

BIRKMAN

SIGNATURE

REPORT

THIS REPORT WAS PREPARED FOR
LOUIE P. HICKS II (G284SS)
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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.

RED	<h2>DOER</h2> <p>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.</p>	<h2>COMMUNICATOR</h2> <p>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.</p>	GREEN
YELLOW	<h2>ANALYZER</h2> <p>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.</p>	<h2>THINKER</h2> <p>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.</p>	BLUE





YOUR BIRKMAN MAP

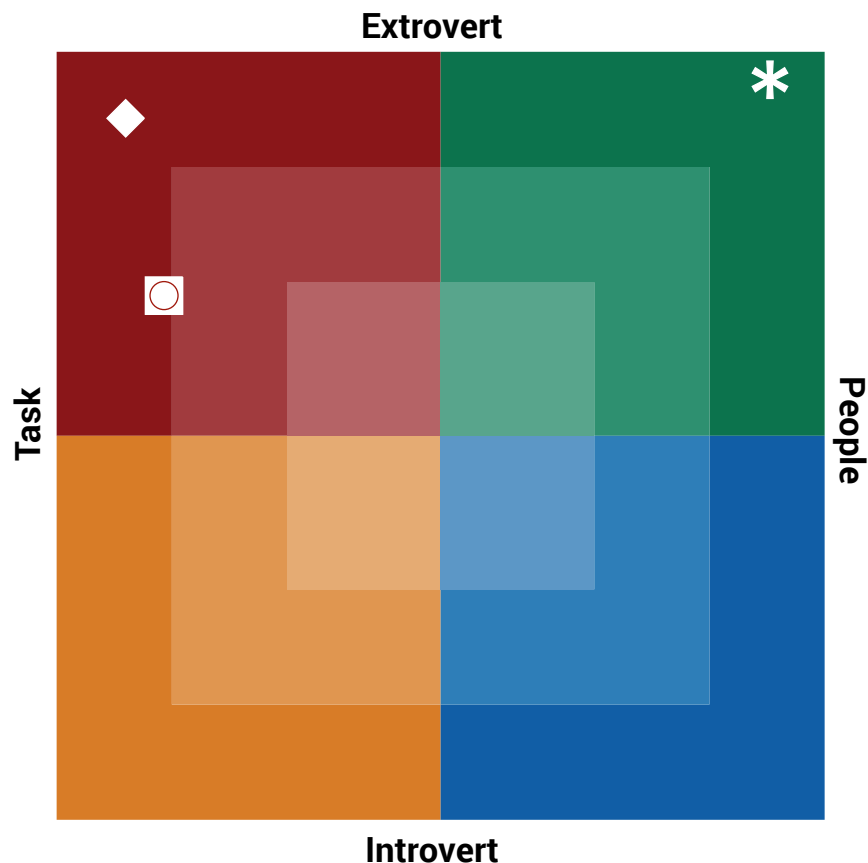
Your Birkman Map[®] provides an aerial view of who you are and allows you to see how and where you fit into the big picture.

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.



BIRKMAN MAP



EXPLANATION OF YOUR INTERESTS (THE ASTERISK) *

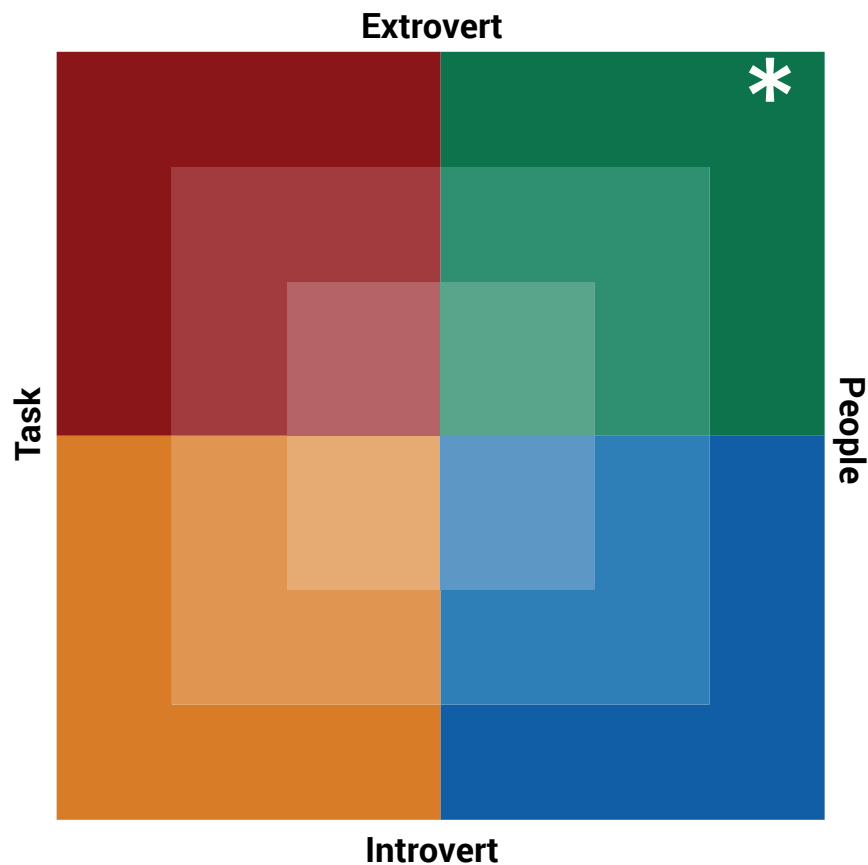
The kinds of activities you prefer are described by the Asterisk. Your Asterisk is in the GREEN quadrant. You probably enjoy very people-centered activities.

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



BIRKMAN MAP



EXPLANATION OF YOUR USUAL BEHAVIOR (THE DIAMOND)

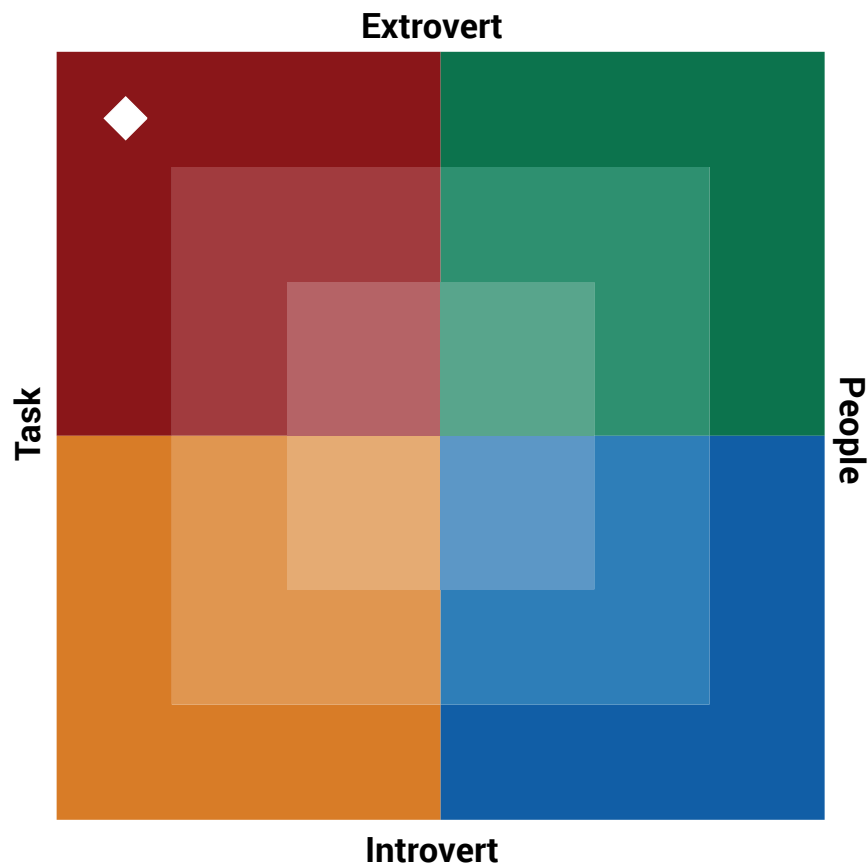
The productive way you set about your tasks is described by the Diamond. Your Diamond is in the RED quadrant. When you are working effectively, you are generally practical and objective.

Usual Behaviors in the RED quadrant include being:

- friendly
- decisive and energetic
- frank
- logical

Your Diamond shows that you are usually:

- friendly
- direct and open with people
- logical and objective
- energetic
- decisive



BIRKMAN MAP



EXPLANATION OF YOUR NEEDS (THE CIRCLE) ●

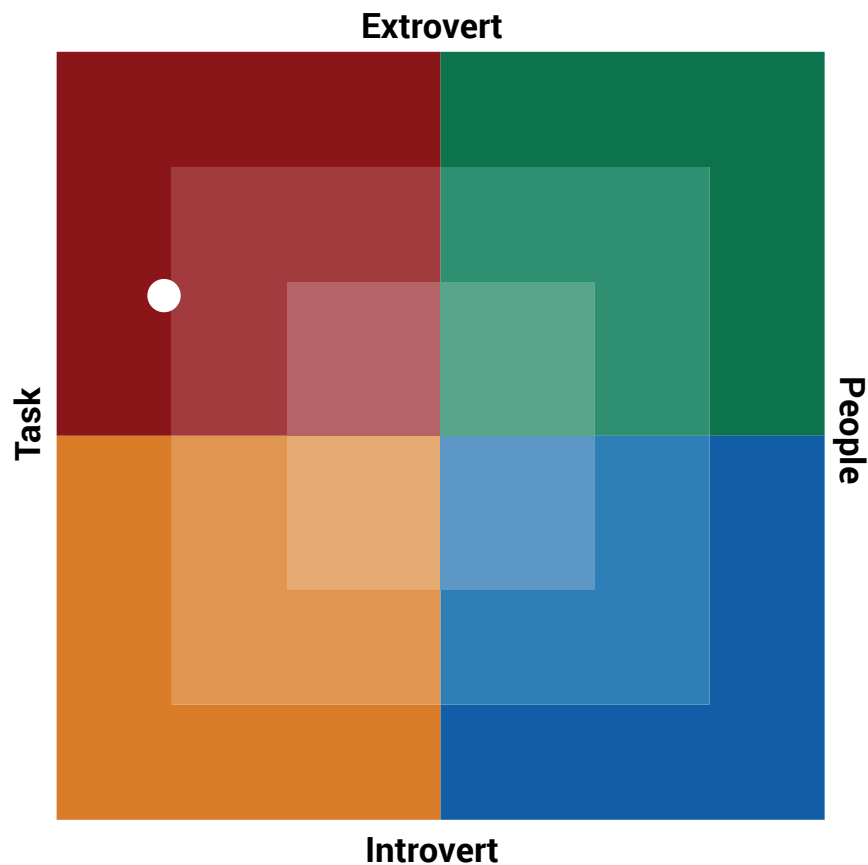
The support you need to develop your Usual Behavior is described by the Circle. Your Circle is in the RED quadrant. To be most effective, you respond best to people who are objective and decisive.

Those with Needs in the RED quadrant want others to:

- encourage group interaction
- offer clear-cut situations
- give plenty to do
- be direct and logical

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

- are friendly
- give you plenty to do
- are direct when they talk to you
- are objective and rational
- give you clear-cut decisions to make



BIRKMAN MAP



EXPLANATION OF YOUR STRESS BEHAVIOR (THE SQUARE)

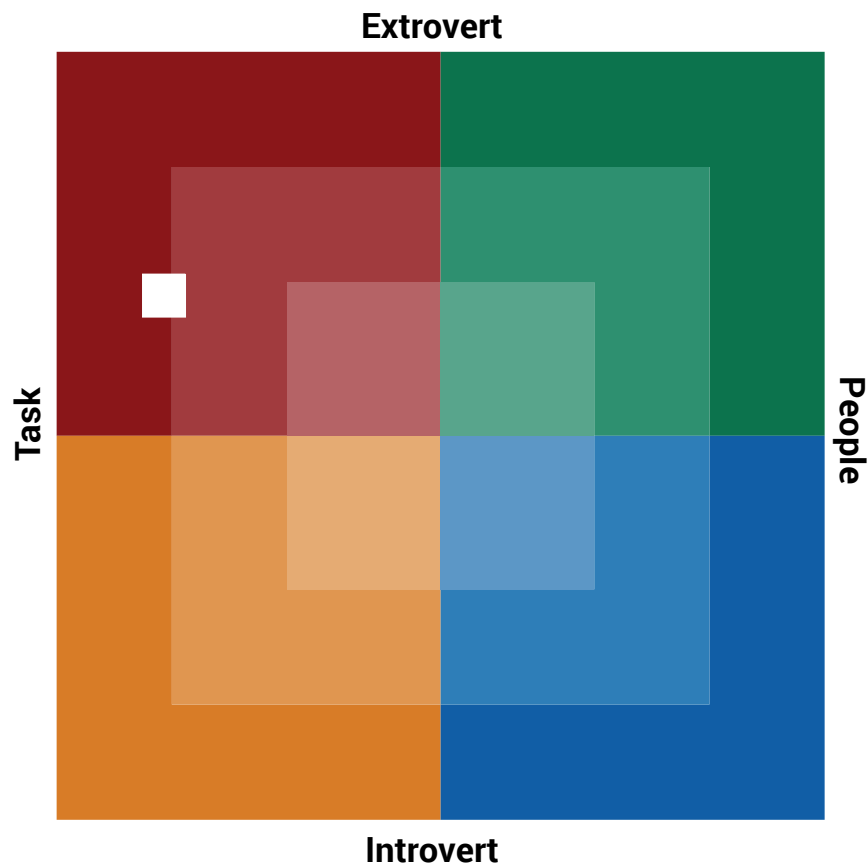
Your Stress Behavior is described by the Square. Your Square is in the RED quadrant. When people don't deal with you the way your needs suggest, you may become impatient and demanding.

Those with Stress Behaviors in the RED quadrant:

- find it hard to give individual support
- become impatient
- are "busy" for the sake of it
- dismiss others' feelings

Your Square shows that under stress you may become:

- too oriented towards "people" and too little oriented towards individuals
- busy for the sake of it
- insensitive
- impulsive
- restless



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

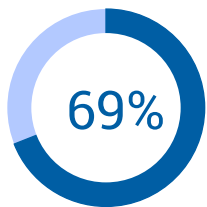


SOCIAL SERVICE

Helping, advocating for people

Activities include:

Teaching, counseling, volunteering

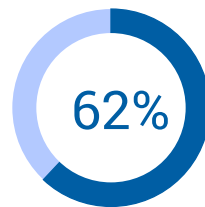


MUSICAL

Playing, singing or listening to music

Activities include:

Attending concerts, collecting and appreciating music

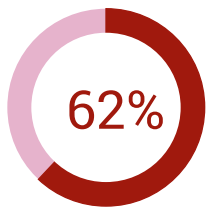


LITERARY

Appreciation for language

Activities include:

Writing, reading, editing

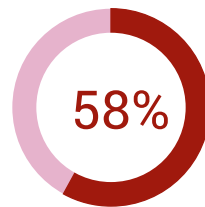


OUTDOOR

Work in an outdoor environment

Activities include:

Being outdoors, farming, gardening

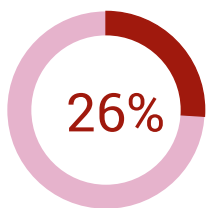


SCIENTIFIC

Research, analysis, intellectual curiosity

Activities include:

Investigating, exploring medicine, experimenting

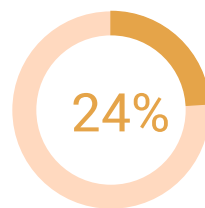


TECHNICAL

Hands-on work with technology and machinery

Activities include:

Programming, assembling, using gadgets

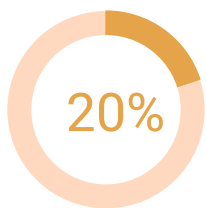


NUMERICAL

Working with numbers and data

Activities include:

Accounting, investing, analyzing

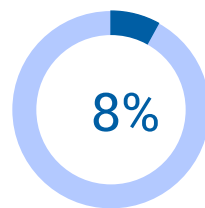


ADMINISTRATIVE

Systems, order and reliability

Activities include:

System tracking, record keeping, categorizing



ARTISTIC

Creation, appreciation for arts, aesthetics

Activities include:

Painting, appreciating art, designing

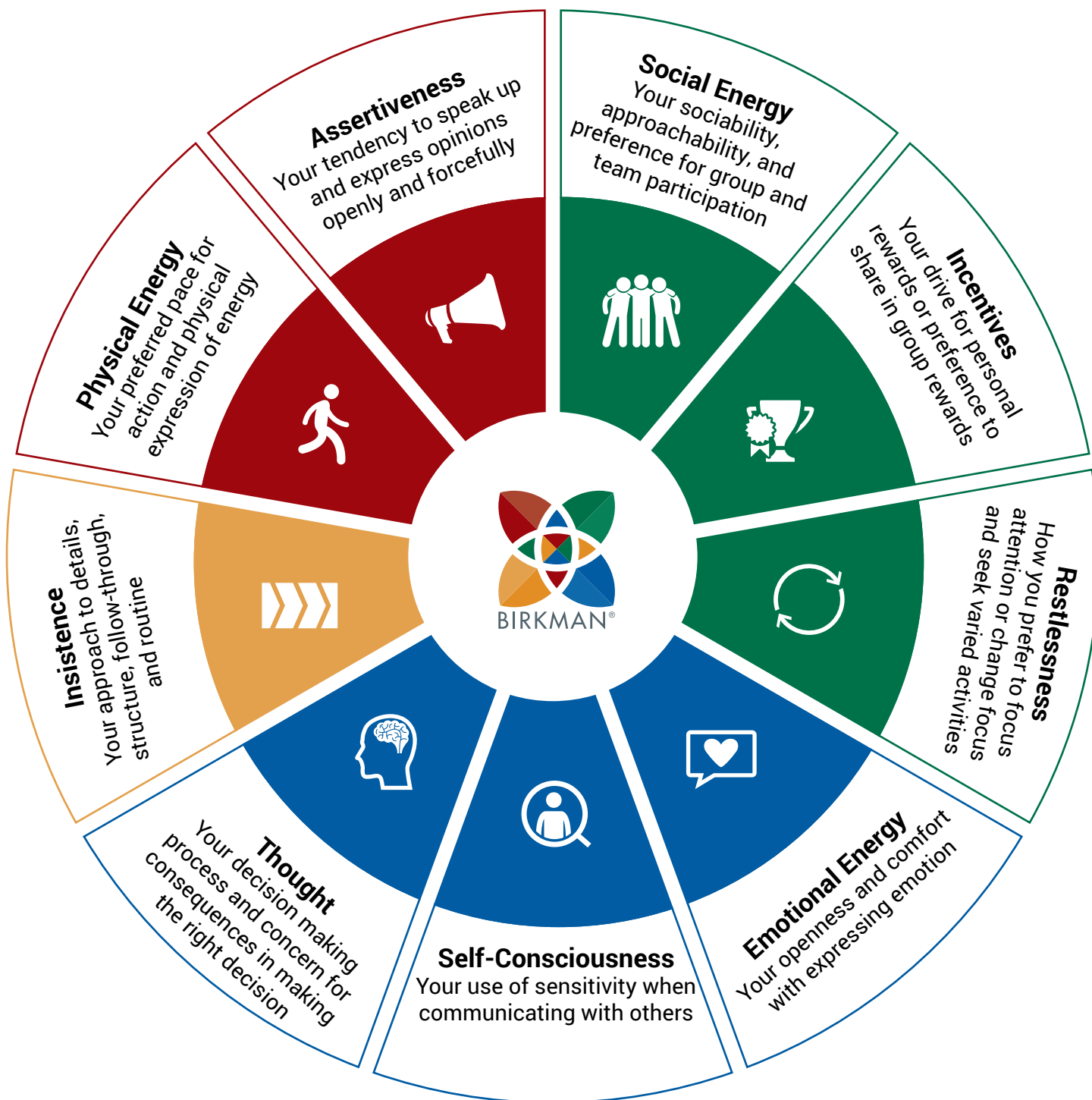
YOUR BEHAVIORS

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	74



Physical Energy

Usual	Needs
97	76




Emotional Energy

Usual	Needs
10	51




Self-Consciousness

Usual	Needs
9	79




Assertiveness

Usual	Needs
81	37



Insistence

Usual	Needs
97	92



Incentives

Usual	Needs
8	44



Restlessness

Usual	Needs
34	52



Thought

Usual	Needs
6	6

USUAL, NEEDS & STRESS



SOCIAL ENERGY

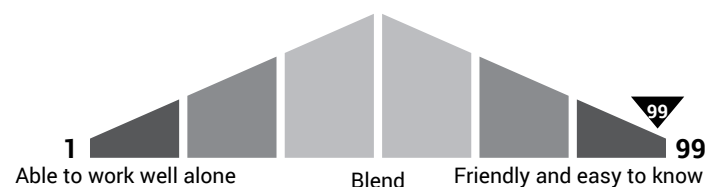
Your sociability, approachability, and preference for group and team participation

A desire to please motivates you to seek the most pleasant way of getting along with others. You have a genuinely warm and friendly nature, which helps you to meet people easily and enjoy group-based activities.

Usual Behavior:

- communicative and sociable
- at ease with groups
- pleasant and outgoing

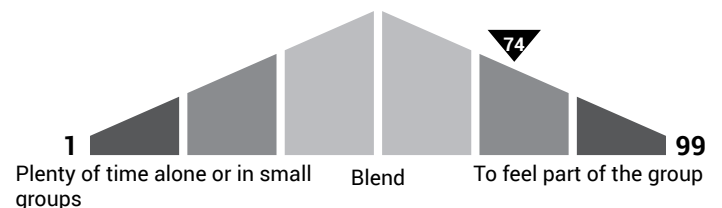
Usual Behavior



Needs:

Your orientation toward group activities suggests a strong need for approval and acceptance. This need is best met in an environment that emphasizes group involvement, and by having a broad circle of friends and acquaintances.

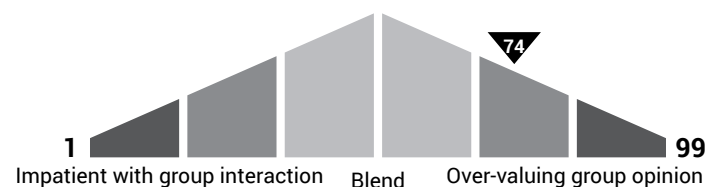
Needs



Causes of Stress:

When you feel that the genuine support of friends or groups is lacking, you can respond adversely by striving too hard to please other people. You can be swayed too easily by the opinion of others.

Stress Behavior



Possible Stress Reactions When Needs Are Not Met:

- social anxiety
- desire for group approval
- avoidance of close personal ties

USUAL, NEEDS & STRESS



PHYSICAL ENERGY

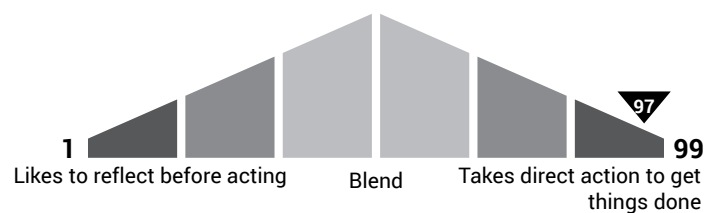
Your preferred pace for action and physical expression of energy

You have a valuable asset in your naturally high energy level. You enjoy being active, possibly even for long periods of time. This gives you the added benefit of being able to summon reserves of energy when your schedule demands it.

Usual Behavior:

- vigorous and persuasive
- enthusiastic
- energetic

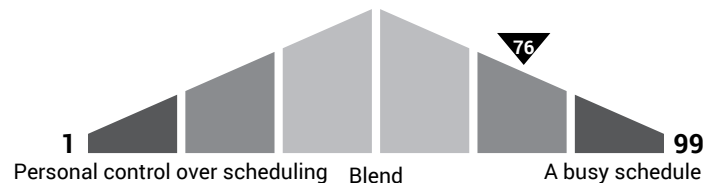
Usual Behavior



Needs:

The stimulus of having many definite things to do and opportunities to be physically active provide the best arena in which to exercise your energetic enthusiasm. You respond well to situations that require immediate and direct action.

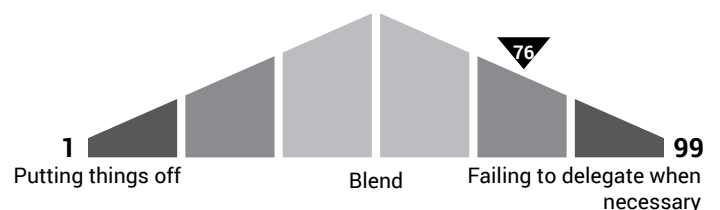
Needs



Causes of Stress:

Extended periods of inactivity are likely to bother you, possibly generating restless tension as a result of your pent-up energy.

Stress Behavior



Possible Stress Reactions When Needs Are Not Met:

- restless tension
- over-emphasis on action
- spending energies ineffectually

USUAL, NEEDS & STRESS



EMOTIONAL ENERGY

Your openness and comfort with expressing emotion

Although you can display your feelings openly, you are primarily low-key and matter-of-fact. This allows you to focus on the logical and practical side of issues, and remain detached from situations involving emotional complexity.

Usual Behavior:

- practical
- logical
- objective

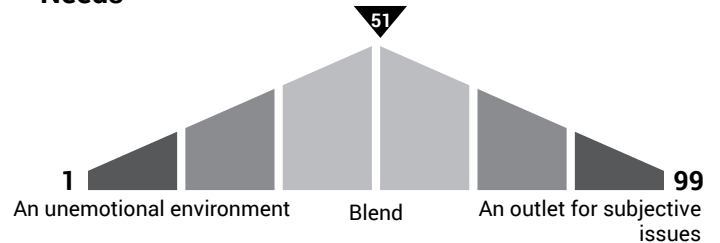
Usual Behavior



Needs:

However, your need in this area is somewhat different. You prefer that other people treat you in a way that combines logic and objectivity with a reasonable amount of sympathy and understanding toward your feelings.

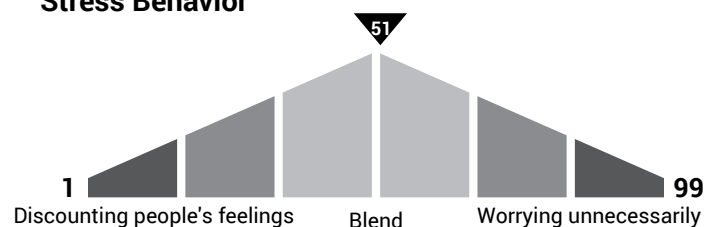
Needs



Causes of Stress:

This balance of practicality and sensitivity from others is very important. People who are too detached may cause you to magnify your own problems; while excessive emotionalism may add to your anxiety and tension.

Stress Behavior



Possible Stress Reactions When Needs Are Not Met:

- detachment
- getting discouraged

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

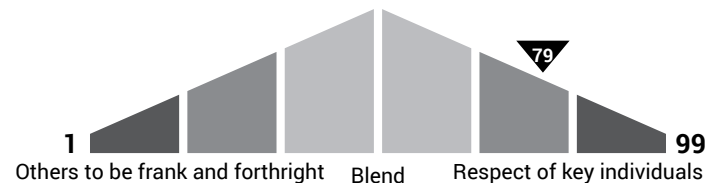
Usual Behavior



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.

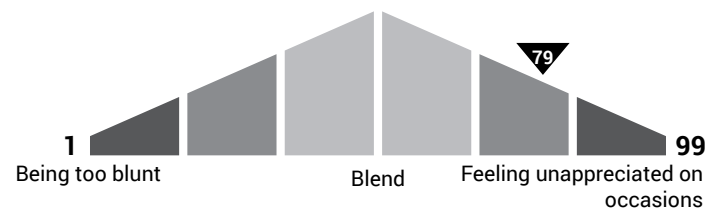
Needs



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 place a high value on spoken direction, and derive a genuine sense of satisfaction in personally directing the activities of others. It is easier for you than most people to express openly differences of opinion, and you seek to influence and excel.

Usual Behavior:

- aggressively competitive
- self-assertive
- firm and forceful

Needs:

Despite your strengths, you are most comfortable in situations where authority is generally handled in a pleasant and low-key manner. It is best for you when others refrain from emphatic or provocative airing of their opinions.

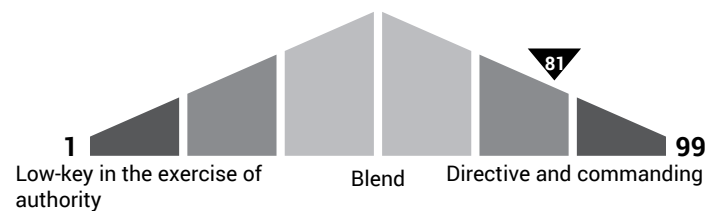
Causes of Stress:

Your natural ability in handling authority and your expectation that others will be low-key in dealing with it indicate that you will get very tense when others become overly aggressive or domineering.

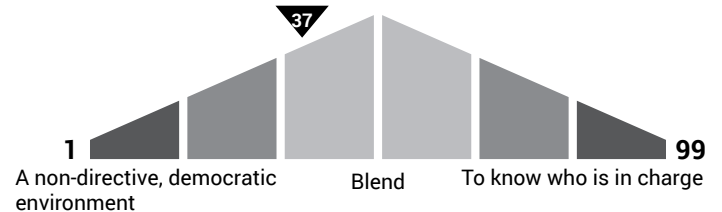
Possible Stress Reactions When Needs Are Not Met:

- open disagreement
- undue assertiveness
- becoming bossy or domineering

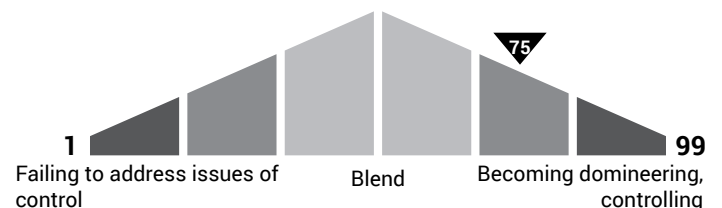
Usual Behavior



Needs



Stress Behavior



USUAL, NEEDS & STRESS



INSISTENCE

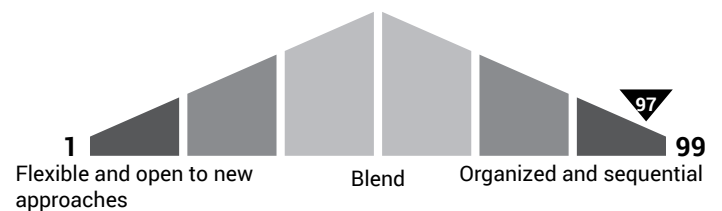
Your approach to details, structure, follow-through, and routine

Few people describe themselves as being so orderly and systematic. By preference, you stay with the tried and proven so that you can give your attention to detail and follow-through.

Usual Behavior:

- concerned with detail
- logical in thought process
- completion-oriented

Usual Behavior



Needs:

You have a distinct need for predictable situations in which you can plan and execute activities according to familiar methods. Reasonably stable and predictable life and work situations provide an emotional anchor.

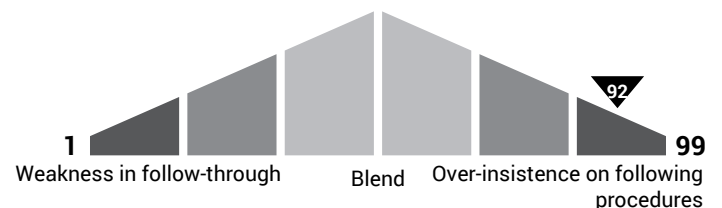
Needs



Causes of Stress:

When forced to discard planning methods which are natural to you, you tend to make big problems out of little ones. When things develop differently from what you planned, you may begin to give even unimportant detail too much attention.

Stress Behavior



Possible Stress Reactions When Needs Are Not Met:

- over-emphasis on detail
- fear of uncertainty
- undue control

USUAL, NEEDS & STRESS



INCENTIVES

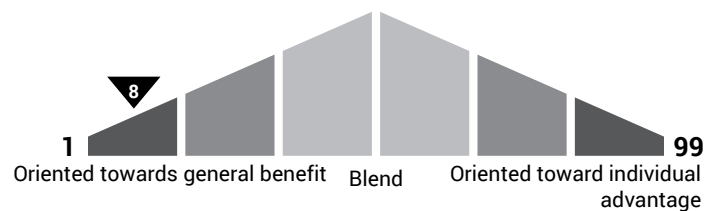
Your drive for personal rewards or preference to share in group rewards

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

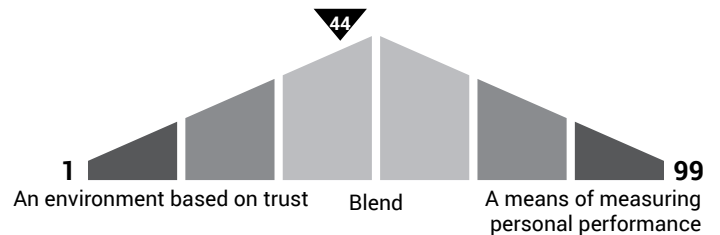
Usual Behavior



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

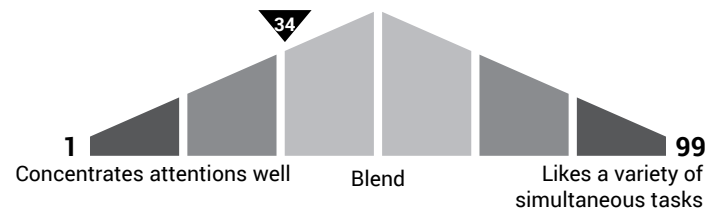
How you prefer to focus attention or change focus and seek varied activities

While you are reasonably adaptive to change, being responsive and attentive, you combine these strengths with a definite ability to focus your attention on tasks that require concentration.

Usual Behavior:

- not easily distracted
- concentrative, yet attentive
- moderate in dealing with change

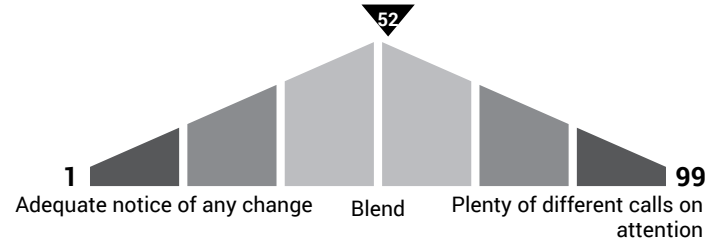
Usual Behavior



Needs:

The natural balance of your abilities also characterizes what you need from your environment and from others. You expect a background of change and novelty, but also need time to finish things you start.

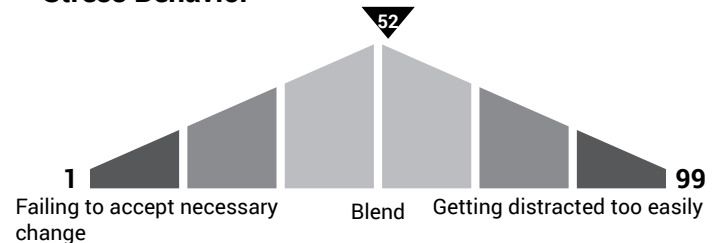
Needs



Causes of Stress:

Excessive routine is likely to generate a certain restlessness within you; but at the same time, too much abrupt or unexpected change may cause you to become inflexible in your outlook, with a resulting loss of perspective.

Stress Behavior



Possible Stress Reactions When Needs Are Not Met:

- restless for quick results
- loss of perspective

USUAL, NEEDS & STRESS



THOUGHT

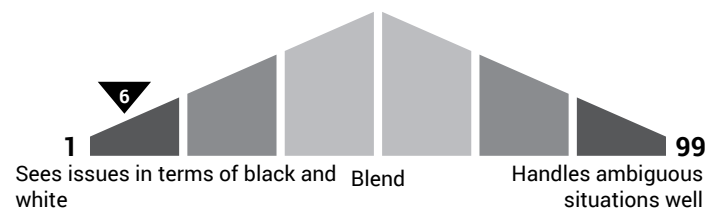
Your decision making process and concern for consequences in making the right decision

You are generally decisive, able to quickly formulate your answers and make decisions without undue delay. Your ability to grasp relevant issues and form quick judgments allows you to be direct and to the point.

Usual Behavior:

- matter-of-fact
- decisive
- direct

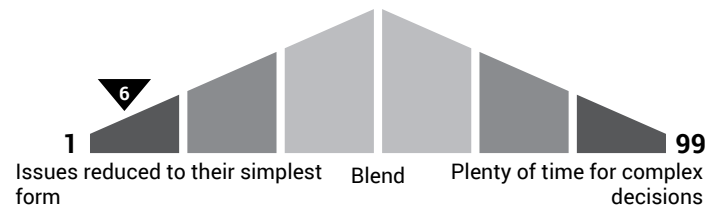
Usual Behavior



Needs:

By the same token, you feel that you don't need to be given a lot of time to make decisions, especially those that are usual and routine. However, the time you need to make a decision will increase as the issues become complicated or unusual.

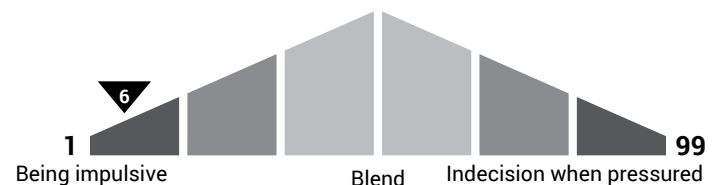
Needs



Causes of Stress:

Since you like to make decisions rapidly and dispassionately, ambiguity can frustrate you at times. You may be inclined to be impetuous, overlooking points of detail.

Stress Behavior



Possible Stress Reactions When Needs Are Not Met:

- over-definite thinking
- becoming impulsive
- snap decisions



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 enjoy and can be effective at helping other people and making their lives better or more productive
- 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 tend to be something of a natural authority figure; you can take charge when there seems to be a lack of leadership
- 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 are generally logical and objective, able to get to the heart of the problem faster than people who are more emotional than you are
- You are decisive and are able to reduce more complex matters to simple terms

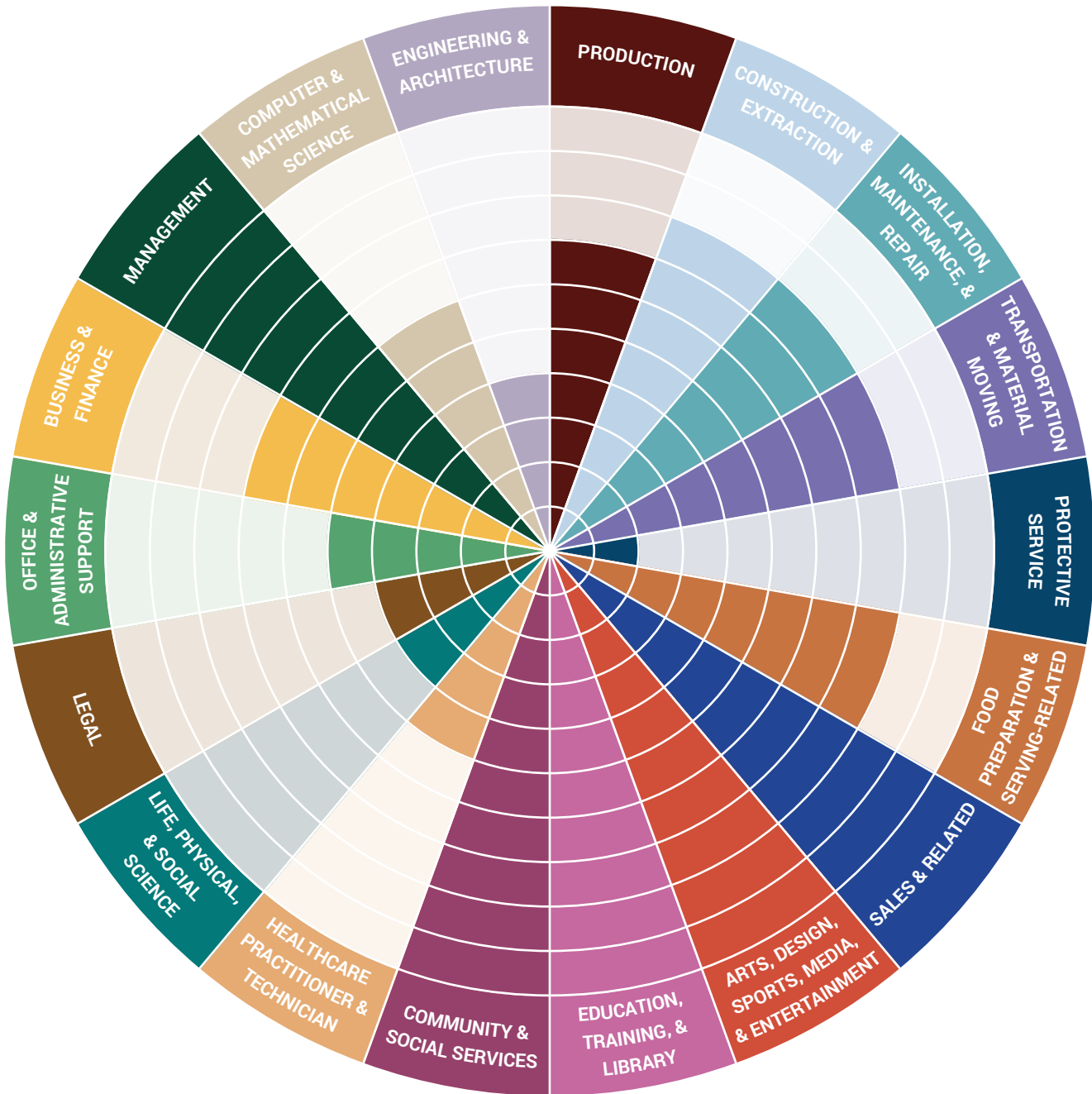
YOUR CAREER EXPLORATION

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

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).

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.

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.

Education, Training, & Library

Teaching/training individuals or groups of people academic, social, or other formative skills using various techniques/methods. Duties may include instructing children, adolescents, adults, individuals with special needs, or other specific samples within a formal or informal setting, creating instructional materials and educational content, and providing necessary learning resources.

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.

Food Preparation & Serving-Related

Preparing and cooking foods and/or serving patrons in dining establishments or other settings. Duties may include checking food quality, mixing drinks/ingredients, cleaning dishware, taking orders, planning menus, and other food/serving-related functions.

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?