

# BIRKMAN SIGNATURE REPORT

THIS REPORT WAS PREPARED FOR  
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# WHAT'S IN YOUR BIRKMAN REPORT?



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# WELCOME

This section provides background information on The Birkman Method® and outlines the purpose and benefits of your Signature Report.

# WELCOME



## Background

The Birkman Method is a powerful tool that identifies your strengths, behaviors, motivations, and interests.

### **The Birkman Method is reliable.**

This means that the results of the assessment remain relatively stable over time.

### **The Birkman Method is valid.**

This means that statistical studies have been and continue to be conducted to ensure that the assessment measures what is intended.

## Purpose

When you have finished reviewing your report you will know more about yourself, what makes you unique, and how this impacts you and those with whom you interact. Being empowered by this information will help you in virtually all parts of your life.

### **Specific benefits include:**

- Learning what interests you at work and at home
- Discovering what behaviors others notice about you
- Articulating your unique strengths and opportunities
- Exploring your career interests with scientifically-backed data

For over **65 years**, The Birkman Method® has been helping people reach further with our unique yet scientific approach to behavioral & occupational assessments. Used by millions of people and the **world's best companies** to:

- > develop leaders
- > improve teamwork
- > explore careers
- > select talent
- > increase sales and productivity

What do you hope to learn from your Birkman Signature Report?

# BIRKMAN COLOR KEY



We take these four colors seriously at Birkman. Our use of color becomes shorthand for understanding fundamental differences between people. Below is a breakdown of the significance of each Birkman color.

<b>RED</b>	<b>DOER</b>  RED is the Birkman color for people who prefer to make quick decisions and get results. Reds are direct and action-oriented and give full attention to the task at hand. Reds enjoy building, working with their hands, organizing people and projects, solving practical problems, and producing an end product they can see and feel. Reds are objective, energetic, commanding and enjoy team competition. Reds get results through action.	<b>COMMUNICATOR</b>  GREEN is the Birkman color for people with a strong desire to communicate and work with people. Every time you see a Green, they are selling, persuading, promoting, motivating, counseling, teaching or working with people to get results. Greens who believe in a product, service or idea can communicate about it with ease and a natural confidence. If you want someone to win friends and influence people, a Green is your person for the job.	<b>GREEN</b>
<b>YELLOW</b>	<b>ANALYZER</b>  YELLOW is the Birkman color for people who love working with processes, details, definitions and rules. Yellows enjoy doing careful and detailed calculations, scheduling, recordkeeping, and establishing systematic procedures. They are usually comfortable with numbers, place a high priority on being fair, and are cautious and thorough in analysis. Yellows are task-oriented and often prefer indirect communication methods including forms, rules and regulations. If you need to get organized, find a Yellow.	<b>THINKER</b>  BLUE is the Birkman color for the concept and idea person. Blues love innovation, being creative and long-term planning. They enjoy abstract thinking and discovering new ways to solve problems. Blues thrive on generating fresh ideas and coming up with the most viable solutions for the problem at hand. Blues tend to be introspective, and while they love originality and innovation, they may need to be around other creative individuals to trigger the spark.	<b>BLUE</b>

# YOUR BIRKMAN MAP

Your Birkman Map® provides an aerial view of who you are and allows you to see how and where you fit into the big picture.

# BIRKMAN MAP



The Symbols on your Birkman Map identify who you are on two key dimensions. The placement of the symbol within a color quadrant represents the degree to which you display similarities to that color quadrant. The left and the right sides of the map (horizontal axis) represent your preference for dealing with tasks or people. The top and the bottom (vertical axis) represent whether you are more extroverted or introverted in your style.



**INTERESTS** - The Asterisk represents what you like to do and where you gravitate in terms of activities you enjoy.



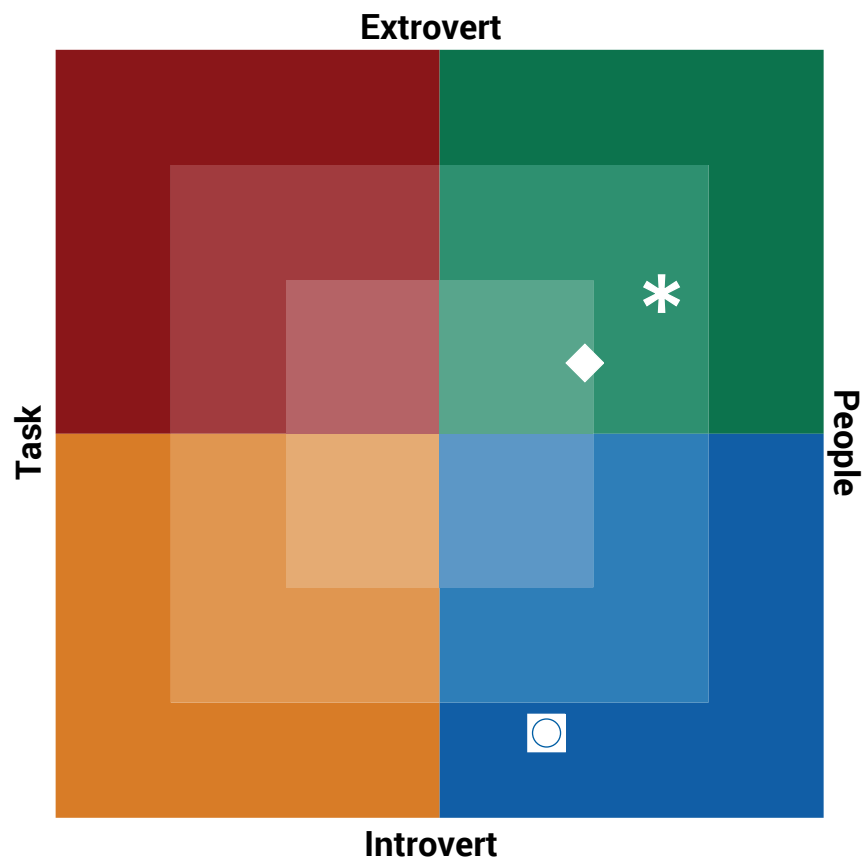
**USUAL BEHAVIOR** - The Diamond represents how you usually behave. These are your strengths, and they compose your best, most productive style. This is how other people see you. Usual Behavior is how you act when your Needs have been met.



**NEEDS** - The Circle represents how you need to be or expect to be treated by other people and your environment. Needs often remain hidden or invisible to others.



**STRESS BEHAVIOR** - The Square represents your frustrated behavior. This is your reactive, unproductive style. Stress Behavior is how you act when your Needs have not been met for an extended period of time. You may see some of the challenges you face arise here.





## EXPLANATION OF YOUR INTERESTS (THE ASTERISK) \*

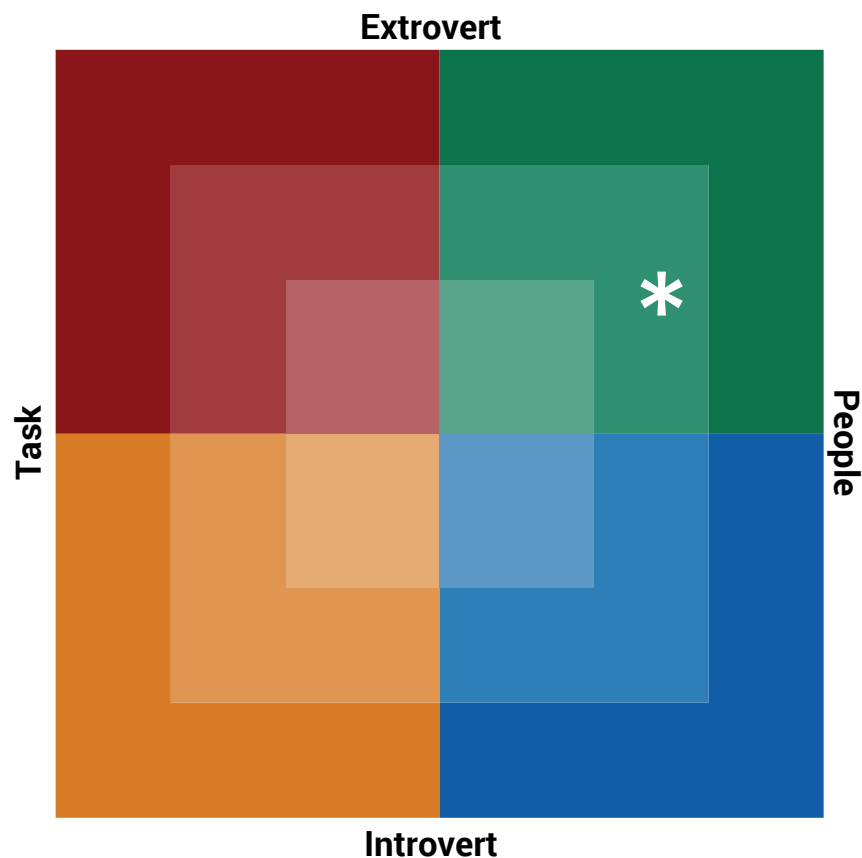
The kinds of activities you prefer are described by the Asterisk. Your Asterisk is in the GREEN quadrant. You probably enjoy very people-centered activities.

Interests in the GREEN quadrant include:

- selling and promoting
- persuading
- motivating people
- counseling or teaching
- working with people

Your Asterisk shows that you like to:

- sell or promote
- direct people
- motivate people
- build agreement between people
- persuade, counsel or teach







## EXPLANATION OF YOUR USUAL BEHAVIOR (THE DIAMOND)

The productive way you set about your tasks is described by the Diamond. Your Diamond is in the GREEN quadrant, but it is also fairly close to the Blue quadrant. When you are working effectively, you are generally persuasive and insightful.

Usual Behaviors in the GREEN quadrant include being:

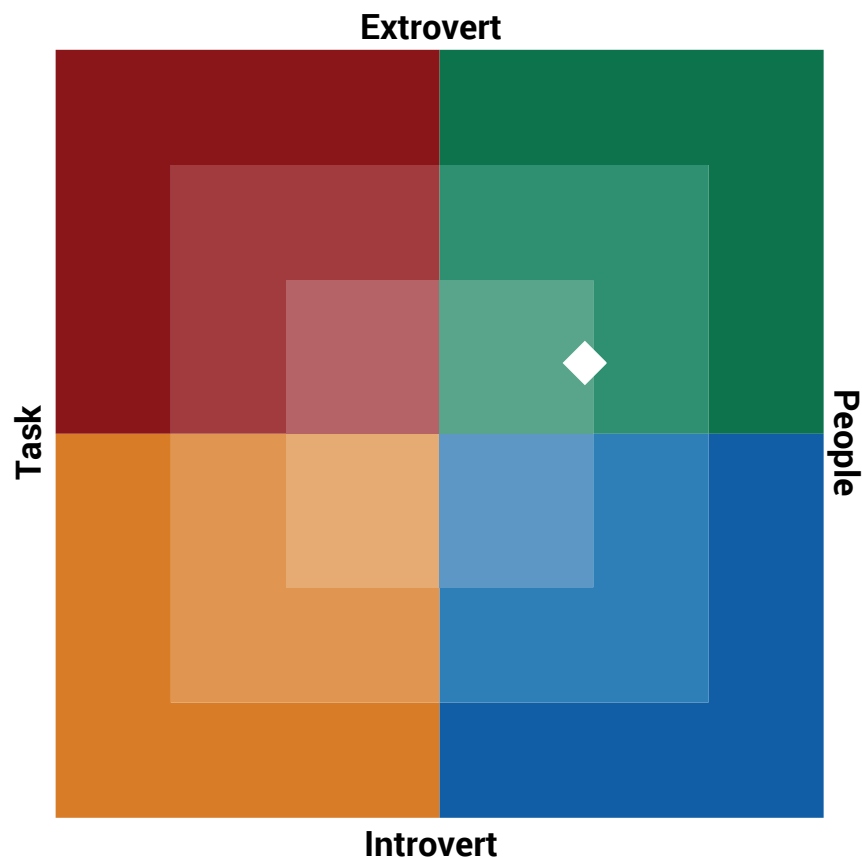
- competitive
- assertive
- flexible
- enthusiastic about new things

Your Diamond shows that you are usually:

- responsive and independent
- flexible and enthusiastic

Your Diamond shows that you also tend to be:

- selectively sociable
- thoughtful
- optimistic





## EXPLANATION OF YOUR NEEDS (THE CIRCLE) ●

The support you need to develop your Usual Behavior is described by the Circle. Your Circle is in the BLUE quadrant, but it also lies fairly close to the Yellow quadrant, too. To be most effective, you respond best to people who are reflective and systematic.

Those with Needs in the BLUE quadrant want others to:

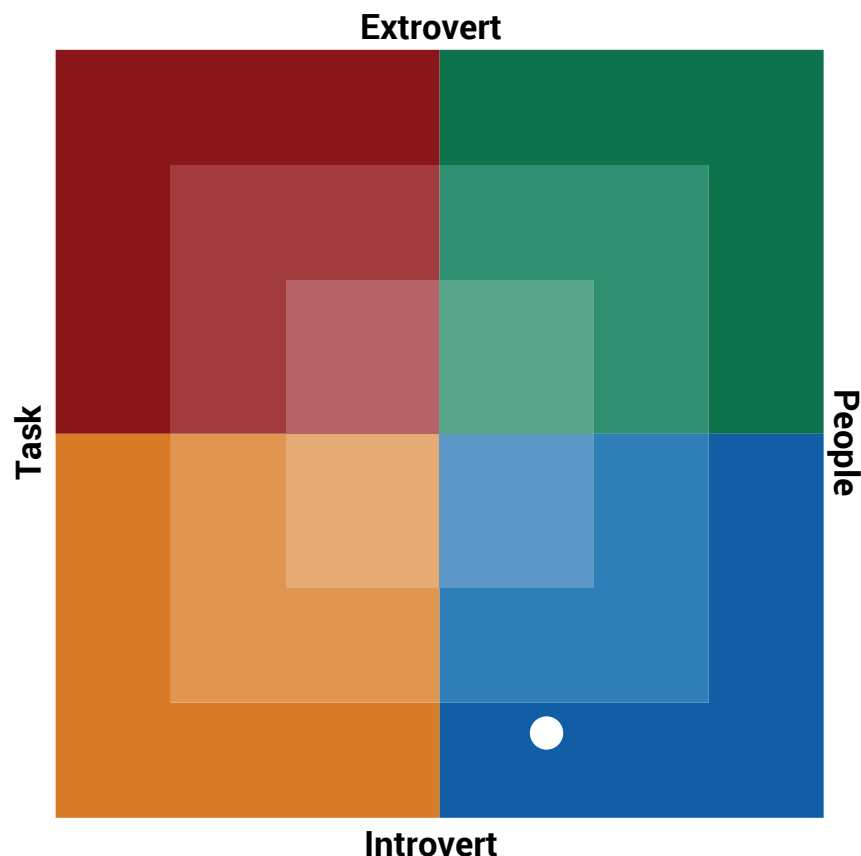
- offer individual support
- encourage expression of feelings
- allow time for reflection
- give time for difficult decisions

Your Circle shows you are most comfortable when people around you:

- give you time for complex decisions
- give you time alone or with one or two others

Your Circle shows that you also respond well to people who:

- tell you the rules and encourage trust and fairness
- don't interrupt you unnecessarily
- invite your input





## EXPLANATION OF YOUR STRESS BEHAVIOR (THE SQUARE)

Your Stress Behavior is described by the Square. Your Square is in the BLUE quadrant, but it also lies fairly close to the Yellow quadrant, too. When people don't deal with you the way your needs suggest, you are likely to become hesitant and put things off.

Those with Stress Behaviors in the BLUE quadrant:

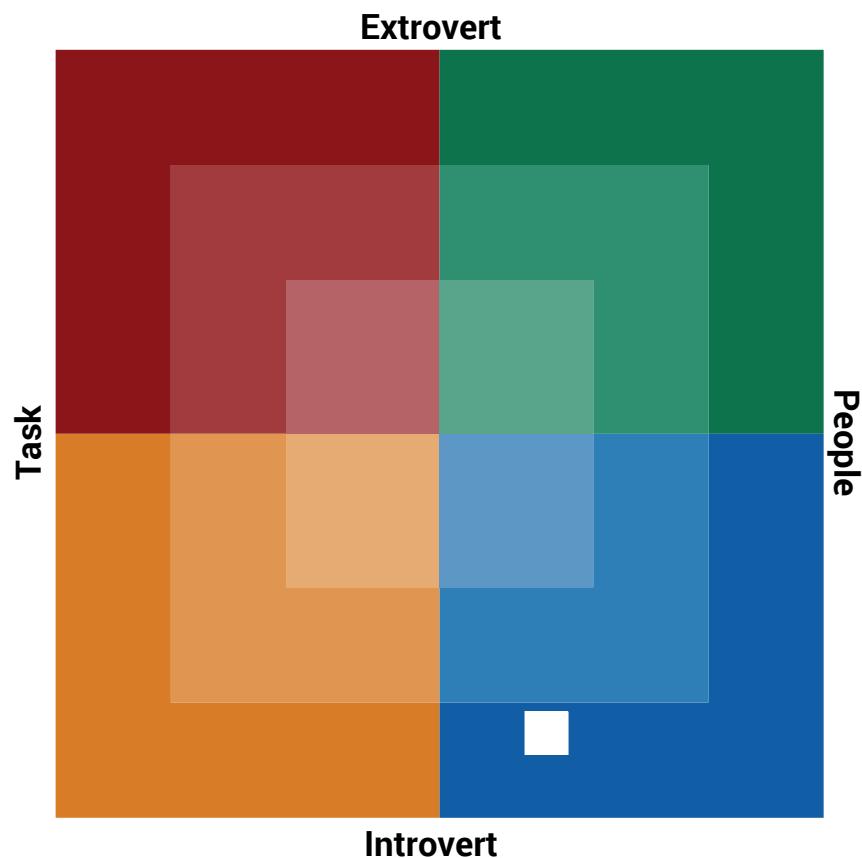
- ignore social convention
- become indecisive
- find it hard to act
- see the worst possibilities

Your Square shows that under stress you may become:

- indecisive and fatigued
- unrealistic

Your Square shows that you may also become:

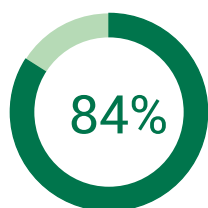
- self-critical and moody
- quietly resistive
- impractical and idealistic



# YOUR INTERESTS

This section looks at your interests. High scores indicate activities you enjoy. Low scores indicate areas you would prefer to avoid. Interests do not always translate to skill but do represent important motivators.

# BIRKMAN INTERESTS

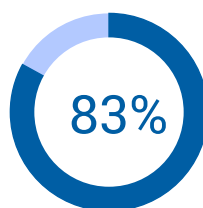


## PERSUASIVE

Persuading, motivating, selling

### Activities include:

Debating, influencing, promoting

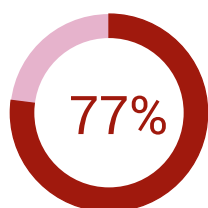


## LITERARY

Appreciation for language

### Activities include:

Writing, reading, editing

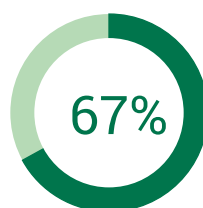


## TECHNICAL

Hands-on work with technology and machinery

### Activities include:

Programming, assembling, using gadgets

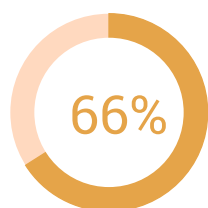


## SOCIAL SERVICE

Helping, advocating for people

### Activities include:

Teaching, counseling, volunteering

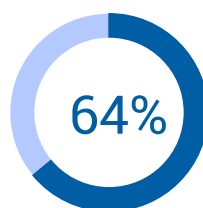


## ADMINISTRATIVE

Systems, order and reliability

### Activities include:

System tracking, record keeping, categorizing

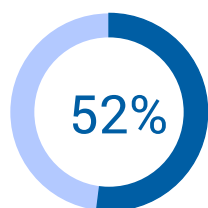


## MUSICAL

Playing, singing or listening to music

### Activities include:

Attending concerts, collecting and appreciating music

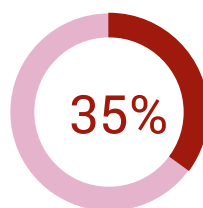


## ARTISTIC

Creation, appreciation for arts, aesthetics

### Activities include:

Painting, appreciating art, designing

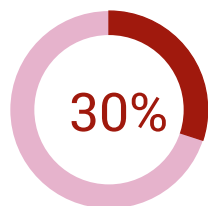


## OUTDOOR

Work in an outdoor environment

### Activities include:

Being outdoors, farming, gardening

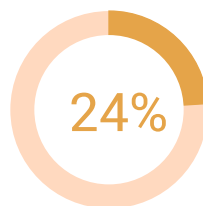


## SCIENTIFIC

Research, analysis, intellectual curiosity

### Activities include:

Investigating, exploring medicine, experimenting



## NUMERICAL

Working with numbers and data

### Activities include:

Accounting, investing, analyzing

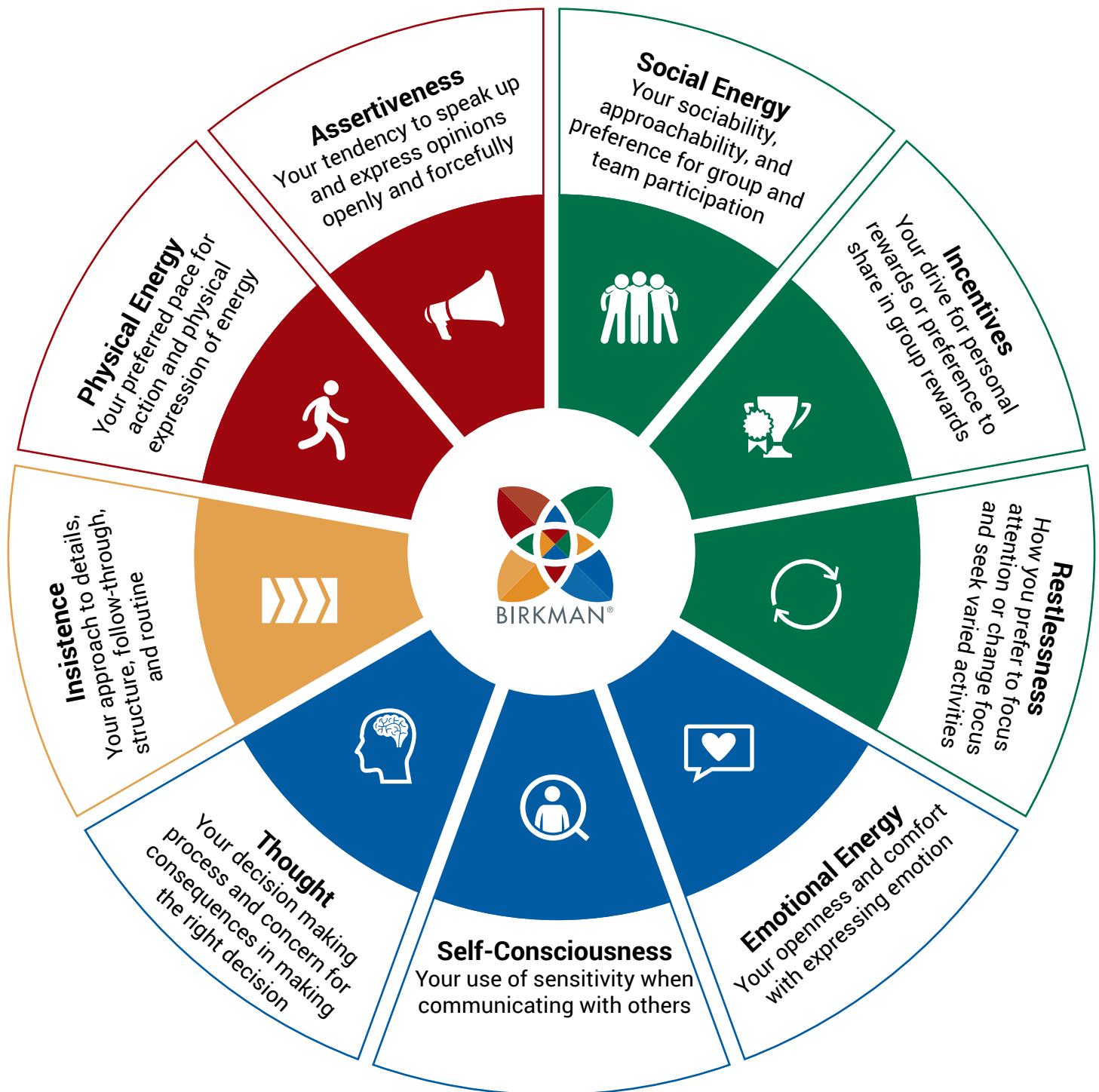
# YOUR BEHAVIORS

This section takes an in-depth look at how you behave and what makes you tick. This section will also explore how you are likely to react when you find yourself in stressful situations.

# BIRKMAN COMPONENTS



Birkman measures nine components of personality.



# BIRKMAN COMPONENT DASHBOARD



## Social Energy

Usual	Needs
99	38



## Physical Energy

Usual	Needs
93	6



## Emotional Energy

Usual	Needs
51	51



## Self-Consciousness

Usual	Needs
21	79



## Assertiveness

Usual	Needs
10	51



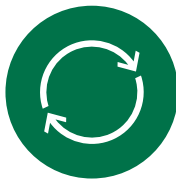
## Insistence

Usual	Needs
76	42



## Incentives

Usual	Needs
8	44



## Restlessness

Usual	Needs
99	34



## Thought

Usual	Needs
6	84



# USUAL, NEEDS & STRESS



## SOCIAL ENERGY

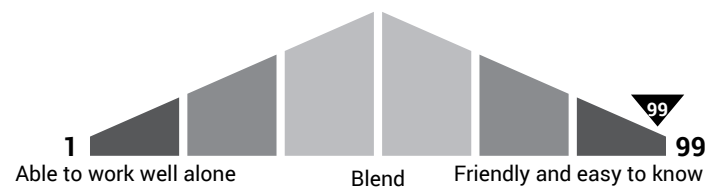
Your sociability, approachability, and preference for group and team participation

Your natural friendliness toward others keeps you interested and involved in the activities of groups. As a rule, you are accepting of people and are at ease in most social situations. Genuine social awareness is one of your real strengths.

### Usual Behavior:

- sociable
- communicative
- at ease in groups

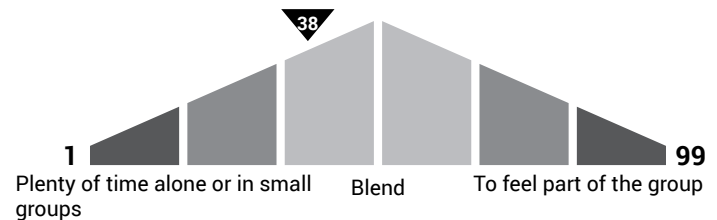
### Usual Behavior



### Needs:

However, it is necessary for you to have a reasonable amount of time to spend by yourself or in the company of one or two other people. A balance of group and private activities is best, as this allows you to maintain your sense of well-being.

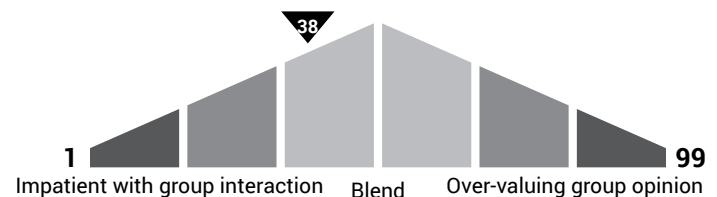
### Needs



### Causes of Stress:

Too much time spent on solitary activities can result in feelings of loneliness; but you may also find yourself anxious to relieve the pressure of continuous social or group activities.

### Stress Behavior



### Possible Stress Reactions When Needs Are Not Met:

- withdrawal
- over-eagerness to please the group

# USUAL, NEEDS & STRESS



## PHYSICAL ENERGY

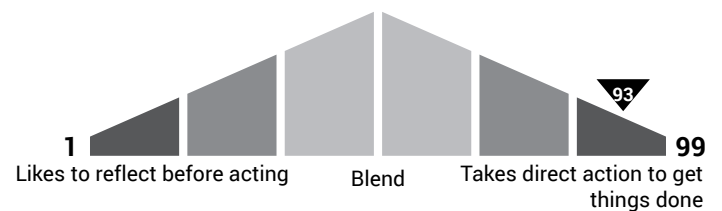
Your preferred pace for action and physical expression of energy

You display a high energy level and in fact enjoy being active on a regular basis. Adding to this strength is the fact that you can summon reserves of energy when your schedule demands it.

### Usual Behavior:

- energetic
- enthusiastic
- vigorous reasoning

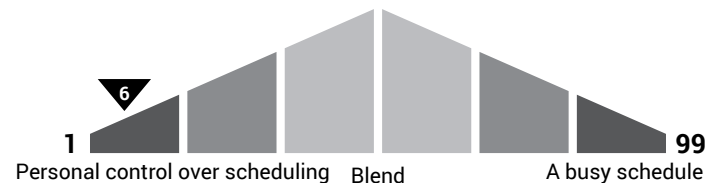
### Usual Behavior



### Needs:

Your naturally high energy level encourages you to take on many activities and projects, making it easy for you overlook the body's need for rest and recuperation. For optimum performance, you need time for re-energizing.

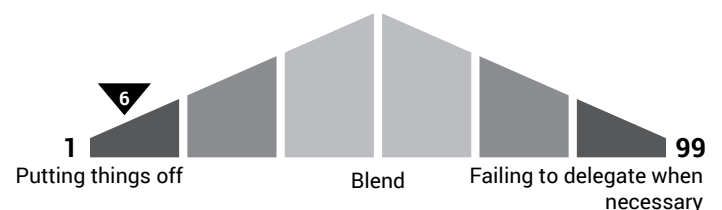
### Needs



### Causes of Stress:

When conditions become hurried or you are not provided with the opportunity to think through a process first, you are likely to feel rushed and perhaps less effective.

### Stress Behavior



### Possible Stress Reactions When Needs Are Not Met:

- postponing direct action
- magnifying boredom of projects
- favoring thought over action

# USUAL, NEEDS & STRESS



## EMOTIONAL ENERGY

Your openness and comfort with expressing emotion

Basically, you prefer to strike a balance between cautious detachment and sincere emotional involvement. But you are able to move freely between those extremes, avoiding excessive emotionalism and complete detachment as well.

### Usual Behavior:

- objective, yet sympathetic
- warm, yet practical

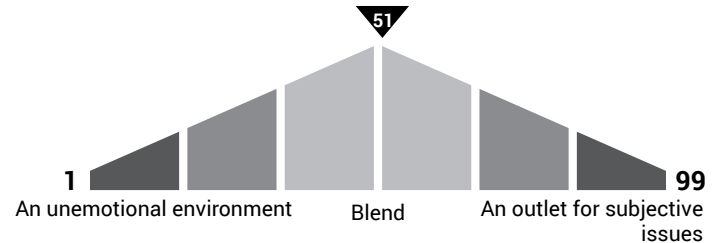
### Usual Behavior



### Needs:

You need a similar balance in your surroundings. You are at your best in the presence of people who can combine logic and practicality with a certain amount of sympathy and understanding for personal feelings.

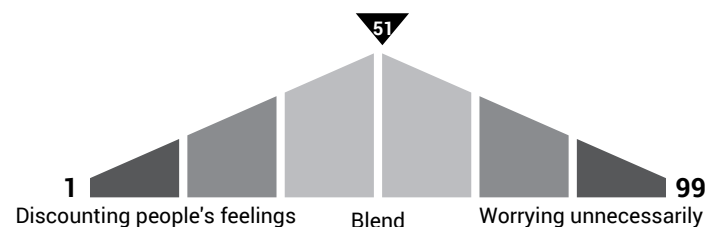
### Needs



### Causes of Stress:

Extremes in other people are likely to put some pressure on your own moderation. Too much emotionalism from others can add to your anxiety and tension; while you may tend to magnify your own problems when others are too detached.

### Stress Behavior



### Possible Stress Reactions When Needs Are Not Met:

- dejection
- becoming too impersonal
- loss of optimism

# USUAL, NEEDS & STRESS



## SELF-CONSCIOUSNESS

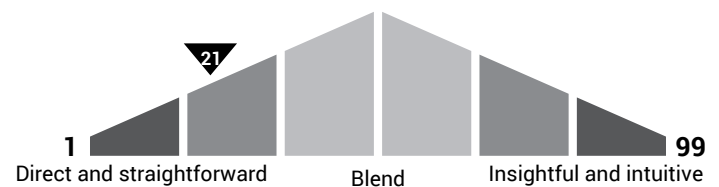
Your use of sensitivity when communicating with others

You project a certain ease and confidence as a result of your ability to be direct and to-the-point. People tend to notice how relaxed and comfortable you are around others.

### Usual Behavior:

- frank and direct
- unevasive
- matter-of-fact

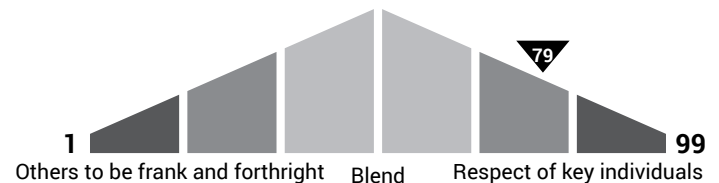
### Usual Behavior



### Needs:

In contrast to your usual style of behavior, you have an underlying need to feel the genuine respect and appreciation of those who are close to you. You must have ample opportunity to explain and justify your point of view.

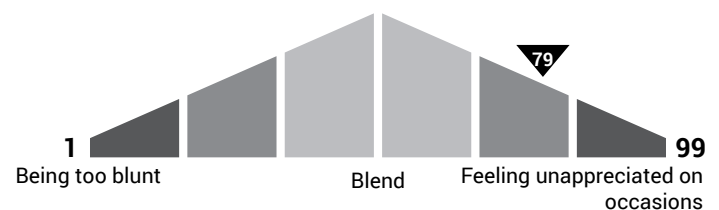
### Needs



### Causes of Stress:

Because your needs are not obvious from your usual behavior, it is easy for others to mistakenly assume that you need to be treated in a frank and direct manner. This may result in your having your feelings hurt on occasion.

### Stress Behavior



### Possible Stress Reactions When Needs Are Not Met:

- embarrassment
- shyness
- over-sensitivity

# USUAL, NEEDS & STRESS



## ASSERTIVENESS

Your tendency to speak up and express opinions openly and forcefully

You have indicated that you have the feelings and attitudes of those who prefer to be free of close authority. This suggests that you are most effective when there is a minimum of controls placed upon you, which helps keep relationships pleasant.

### Usual Behavior:

- deferent and agreeable
- pleasant
- low-key

### Needs:

However, you clearly recognize the importance of control and authority in your environment. This implies a need for some balance. You are most at ease in surroundings that maintain direction and control in a fair and equitable way.

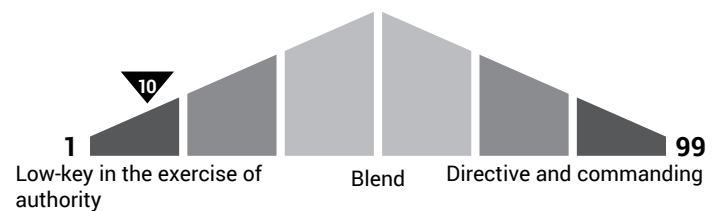
### Causes of Stress:

Because of your need for balance, you may find yourself annoyed by others who are too assertive, or becoming unusually aggressive in situations that seem to lack direction.

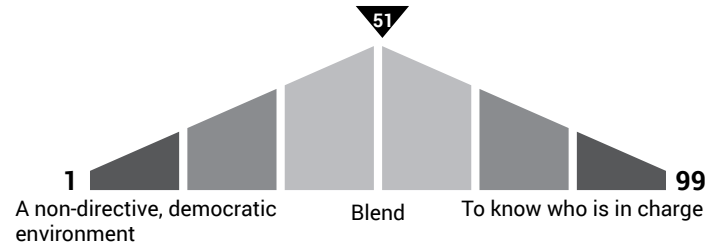
### Possible Stress Reactions When Needs Are Not Met:

- becoming argumentative
- difficulty speaking up

### Usual Behavior



### Needs



### Stress Behavior



# USUAL, NEEDS & STRESS



## INSISTENCE

Your approach to details, structure, follow-through, and routine

Focusing your attention on methods and procedures, you place great value on policies which have been tried and proven. You recognize the importance of attending to detail, being generally careful and thorough.

### Usual Behavior:

- systematic
- detail-oriented
- procedure-minded

### Needs:

Your activities should involve a balance of familiar and predictable situations with opportunities for expression of your initiative. In any case, it is important for you to maintain a sense of control.

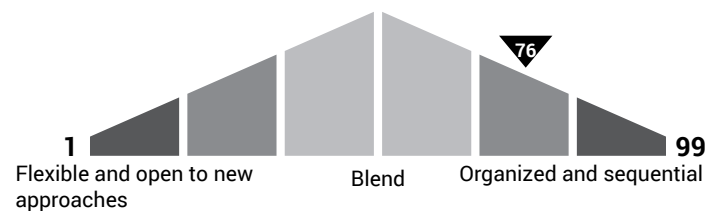
### Causes of Stress:

When pushed to change your plan of action, you may experience more pressure than other people. Also, too much attention to details can cause you to lose sight of the broad objectives.

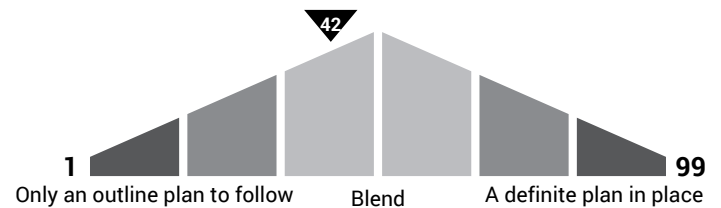
### Possible Stress Reactions When Needs Are Not Met:

- de-emphasis on system
- over-controlling

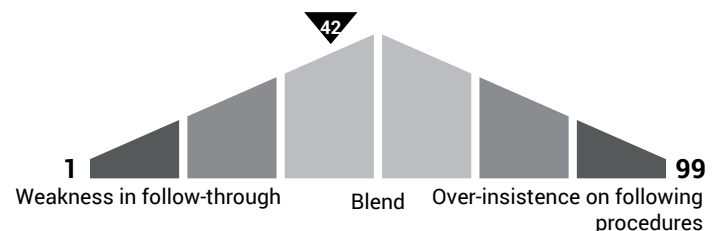
### Usual Behavior



### Needs



### Stress Behavior



# USUAL, NEEDS & STRESS



## INCENTIVES

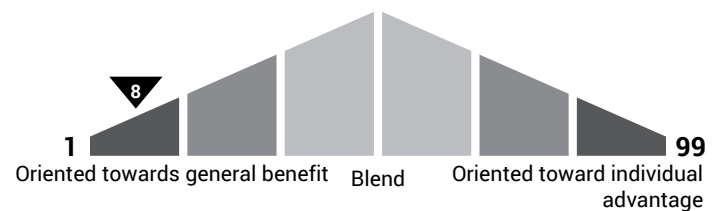
Your drive for personal rewards or preference to share in group rewards

As a predominantly idealistic person, you value cooperative effort and the concepts of trust, loyalty and team spirit. You can think and reason in terms of intangible benefits, and prefer to minimize face-to-face, competitive rivalry.

### Usual Behavior:

- trustful
- loyal
- service-oriented

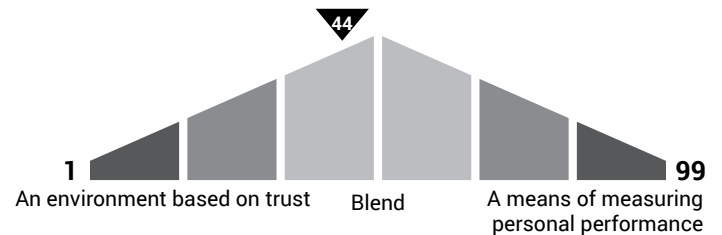
### Usual Behavior



### Needs:

Underneath, you expect a certain amount of competition, and need some reassurance concerning your personal advancement. While you value team effort, it is good for you to receive recognition for individual effort.

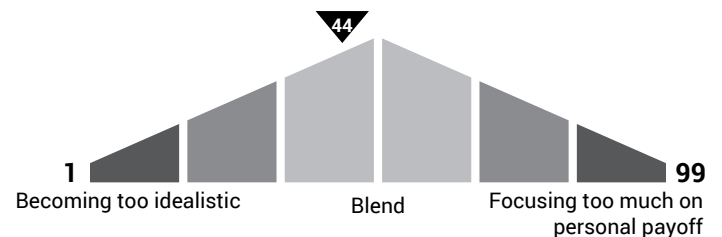
### Needs



### Causes of Stress:

Your respectful attitudes can complicate matters when you are involved in face-to-face conflicts, since your feelings and opinions are stronger than they appear to be. Also, you can find others who are opportunistic or unrealistic a source of discomfort.

### Stress Behavior



### Possible Stress Reactions When Needs Are Not Met:

- becoming distrustful
- becoming impractical

# USUAL, NEEDS & STRESS



## RESTLESSNESS

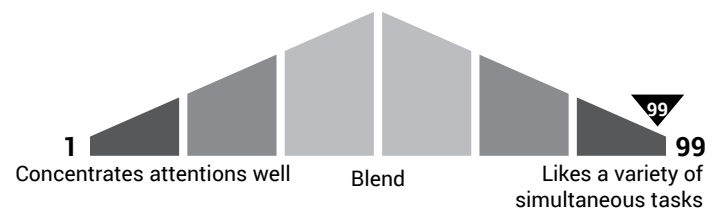
How you prefer to focus attention or change focus and seek varied activities

Novelty and adventure stimulate you, as you are always alert to start new things. You find it easy to adapt to changes, and will even effect change from time to time to alleviate boredom.

### Usual Behavior:

- takes changes in stride
- responsive and attentive
- adaptive

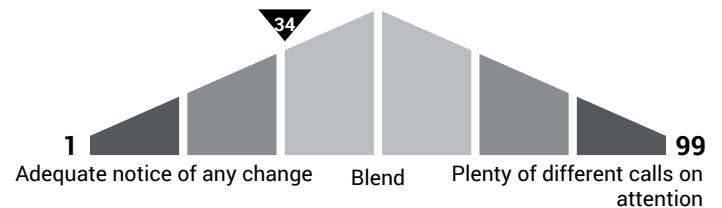
### Usual Behavior



### Needs:

However, your environment must allow you the freedom of choice in order for you to get maximum benefit from your strengths. You are at your best in surroundings that encourage individual initiative so that you can determine your own routine.

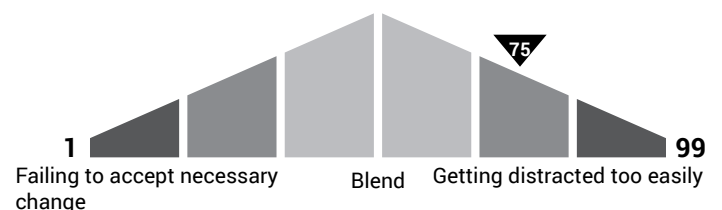
### Needs



### Causes of Stress:

Changes which are unexpectedly forced upon you may cause you to respond adversely. The flexibility which characterizes your strength may become a handicap under these conditions.

### Stress Behavior



### Possible Stress Reactions When Needs Are Not Met:

- difficulty controlling restlessness
- concentration problems
- annoyance at delays



# USUAL, NEEDS & STRESS



## THOUGHT

Your decision making process and concern for consequences in making the right decision

You usually make decisions with a minimum of hesitation and prefer to get right to the important issues. It is your nature to reflect quickly and with confidence, and to give opinions and evaluations decisively.

### Usual Behavior:

- matter-of-fact
- decisive
- direct

### Needs:

Despite your strengths, you prefer not to be forced into making quick decisions and judgments. You recognize that some issues can be complicated or ambiguous, and you need to feel that you have plenty of time to consider all the possibilities.

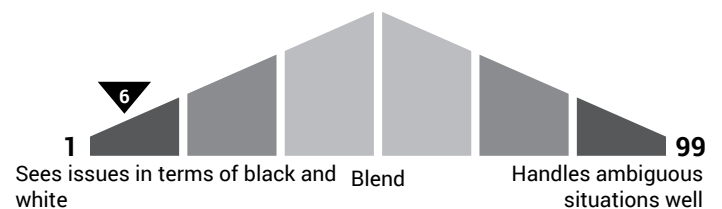
### Causes of Stress:

Although you are quick on your feet, you can feel hurried and rushed when situations require quick and decisive action. The resulting insecurity can make you overly cautious.

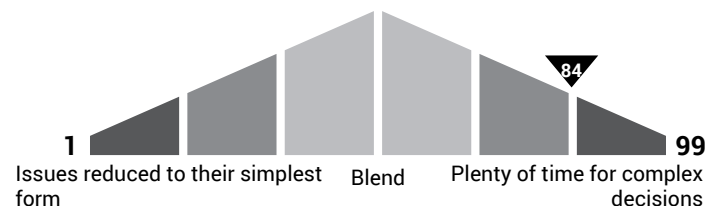
### Possible Stress Reactions When Needs Are Not Met:

- over-concern for consequences
- postponing decisions
- underlying anxiety

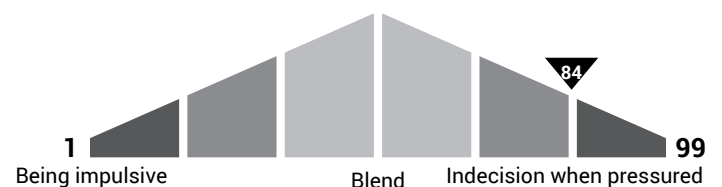
### Usual Behavior



### Needs



### Stress Behavior





## YOUR STRENGTHS

Now let's identify the strengths that make you uniquely you. These strengths were generated based on your Birkman Interests scores and Birkman Component scores. Carefully read each statement and check the ones that are most significant to you.

- ☐ You like influencing people directly, persuading them to your point of view or training them
- ☐ You like getting things done, including dealing with hands-on problems or situations
- ☐ You like working with the written word, which may involve anything from documentation to the production of marketing materials
- ☐ You are straightforward and find it fairly easy to speak your mind, even with superiors
- ☐ You meet people easily and relate well to others when they are involved in group activities
- ☐ You are structured and organized in your thinking and approach, and you bring these tendencies to the work you do
- ☐ You enjoy low-key discussions, where everyone's contribution can be heard; you don't find it necessary to dominate
- ☐ You appreciate an environment where everyone wins together
- ☐ You have a high energy level, and like to be busy doing things rather than thinking about them
- ☐ You like to have plenty of variety in your work, and to have more than one task to do at a time
- ☐ You are decisive and are able to reduce more complex matters to simple terms

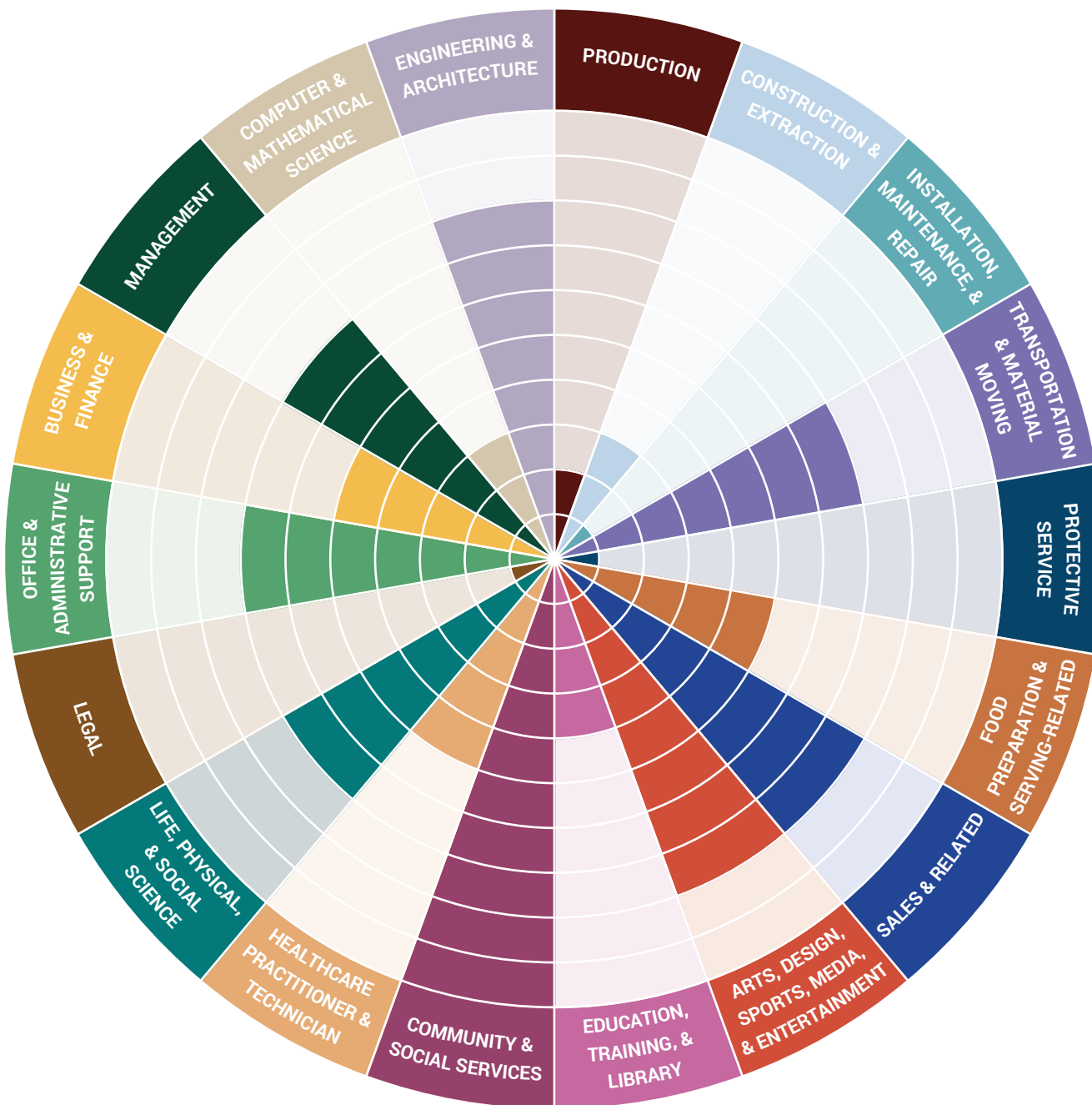
# YOUR CAREER EXPLORATION

This section takes the information we have covered thus far and matches your personality profile to career families.

# CAREER EXPLORATION OVERVIEW



The Career Exploration Overview is intended to expose you to the in-depth occupational information the Birkman measures. This page displays your strongest career options based upon your scores for Interests, Usual Behavior and Needs. This information will give you a better understanding of yourself and the careers in which you will be most comfortable.



## Why might knowing this be helpful to you?

It depends on your career goals. If you are interested in exploring career fields, now or in the future, your Birkman results provide meaningful data around job families you may wish to consider and explore. They are not designed to be a predictor of success nor limit your exploration. Instead, we hope that you may use this data to formulate a deeper understanding of your ideal environments and the jobs you might enjoy.

# CAREER EXPLORATION OVERVIEW



This section gives you additional information on the Job Families you most closely match. If you are interested in a more detailed career exploration that includes your match to specific careers, request a copy of your Career Exploration Report from your Birkman Consultant.

## Your Top 6 Career Areas to Explore



### Community & Social Services

Counseling, rehabilitating, and/or supporting social and psychological matters of individuals, groups, or communities. Duties may include helping individuals maximize their mental and emotional well-being, cope with addictions, and lead healthy lifestyles, as well as providing spiritual, moral, or vocational guidance.



### Arts, Design, Sports, Media, & Entertainment

Creating and/or expressing ideas or demonstrating talents through various media for entertainment, informational, or instructional purposes. Duties may include acting, dancing, singing, designing graphics, operating media equipment, translating text, writing literature, producing/directing movies or plays, public speaking, radio announcing, competing in sporting events, news reporting, among other specific functions within the media.



### Engineering & Architecture

Applying principles and technology of chemistry, physics, and other scientific disciplines into the planning, designing, and overseeing of physical systems and processes. Duties may include creating, testing, developing, and maintaining tools, machines, electrical equipment, buildings/structures, or other physical entities.



### Sales & Related

Selling goods or services to a wide range of customers across various industries. Duties may include selling retail, appliances, furniture, auto parts, medical services, insurance, real estate, financial or consulting services, securities and commodities, as well as other products/services.



### Management

Planning, directing, and coordinating high-level activities within an organization. Duties may include managing personnel, creating budgets, developing and implementing strategies, creating organizational policies, and supervising company operations. These managerial functions are similar in nature across various industries and fields (e.g. engineering, sales, human resources, medical).



### Office & Administrative Support

Providing clerical support within an organization. Duties may include preparing statements, tracking accounts, record keeping, bill collecting, making phone calls, scheduling appointments, entering data, providing customer service, ordering and tracking inventory, handling monetary transactions, among other administrative support tasks.

# YOUR ACTION PLAN

It's time to put your learning into action!  
This section allows you to document  
your learning and commit to future  
goals.

# YOUR ACTION PLAN



TIP: You can type in the fields and save this PDF.

After reviewing this profile, what key points or insights did you gain about yourself or others? What might be the most relevant or valuable to you at this time?

What commitments, lessons learned, or areas for further exploration might you have?

Key Insights

Relevant Actions

Dates

What strengths could you build on? What areas could you develop?

Build

Develop

Who would benefit from knowing this information? What content could be most beneficial to share? Do you have a timeline to share these insights?

Who will you share this with?

What will you share?

By when will you do it?

How will you hold yourself accountable in continuing to learn and seek feedback?