



## Assessments & Coaching Services

### Birkman Individual and Team Assessments

#### Summary

The Birkman Method® consists of a 298-question personality assessment and a series of related report sets that facilitate team building, executive coaching, leadership development, career counseling and interpersonal conflict resolution.

The Birkman Method® includes the five following major perspectives:

1. **Usual Behavior:** An individual's effective behavioral style of dealing with relationships and tasks.
2. **Underlying Needs:** An individual's expectations of how relationships and social situations should be governed in context of the relationship or situation.
3. **Stress Behaviors:** An individual's ineffective style of dealing with relationships or tasks; behavior observed when underlying needs are not met.
4. **Interests:** An individual's expressed preference for job titles based on the assumption of equal economic rewards.
5. **Organizational Focus:** The perspective in which an individual views problems and solutions relating to organizational goals.

#### Who Should Participate

Executives, managers, employees and teams who want to improve their performance and overall effectiveness.

#### Program Objectives

Through a combination of regression and factor analysis, The Birkman Method® identifies the respondent's everyday interpersonal style (usual behavior), and unlike most other popular assessments, gives unique insights into underlying motivations and needs.

Stress behaviors are identified when these needs are not met. Knowing the underlying motivations and the consequences of unmet needs give the coach, consultant, counselor and organizational development professional an effective way to improve workplace performance and reduce conflict.

#### Structure

The Birkman Method® is delivered on-line. You can access a variety of different reports and have the flexibility to combine reports specific to your needs. The Birkman Method® combines motivational, behavioral and interest evaluation into one single assessment, which provides a multi-dimensional and comprehensive analysis, thus reducing the need for multiple assessments. The questionnaire is delivered on-line and should take about 45 minutes to complete.