Birkman Method®

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
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 online 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 Services 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 $125 per participant.