

# Understanding The Birkman Method

You have been asked to complete The Birkman Method assessment, and we want to help answer some basic questions so you can be comfortable with the process and result. The Birkman Method assesses motivation and perception to help individuals understand how their unique mindset impacts relationships, performance, and attitude. One of the most powerful uses of Birkman is for personal development. Our reports help you achieve a better understanding of how you act and react in certain situations, and when used with teams, this can help team members see how they can best work together.

## How is Birkman different from other assessments?

Birkman is a positive psychology instrument and not a clinical diagnostic tool that looks for dysfunction in people. When Dr. Roger Birkman developed the assessment 70 years ago, he took a radically different approach by focusing on the different ways that people are effective in their jobs. By measuring these styles and differences, powerful conversations can result from the realization that how we perceive differences with others drives our choice to view others as competing with us or as complementing our own style.

To accomplish this, The Birkman Method reports on two measures of observable behavior and two measures of personal motivation. Our approach provides you with confirmation of who you are, and it almost always provides insights that you might not have thought about before.

## Why should you trust Birkman?

In the 70 years since Birkman first started helping people understand themselves and others, we have helped millions of people in their journey of personal development. We've used that vast pool of data to complete research to make sure that the assessment is accurate. Our Technical Manual covers the reliability and validity of the instrument. When we do research, only aggregated research findings based on anonymized data are ever reported.

We also prioritize your privacy. Your individual answers to questions are never shared with your organization or shown on any report. We provide access to summary scores through our reporting system, which will generate your report for you. All data collected in the personal information section (like gender, job history or ethnicity) are kept strictly confidential and only used for research to ensure that the instrument is not biased by these factors. The only information that shows on reports is your name, the generated scores, and interpretive discussion that helps you understand what the scores mean. Our privacy policies conform with General Data Protection Regulations (GDPR).



## **What if I don't like the questions?**

As you answer the assessment, you might come across questions that you consider sensitive or for which you don't have a clear answer. For various psychometric reasons, Birkman does not allow you to skip questions. So to get your results, you do have to answer all of the questions. For example, how you answer all 50 questions on a hypothetical math exam gives a better indication of your math knowledge than how you answered any single question on the exam. The Birkman Method is the same. We use individual answers to calculate scale (composite) scores, then we report only those scale scores.

This is what we recommend as you are completing the assessment: If you come across a question that you aren't too sure about the answer, go ahead and answer it. Use your first reaction and don't overthink the question. Birkman assures you that no one, absolutely no one, will look to see how you answered specific questions. When you get your report, see if you agree with it. Ask someone who has known you for a long time if they agree with what it says. If you believe it represents who you are, then make the most you can of the valuable information provided in our reports.

However, if you feel it does not represent who you are then let us know. You have the right to have your data entirely removed. We have a formal process we follow to ensure your name and your data will not exist anywhere in any Birkman system.

## **What will I get and how will my results be used?**

The exact report format you receive will depend on your organization. Likewise, how you will use your results will be determined in part by your company. Most commonly, companies use the resulting reports to help you gain perspective on yourself and others as a part of a self-development or leadership development process. Often, the reports will be used to help team members better understand each other. If you are asked to complete the assessment during a job interview process, then this assessment should be just one part of a larger selection system validated by the organization that asked you to complete it.

## **A few final words**

Our goal is to help you find out what is "right" with you. There are no trick questions, no judgments that rule you out of a job, and no labels that you need to carry through life. The Birkman Method is here to help you discover you at your best: in the right role, using your strengths, in relationships that are supportive, and being proactive in creating an environment that will allow you to thrive.

If you have any questions, you can check out our website or call us directly. Happy exploring!

