® meets all ADA requirements, and has received favorable legal opinions for use in pre-employment evaluation. It complies with the U.S. Department of Commerce Safe Harbor for data privacy, which is coordinated with data privacy regulations in the EU.



