The Birkman Method® consists of a 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® 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.

**Delving Deeper**

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.

In brief, 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.

**A Wide Range of Applications**

As the premier non-clinical instrument for measuring human behavior and occupational strengths, the Birkman provides a wide range of applications including:

- Pre-Employment
- Individual Development
- Team Building
- Team Development
- Career Guidance
- Career Management
- Career Transition
- Leadership Development
- Conflict Management
- Stress Management
- Culture Management
- Mergers and Acquisitions
- Workplace Diversity
- Succession Planning
- Coaching
- Counseling
FAQs

**How is the Birkman delivered?** The department/team will send a list of the participants to HR Learning Services. The Birkman questionnaire is delivered only on-line and each participant will receive an email invitation directing the person to an online link. It should take about 45 minutes to complete.

**How is the Birkman session facilitated?** After all the questionnaires have been completed, a certified Learning and OD facilitator will lead a session for the department/team. During the session, the participants will gain a greater understanding of their individual profiles as well as learn about the group’s profile. This interactive session lasts up to 4 hours.

**How much does it cost?** Each instrument costs $150 per participant (effective 9/1/16).