

The Birkman Method®

Our [Performance MapSM](#) is based on this comprehensive, behavioral and motivational assessment system designed to empower individuals to make successful career choices and determine optimum working environments.

The Birkman Method® is an effective instrument for personal and organizational development. It is not a psychological clinical assessment but instead profiles behavior of functioning individuals. Many other professional aptitude assessment instruments in the marketplace today began as psychological assessment tools for use in diagnosing problems (MMPI, 16PF). Others rephrase your answers to *their* terminology (Strong Campbell, DISC) or label you in off the shelf categories (Myers-Briggs). The Method not only measures behaviors, styles attitudes and *motivation*, it also measures personal values, perceptual profiles, occupational interests and career strengths, and even offers organizational comparisons. No other assessment instrument offers the depth of The Birkman Method.

Its insights into individual interests, personal attributes, hidden needs and stress behavior provide a new insights into the complex human dynamics that determine career success.

It is used for:

- Selecting Careers Discovering passion, natural competencies and motivators that lead to successful career selections and performance.
- Coaching for Excellence Coaching to help individuals to develop and make productive change.
- Selecting For Success Making successful recruiting and hiring choices to fill positions right the first time.
- Managing Transition Align personal, leadership and organizational competencies with corporate hiring initiatives.

The distinctions between The Birkman Method and *all* other instrumented approaches are fundamental. Its power lies in three major classes of distinction:

An Integrated System:

The Birkman Method is an ***integrated approach*** to motivational and behavioral issues that individuals, teams and organizations must deal with every day. The

Method has, from its inception, been a combination of *Interest* and *Behavioral* information. This integration of the two major motivational factors that influence choices, responses, strengths and barriers a person brings to careers and relationships allows the user to address these broad issues realistically and in a manner easily understood. *Other instruments use one or the other* of these two important domains of informational dimensions, and are thus limited in breadth of coverage when dealing with everyday issues. Some providers attempt to solve this limitation by using multiple instruments and reports, but fail to reap the benefits of having a database of integrated information providing two dimensions for research and development. They also fail to have simple, integrated reporting that is easy to understand.

Four Dimensional Approach:

The Method measures and reports behavioral data differently. Most instruments work hard to eliminate social desirability issues and then report on a single report scale. The Method *uses* a person's understanding of social desirability and motivational desires to measure and report the way that person interacts in everyday life where people *actually do* color their behavior according to their understanding of social desirability. By measuring and presenting descriptive results organized around the concepts of Usual Behavior, Need and Stress Behavior *separately* for each behavioral construct, the Method allows understanding of the behavioral data at an almost intuitive level, since it reflects the way everyday life works *for them*. Other instruments must attempt to explain the complex social interplay of everyday life with one score that (in most cases) resembles the Birkman Need score. Birkman solves this problem with a simple and understandable explanation of normal life and career patterns for the individual.

Prescriptive Applications:

The Birkman Method offers both descriptive and prescriptive data. Many instruments provide descriptions of certain motivations and/or some behaviors for an individual. The Method, unlike essentially all other instrumented approaches, describes desires, strengths, motivations or needs and stress reactions for the individual and *provides basic recommendations* for developing coping skills. These skills are used when faced with responsibilities that differ from desires, thus managing life and work situations to support motivational needs, and when managing self in frustrating situations where stress reactions damage performance and limit emotional competence.

All of these features are delivered in a single *integrated* instrument and reporting system called [Performance MapsSM](#).

These distinctions set our [Performance MapSM](#) apart from the traditional approaches to both occupational and relational issues in the workplace, personal careers and family relationships. Coupled with a supportive philosophy, and extraordinary delivery and analysis systems, we provide you with a tool kit of unprecedented flexibility for the optimization of your career performance.

COMPARATIVE SURVEYS AND INVENTORIES

**What is distinctively different about our Performance MapSM based on
The Birkman Method[®]?**

Features	The Birkman Method[®]	16PF	MMPI [©]	DiSC [©]	Myers-Briggs [®]	Edwards Personal Preference	Strong Interest Inventory
Clinical Syndromes	No	*	*				
Non-Judgemental	*			*	*		*
Personality Characteristics	*	*	*	*	*	*	*
Behavior Styles	*	*	*	*	*	*	
Attitudes	*	*	*	*	*	*	
Stress Profiles	*	*	*			*	
Motivation	*	*				*	*
Motivational Need Profiles	*	*				*	
Relational Needs	*					*	
Personal Values	*					*	
Perceptual Profiles	*						
Occupational Interests	*						*
Occupational Comparisons	*	*					*
Occupational Themes	*	*					*
Occupational Library	*	*					*
Occupational Strengths	*						
Organizational Comparisons	*						
Interview Guide	*						
Job Analysis	*						
Work Requirements	*						
Job Behaviors	*						
Job Profiles	*						
Performance Reviews	*						
Integrated Database	*						

