

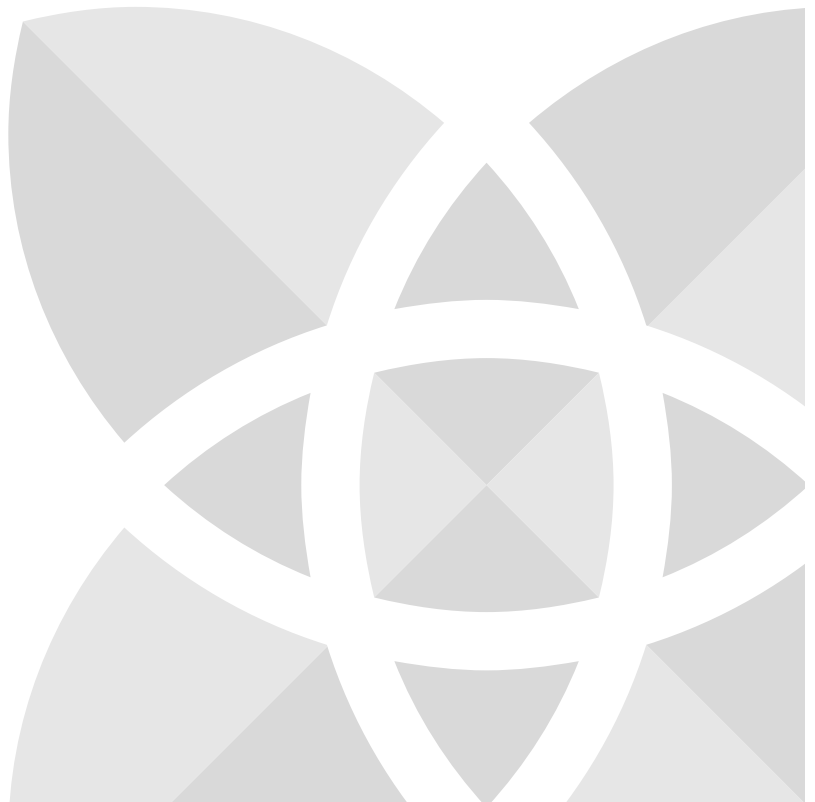
# Birkman Basics Report



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This Report Was Prepared For  
JOHN Q. PUBLIC

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Birkman International, Inc.

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# WELCOME TO THE BIRKMAN BASICS REPORT

This Birkman Basics report provides an introductory overview of the data generated by your responses to The Birkman Method<sup>®</sup> questionnaire.

The Birkman Method<sup>®</sup> was created from exhaustive empirical research in the workplace. Millions of people have taken the assessment since its development in the 1950s. Over the years, it has been repeatedly validated and has shown to have been reliable and consistent with contemporary psychological theory.

Many assessments describe socialized, visible behavior. The Birkman Method<sup>®</sup> reaches further to analyze and report what drives and motivates behavior. We call these "Needs" — the expectations one has about relationships and situations in a social context. These Needs motivate personal actions and behaviors. When Needs are met, they drive behavior in positive and productive directions. Unmet needs can create potentially negative and less than productive behavior (Stress).

The Birkman Method<sup>®</sup> recognizes the intrinsic value of all styles of behavior and the importance of contrasting perspectives. As with all Birkman reporting, the Basics report offers a non-judgmental approach to individual differences.

Birkman International, Inc. has a high commitment to respecting your privacy. Your data will be maintained in our secure database and shall remain accessible only to authorized parties for future reference.

While this report provides a great deal of information to help you understand as much as possible about yourself, it's important to know that the depth and variety of applications provided by The Birkman Method<sup>®</sup> cannot be covered in this preliminary overview. Most people benefit from the expertise of Birkman-certified consultants in uncovering the wealth of information that can be derived from your responses to The Birkman Method<sup>®</sup> questionnaire.

Please visit [www.birkman.com](http://www.birkman.com) or call 1-800-215-2760 to learn how Birkman can serve you and your organization.

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## AREAS OF INTEREST SOME OF YOUR MOST IMPORTANT NEEDS

Here you'll find types of work you'd love, the hobbies that would captivate you, the activities or interests that bring real pleasure and fulfillment. The Areas of Interest Report shows to what degree you share common interests with most others in various occupations. The area where there is a high correspondence indicates areas that offer either work you'd be likely to enjoy, or activities you'd particularly appreciate.

Interest doesn't relate to talent or skill. You could, for example, really enjoy and value music without being a musician, or have a deep interest in science even without personal capabilities in the field. When your interest in any area is high, it can be a strong motivator. Fulfilling your interests is a key to both a successful career and a satisfying lifestyle.

The colored bars featured in several report formats, including the Areas of Interest Report, indicate various individual styles or composites of styles described through The Birkman Method®:

	Red - Expediter
	Green - Communicator
	Blue - Planner
	Yellow - Administrator

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## AREAS OF INTEREST



## DEFINITION



Social Service

Organized assistance and services to support and advance social conditions of the individual and community through social programs, agencies and organized religious involvement.



Persuasive

Persuasive interactions with others. Motivating others to accept ideas, actions or opinions through means of persuasion, reasoning or argument.



Numerical

Combining numbers analytically and factually to arrive at practical, quantitative conclusions. Utilizing numbers in business bookkeeping, accounting and tax procedures.



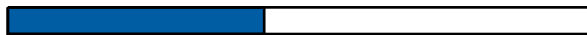
Mechanical

Hands-on work with a broad range of technical responsibilities from power-driven machine operations to high tech electronics. Interests may include design, maintenance, operation or repair of motors and machinery, power-driven or automated.



Artistic

Creating imaginative works of aesthetic value, expressing ideas artistically. Working or performing in the visual arts.



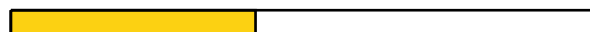
Musical

Involvement with music in its many forms. Interests may include melodies, compositions, attending concerts, supporting the musical arts, or simply appreciating music. Professional musicians would be expected to have a high degree of this interest.

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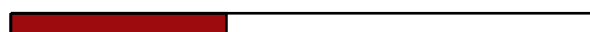
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## AREAS OF INTEREST



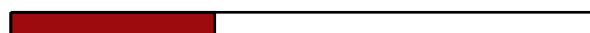
Clerical

Being involved in administrative positions including recording, data processing, numeric detail and personnel functions that require predictable results and specific controls.



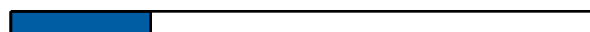
Scientific

Involvement in professions or avocations that assist others through research. Occupations in health services, technology and medical paraprofessionals, nutritional or pharmaceutical services involving scientific interests.



Outdoor

Hands-on work in an outdoor or natural environment. These activities can include physical or mental exertion outside of office confines. Some individuals score high because of environmental concerns.



Literary

Creative interest in writing and in sophisticated language skills. Indicates appreciation for abstract ideas conveyed in various mediums and materials.

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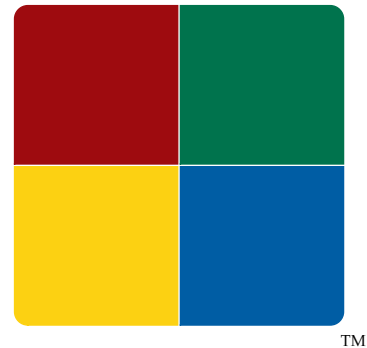
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# YOUR LIFE STYLE GRID<sup>®</sup> REPORT

## DISCOVER YOUR TRUE COLORS

Birkman's Life Style Grid uses four color codes and four important symbols to reveal:

- \* Your interests and the kinds of activities you usually prefer (your Asterisk)
- ◇ Your usual style - how you behave in normal conditions, your most effective style (your Diamond)
- Your needs - the support or motivation you need from others or from your environment to be effective (your Circle)
- How you react under stress. How your usual style changes when your needs aren't met (your Square)



**PAY ATTENTION TO HOW CLOSE YOUR SYMBOLS ARE TO THE LINES DIVIDING THE COLOR QUADRANTS.** For example, when your Asterisk is close to the line, you may have interests from colors on either side of the line. When your Circle is close to the line, you may share needs with both colors, and so on. The closer your symbols are to the center of the Grid, the more likely you are to be influenced by the characteristics of the other quadrants.

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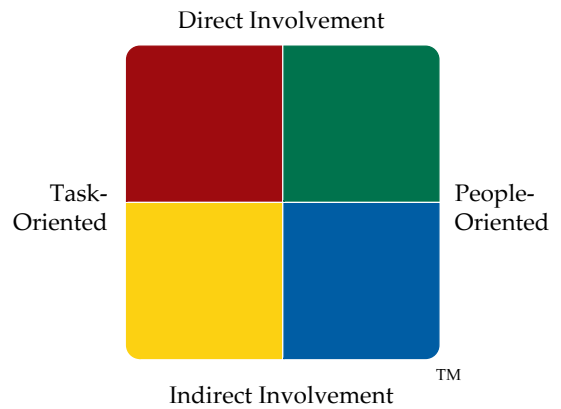
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## YOUR LIFE STYLE GRID<sup>®</sup> REPORT

### VISUALIZE YOUR OVERALL BEHAVIOR

The Life Style Grid is a visual, graphic representation of your results, based on a model of how people behave in general. The Life Style Grid Report can help you:

- Clarify your communication style:  
 Are you a Direct Communicator, represented by the top two quadrants of the Grid, or an Indirect Communicator, represented by the bottom two quadrants?
- Reveal your focus:  
 Are you Task-Oriented, represented by the left two quadrants, or People-Oriented, represented by the right two quadrants?
- Discover how your unique strengths move you toward a distinct personal style:  
 Are you a Planner (Blue quadrant), Communicator (Green quadrant), Expediter (Red quadrant), or Administrator (Yellow quadrant)?



 Planner	 Communicator
 Expediter	 Administrator

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## YOUR LIFE STYLE GRID<sup>®</sup> REPORT

### EXPLANATION OF THE ASTERISK SYMBOL (YOUR INTERESTS)

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.

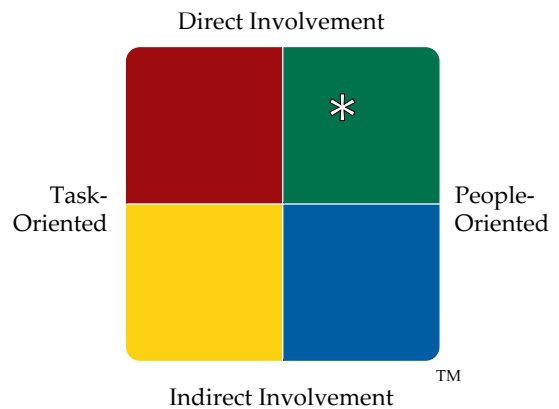


Typical GREEN activities include:

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

Your GREEN Asterisk shows that you like to:

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





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## YOUR LIFE STYLE GRID<sup>®</sup> REPORT

### EXPLANATION OF THE DIAMOND SYMBOL (YOUR USUAL STYLE)

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.



Typical GREEN styles include being:

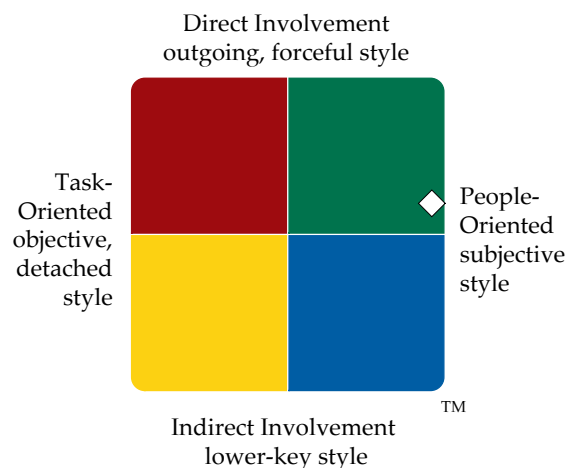
- competitive
- assertive
- flexible
- enthusiastic about new things

Your GREEN Diamond shows that you are usually:

- responsive and independent
- flexible and enthusiastic

You also tend to be:

- selectively sociable
- thoughtful
- optimistic



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## YOUR LIFE STYLE GRID<sup>®</sup> REPORT

### EXPLANATION OF THE CIRCLE SYMBOL (YOUR NEEDS)

The support you need to develop your Usual Style is described by the Circle. Your Circle is in the YELLOW quadrant. To be most effective, you respond best to people who are orderly and consistent.

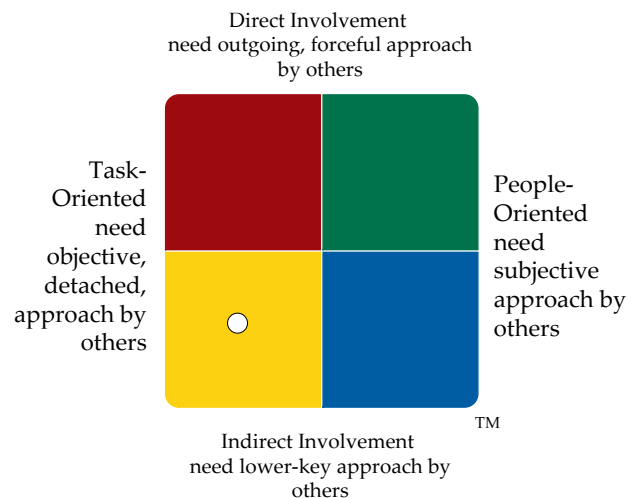


Typically, people with the Circle in the YELLOW quadrant need for others to:

- encourage an organized approach
- permit concentration on tasks
- offer an environment of trust
- be consistent

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

- tell you the rules
- don't interrupt you unnecessarily
- are democratic rather than assertive
- encourage trust and fairness
- invite your input



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## YOUR LIFE STYLE GRID<sup>®</sup> REPORT

### EXPLANATION OF THE SQUARE SYMBOL (YOUR STRESS BEHAVIOR)

Your Stress Behavior is described by the Square. Your Square is in the **YELLOW** quadrant. When people don't deal with you the way your needs suggest, you may become inflexible and resist change.

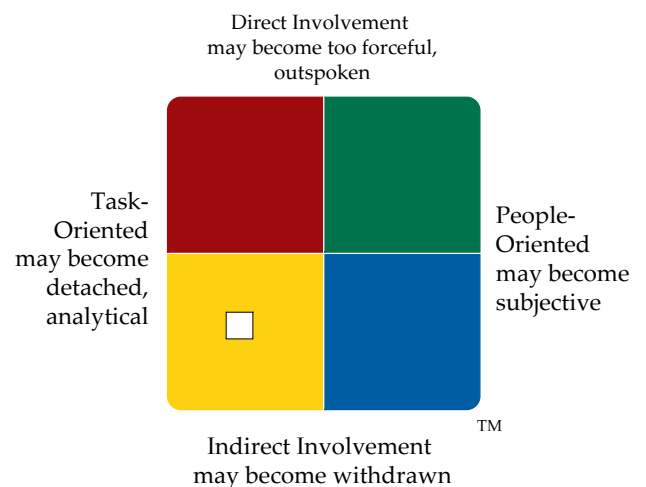


Under stress, people with the Square in the **YELLOW** quadrant:

- become over-insistent on rules
- resist necessary change
- are reluctant to confront others
- may be taken in

Your **YELLOW** Square shows that your stress behavior may include your being:

- over-controlling
- resistive to change
- conforming
- quietly resistive
- rigid



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## JOB FAMILIES/JOB TITLES

The Job Families/Job Titles tell you how closely you match employees in 22 job families (and in a large number of individual jobs). Most of the Job Titles that you match will have a direct link to the U.S. Department of Labor's online Occupational Outlook Handbook so you can find out more information about pay, conditions, and job prospects.

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## JOB FAMILIES / JOB TITLES

Similarity to others in this Job Family	◀ Least Similar	Most Similar ▶	The Job Titles you most closely matched within each Job Family
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### Construction & Extraction

Performing hands-on work functions related to the building of structures or the removal of materials from natural settings for use in construction or other applications. Duties may include bricklaying, carpentry, masonry, roofing, plumbing, inspecting integrity of structures according to building codes, mining, drilling, and disposal of construction by-products, using specialized tools and equipment.

- Electricians
- Carpenters
- Supervisors Of Construction & Extraction Workers

### 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).

- General & Operations Managers
- Public Relations & Communication Managers
- Property Managers
- Food Service Managers
- Medical & Health Services Managers

### 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.

- Social & Human Service Assistants
- Counselors & Therapists
- Directors (Religious Activities & Education)

### Installation, Maintenance, & Repair

Performing hands-on work functions related to the installation, maintenance, and repair of various machinery, systems, vehicles, and other serviceable equipment. Duties may include diagnosing, adjusting, servicing, and overhauling engines, telecommunications and/or security systems, heating, vacuuming, and air-conditioning units, and electronics.

- Transportation Mechanics & Technicians
- Supervisors Of Mechanics, Installers, & Repairers

### Production






Producing, creating, and/or manufacturing a variety of products (e.g., food, lumber, electrical equipment, fabrics, metals, plastics, stones, fuel) through the operating of specialized tools and/or equipment. Duties may include baking pastries, binding books, cutting, shaping, and assembling furniture, assembling electronics, shaping molten glass, fabricating jewelry, welding metal components, among other specific production tasks.

- Power, Gas, Chemical, & Waste Plant/System Operators
- Industrial Production Managers
- Supervisors Of Production & Operating Workers

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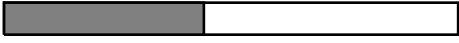

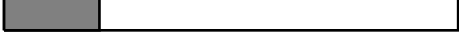
## JOB FAMILIES / JOB TITLES

Similarity to others in this Job Family	◀ Least Similar      Most Similar ▶	The Job Titles you most closely matched within each Job Family
<p><b>Engineering &amp; Architecture</b></p>  <p>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.</p>		<p>Engineering Managers            Petroleum Engineers            Computer Hardware Engineers            Mechanical Engineering Technicians            Electrical Engineers</p>
<p><b>Healthcare Practitioner &amp; Technician</b></p>  <p>Providing medical care and treatment in an effort to achieve optimal mental and physical patient well-being. Duties may include assessing patient health, diagnosing illnesses, performing surgery, prescribing medication, implementing prevention strategies, conducting/reviewing laboratory diagnostics, and supervising medical support staff. Most of these occupations require a graduate education.</p>		<p>Medical &amp; Health Services Managers            Physicians            Medical Technologists &amp; Technicians</p>
<p><b>Sales &amp; Related</b></p>  <p>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.</p>		<p>Supervisors Of Retail Sales Workers            Marketing Managers            Supervisors Of Non-Retail Sales Workers</p>
<p><b>Arts, Design, Sports, Media, &amp; Entertainment</b></p>  <p>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.</p>		<p>Public Relations &amp; Communication Managers            Public Relations Specialists            Graphic Designers</p>
<p><b>Legal</b></p>  <p>Researching, litigating, and documenting matters relating to the law, specializing in litigation, arbitration, transcription, investigation, or negotiation of legal issues. Duties may include representing clients in legal proceedings, examining legal statutes, documenting agreements, drafting contracts, investigating cases, and transcribing hearings.</p>		<p>Paralegals &amp; Legal Assistants            Litigation Lawyers (Win-Lose Outcomes)            Corporate Lawyers (Consensual Outcomes)</p>

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<p><b>Business &amp; Finance</b></p>  <p>Analyzing and evaluating business/financial information for the purposes of documenting, making recommendations and/or ensuring adherence to business protocol. Duties may include preparing financial reports, developing investment strategies, analyzing general business trends, or assessing risk/liability, to streamline the operations of an organization.</p>		<p>General &amp; Operations Managers            Employment, Recruitment, &amp; Placement Specialists            Training &amp; Development Managers            Human Resources Managers            Tax Preparers</p>
<p><b>Education, Training, &amp; Library</b></p>  <p>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.</p>		<p>Education Administrators (Postsecondary)            Secondary School Teachers (Except Special Education)            Education Administrators (Elementary &amp; Secondary)</p>
<p><b>Office &amp; Administrative Support</b></p>  <p>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.</p>		<p>Property Managers            Supervisors Of Office &amp; Administrative Support Workers            Customer Service Representatives</p>
<p><b>Protective Service</b></p>  <p>Serving and protecting the best interests of the community, environment, and/or individuals, adhering to federal, state, and local laws. Duties may include investigating criminal cases, regulating traffic and crowds, fire fighting, ticketing/arresting perpetrators, inspecting baggage or cargo, responding to emergency situations, patrolling designated areas, guarding establishments, and providing other security measures.</p>		<p>Security, Police, &amp; Fire Fighting Enforcement Managers            Supervisors Of Police, Fire Fighting, &amp; Correctional Officers            Police &amp; Sheriff Patrol Officers</p>
<p><b>Food Preparation &amp; Serving-Related</b></p>  <p>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.</p>		<p>Food Service Managers            Supervisors Of Food Preparation &amp; Serving Workers            Chefs &amp; Head Cooks</p>

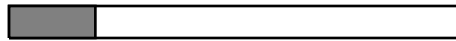
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## JOB FAMILIES / JOB TITLES

Similarity to others in this Job Family	◀ Least Similar      Most Similar ▶	The Job Titles you most closely matched within each Job Family
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### Computer & Mathematical Science



Designing, developing, and maintaining databases, software, hardware, networks, and other information/logic systems. Duties may include collecting/organizing data, computer programming, providing technical support, web design, and configuring communication systems, among other data-driven functions.

- Computer & Information Systems Managers
- Data Warehousing & Mining Analysts
- Operations Research Analysts & Statisticians

### Life, Physical, & Social Science



Applying scientific knowledge and expertise to specific life, physical, or social science domains. Duties may include researching, collecting/analyzing qualitative and quantitative data, conducting experimental studies, devising methods to apply laws and theories to industry and other fields (e.g., mental health, agriculture, chemistry, meteorology, plant and animal life, human behavior and culture).

- Biological & Agricultural Technicians
- Natural Sciences Managers
- Microbiologists

### Transportation & Material Moving



Piloting, driving, operating, or navigating transport vehicles or material moving machinery (e.g., aircraft, automobiles, water vessels, construction cranes, locomotives, tractors). Duties include flying commercial airplanes, directing air traffic, driving public or school buses, taxis, trucks, ambulances, commanding motor-driven boats, inspecting freight and cargo, conducting trains, operating forklifts, among other transportation and material moving tasks.

- Supervisors Of Vehicle Operators
- Pilots
- Supervisors Of Freight, Stock, & Material Handlers