

A CUSTOM

BIRKMAN

REPORT SET

THIS REPORT WAS PREPARED FOR:
BUDDY RATHMELL (G3QH95)
DATE PRINTED | June 15 2018



BIRKMAN

SIGNATURE

REPORT

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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




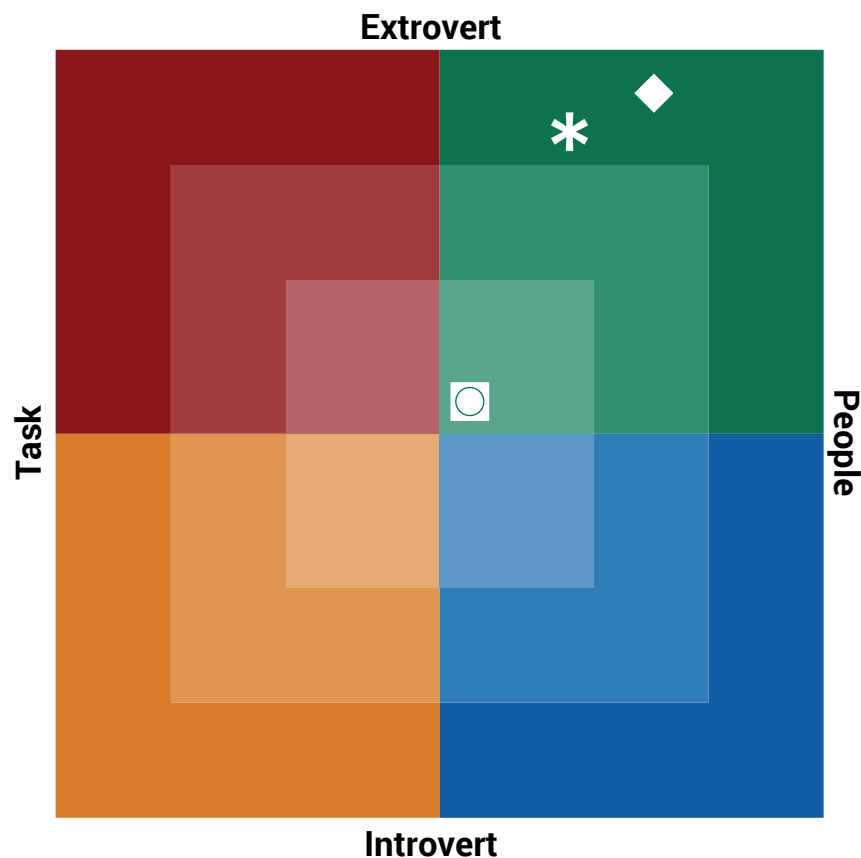
The Symbols on your Birkman Map identify who you are on two key dimensions. The placement of the symbol within a color quadrant represents the degree to which you display similarities to that color quadrant. The left and the right sides of the map (horizontal axis) represent your preference for dealing 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.





EXPLANATION OF YOUR INTERESTS (THE ASTERISK) *

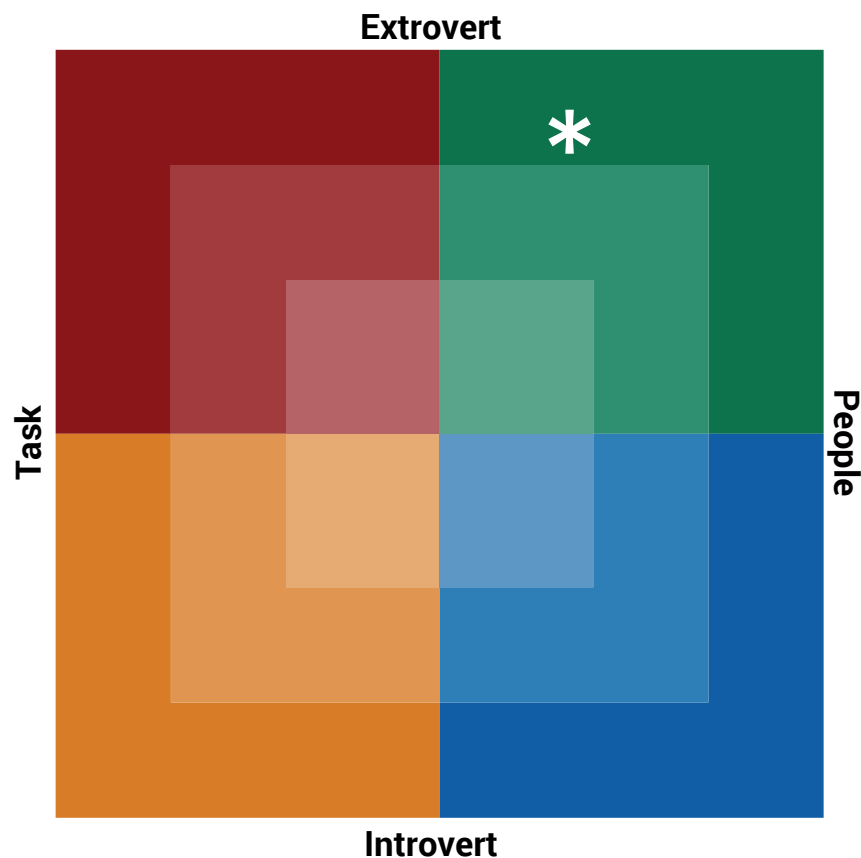
The kinds of activities you prefer are described by the Asterisk. Your Asterisk is in the GREEN quadrant, but it is fairly close to the Red quadrant, too. You probably like people-centered activities, but you like to combine these with tasks having a practical emphasis.

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:

- influence people
- be directly involved
- combine working with people with doing things
- build agreement by solving practical problems
- sell or promote





EXPLANATION OF YOUR USUAL BEHAVIOR (THE DIAMOND)

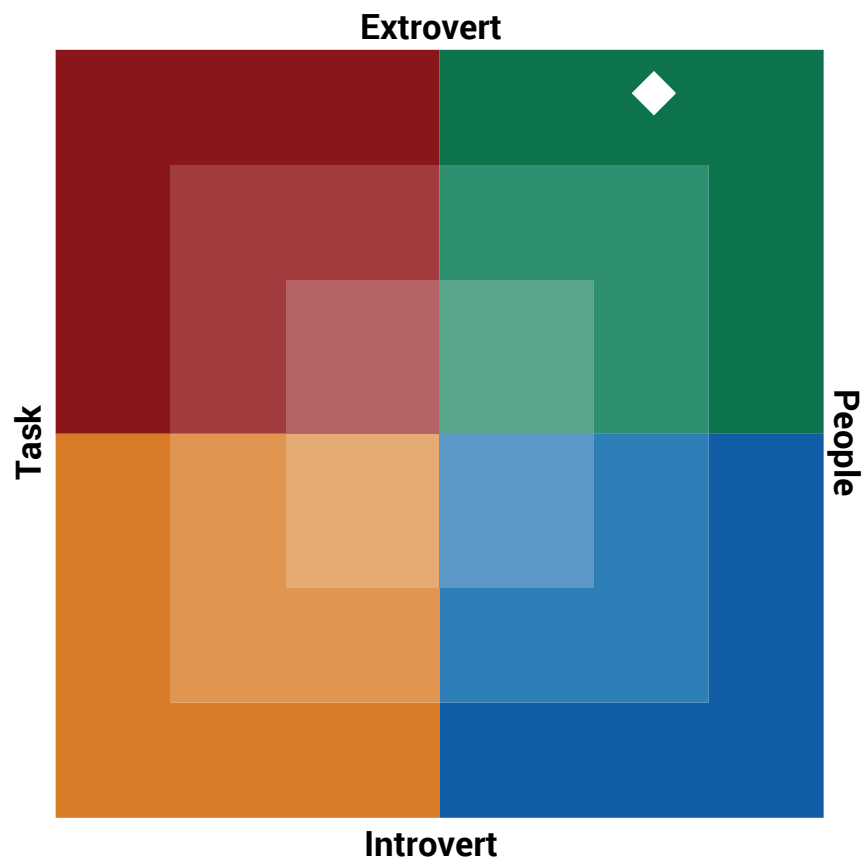
The productive way you set about your tasks is described by the Diamond. Your Diamond is in the GREEN quadrant. When you are working effectively, you tend to be assertive and enthusiastic.

Usual Behaviors in the GREEN quadrant include being:

- competitive
- assertive
- flexible
- enthusiastic about new things

Your Diamond shows that you are usually:

- assertive
- competitive
- flexible
- spontaneous
- adventurous



BIRKMAN MAP



EXPLANATION OF YOUR NEEDS (THE CIRCLE) ●

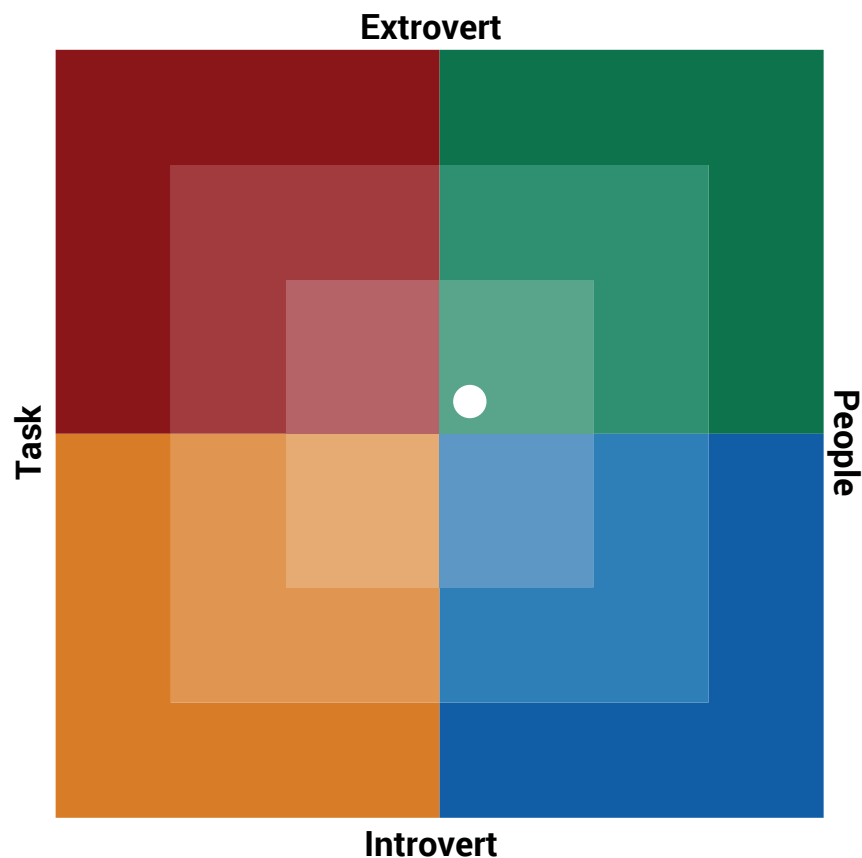
The support you need to develop your Usual Behavior is described by the Circle. Your Circle is in the GREEN quadrant, but it also lies fairly close to the middle of the Map. To be most effective, you can use to good advantage the support offered by all four quadrants.

Those with Needs in the GREEN quadrant want others to:

- encourage competition
- be assertive
- allow flexibility
- introduce novelty and variety

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

- do not show extremes in behavior





EXPLANATION OF YOUR STRESS BEHAVIOR (THE SQUARE)

Your Stress Behavior is described by the Square. Your Square is in the GREEN quadrant, but it also lies fairly close to the middle of the Map. When people don't deal with you the way your needs suggest, you may exhibit stress behaviors from all four quadrants.

Those with Stress Behaviors in the GREEN quadrant:

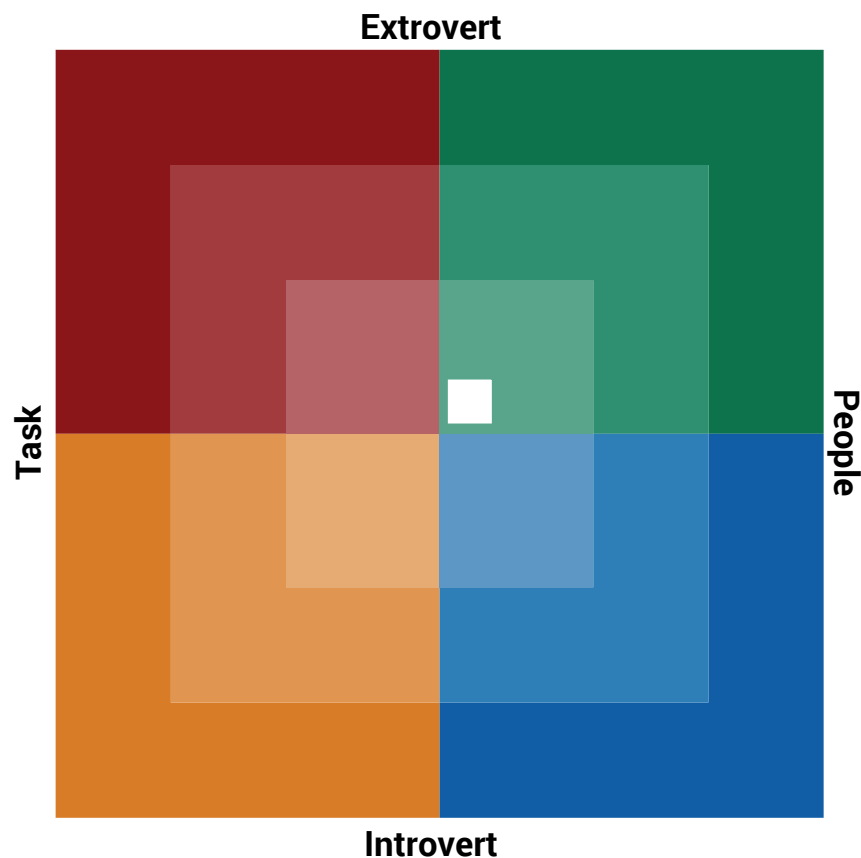
- are easily distracted
- distrust others
- become domineering
- fail to follow the plan

Your Square shows that under stress you may become:

- domineering, distracted and disorganized

Your Square shows that you may also become:

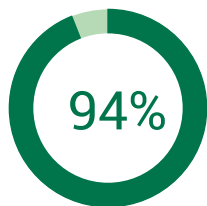
- inflexible and resistive to change
- insensitive and impatient
- defensive



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

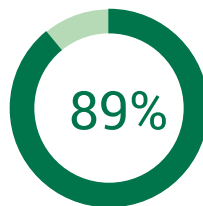


PERSUASIVE

Persuading, motivating, selling

Activities include:

Debating, influencing, promoting

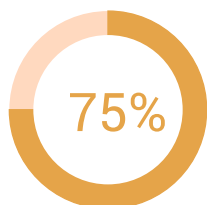


SOCIAL SERVICE

Helping, advocating for people

Activities include:

Teaching, counseling, volunteering

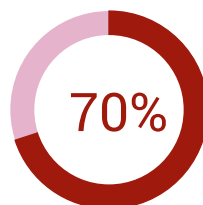


ADMINISTRATIVE

Systems, order and reliability

Activities include:

System tracking, record keeping, categorizing

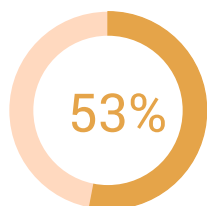


OUTDOOR

Work in an outdoor environment

Activities include:

Being outdoors, farming, gardening

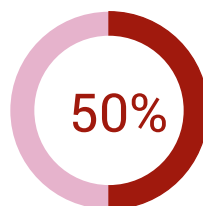


NUMERICAL

Working with numbers and data

Activities include:

Accounting, investing, analyzing

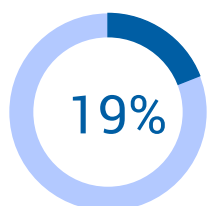


TECHNICAL

Hands-on work with technology and machinery

Activities include:

Programming, assembling, using gadgets

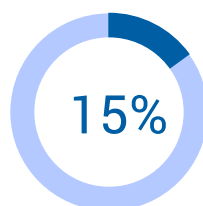


LITERARY

Appreciation for language

Activities include:

Writing, reading, editing

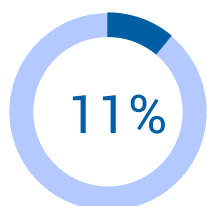


MUSICAL

Playing, singing or listening to music

Activities include:

Attending concerts, collecting and appreciating music

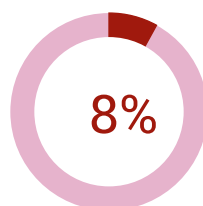


ARTISTIC

Creation, appreciation for arts, aesthetics

Activities include:

Painting, appreciating art, designing



SCIENTIFIC

Research, analysis, intellectual curiosity

Activities include:

Investigating, exploring medicine, experimenting

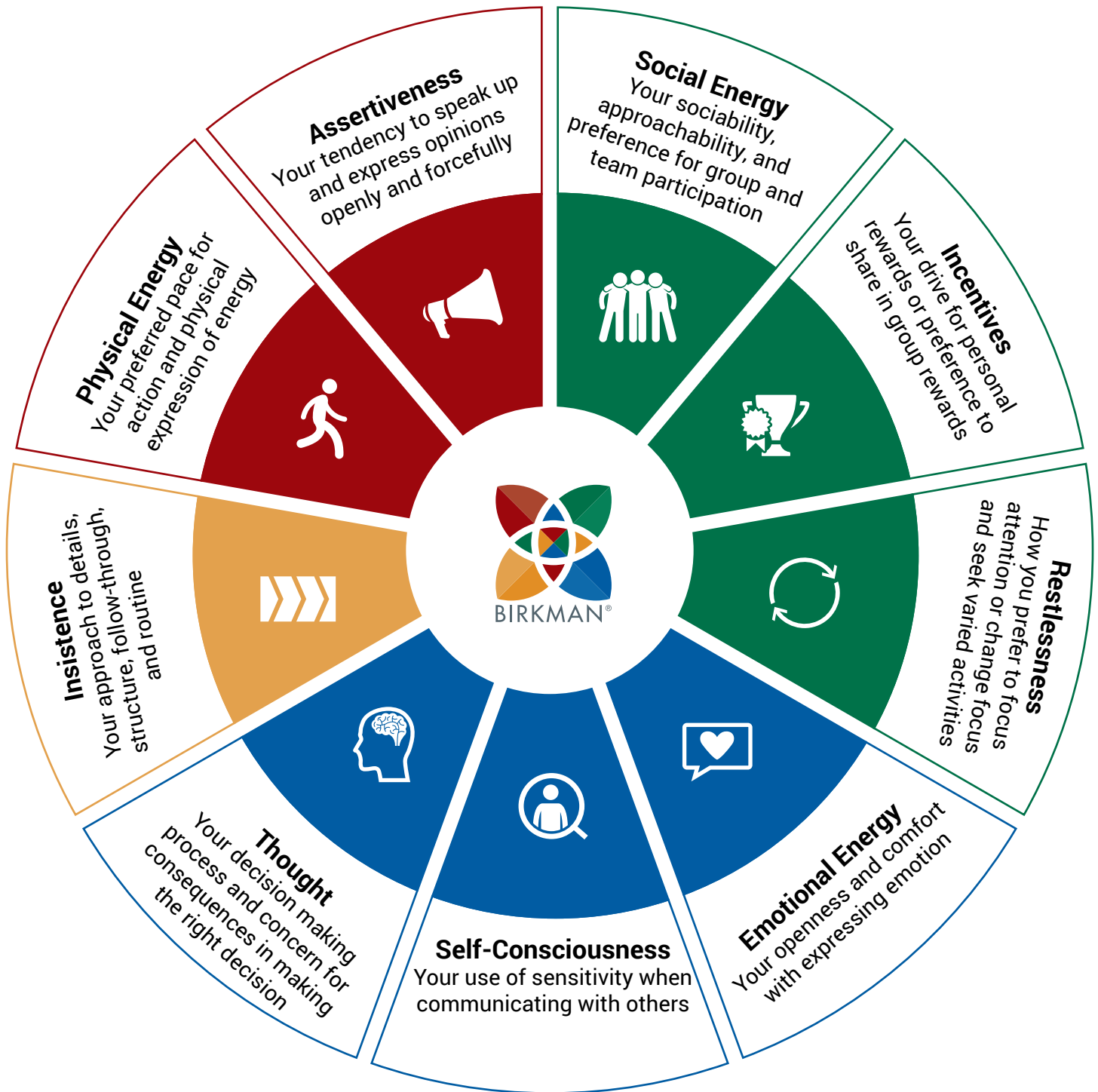
YOUR BEHAVIORS

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	20




Emotional Energy

Usual	Needs
23	64




Self-Consciousness

Usual	Needs
3	14




Assertiveness

Usual	Needs
81	81



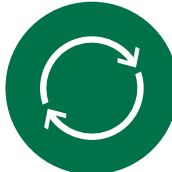
Insistence

Usual	Needs
2	16




Incentives

Usual	Needs
25	62



Restlessness

Usual	Needs
99	52



Thought

Usual	Needs
62	74

USUAL, NEEDS & STRESS



SOCIAL ENERGY

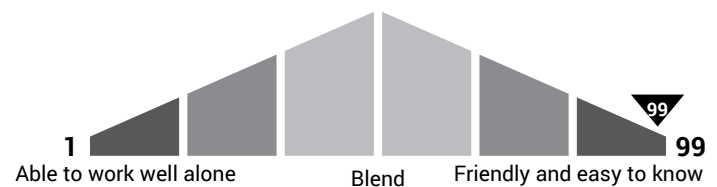
Your sociability, approachability, and preference for group and team participation

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

Usual Behavior:

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

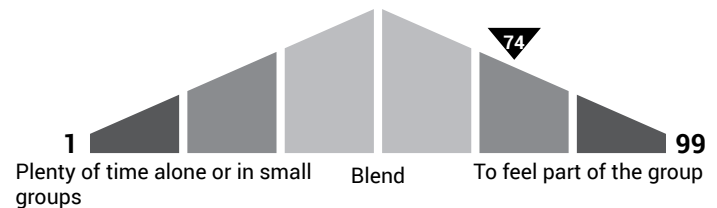
Usual Behavior



Needs:

An environment that emphasizes group involvement, with a focus on casual relationships, suits you best. You seem to have a strong need for approval and acceptance which is well supported by a broad circle of friends and acquaintances.

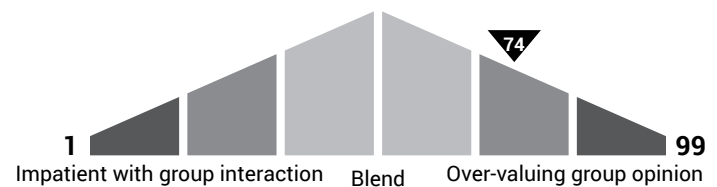
Needs



Causes of Stress:

With your orientation toward groups and casual relationships you are likely to experience some anxiety when you sense you do not have the support and acceptance of the group.

Stress Behavior



Possible Stress Reactions When Needs Are Not Met:

- stressing casual relationships
- anxiety to please group
- seeking popularity

USUAL, NEEDS & STRESS



PHYSICAL ENERGY

Your preferred pace for action and physical expression of energy

Your ability to reason persuasively and vigorously adds considerably to your naturally high level of energy. This strength springs from your competitive spirit and energetic approach.

Usual Behavior:

- energetic
- enthusiastic
- vigorous reasoning

Needs:

Underlying your high energy level is a basic need for plenty of time for rest and rejuvenation. External demands on your energies are best kept to a minimum so that you can plan time for reflection and re-energizing.

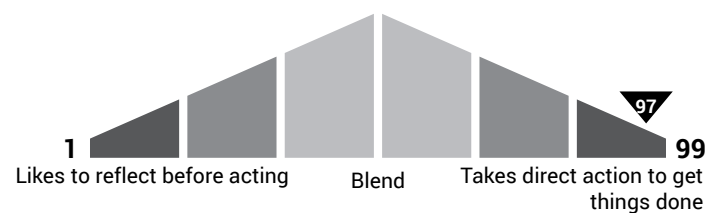
Causes of Stress:

You may discover your energy reserves unexpectedly depleted when conditions become hurried or you are deprived of time for rest and relaxation.

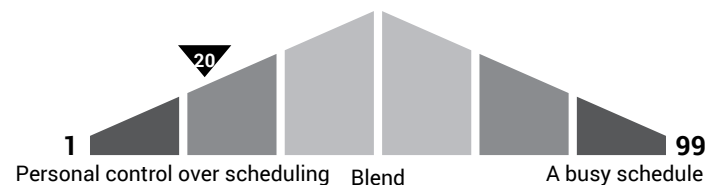
Possible Stress Reactions When Needs Are Not Met:

- unexpected fatigue
- over-emphasis on planning
- discouragement

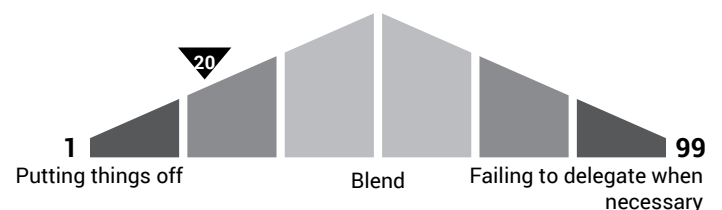
Usual Behavior



Needs



Stress Behavior



USUAL, NEEDS & STRESS



EMOTIONAL ENERGY

Your openness and comfort with expressing emotion

You tend to approach situations from a logical and practical point of view. You are primarily low-key and matter-of-fact, often remaining detached from emotional issues.

Usual Behavior:

- practical
- logical
- objective

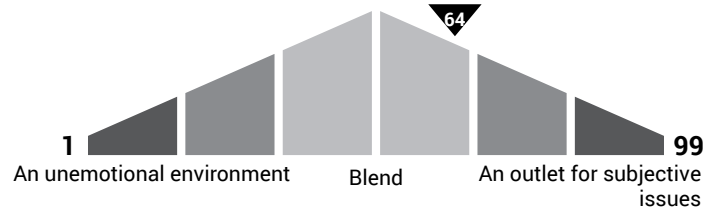
Usual Behavior



Needs:

However, you need a combination of logic and objectivity and a certain amount of sympathy and understanding of your feelings from others. A background of emotional moderation provides good support for your practical approach.

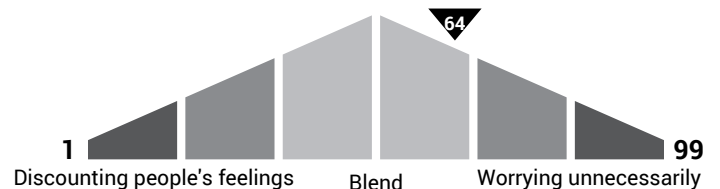
Needs



Causes of Stress:

You may tend to magnify your own problems if others seem too detached; while too much emotion from others may add to your tension and anxiety. Either extreme tends to upset the balance of practicality and sensitivity that you need.

Stress Behavior



Possible Stress Reactions When Needs Are Not Met:

- becoming too detached
- getting dispirited

USUAL, NEEDS & STRESS



SELF-CONSCIOUSNESS

Your use of sensitivity when communicating with others

You think of yourself as a person who is generally less easily embarrassed and less troubled by self-conscious thoughts and feelings than the average person. Your preference is to keep your relationships direct and straightforward.

Usual Behavior:

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

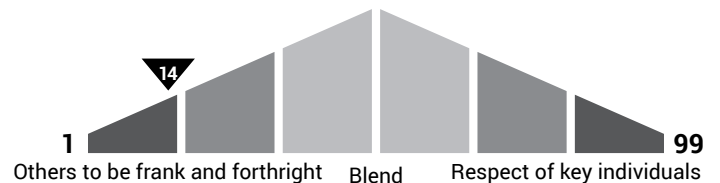
Usual Behavior



Needs:

Since you are not troubled by strong self-conscious feelings, you need for others to be direct and to the point. It is preferable for others to deal with you factually and on the basis of reason.

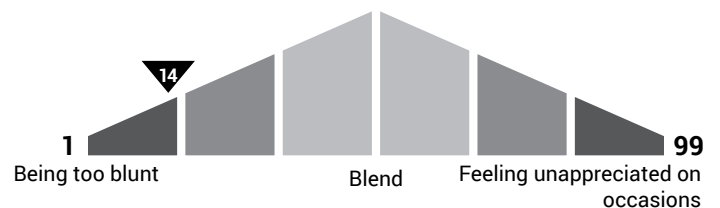
Needs



Causes of Stress:

Since you are not bothered by strong feelings of self-consciousness, it is easy for you to underestimate these feelings in others. As a result, shyness and evasiveness in others can generate discomfort in you.

Stress Behavior



Possible Stress Reactions When Needs Are Not Met:

- underestimating sensitivity
- overlooking needs of others
- becoming impersonal

USUAL, NEEDS & STRESS



ASSERTIVENESS

Your tendency to speak up and express opinions openly and forcefully

It is easier for you than most people to take charge and direct activities, and see to it that pre-arranged plans are carried out. You are comfortable with authority, and can exercise it in the form of procedure and control, or verbally.

Usual Behavior:

- self-assertive
- seeks to influence and excel
- enjoys directing others

Needs:

It is good for you to be around people who enjoy discussion and friendly disagreement, but who also value your opinion. When being directed, you need clear, unambiguous instruction.

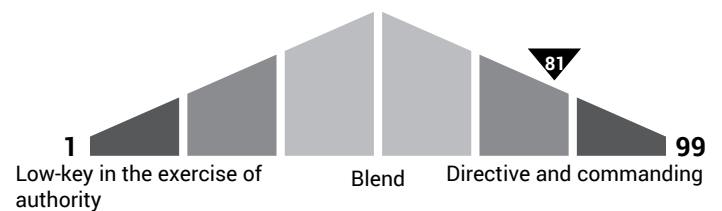
Causes of Stress:

While you respect and appreciate strength in others, you are likely to find "weak" people a bother. Your morale and enthusiasm can wane when you are forced to deal with people who have difficulty exercising their authority.

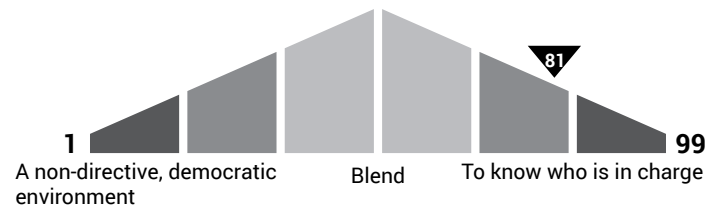
Possible Stress Reactions When Needs Are Not Met:

- over-assertive
- argumentative tendencies
- demanding personal attention

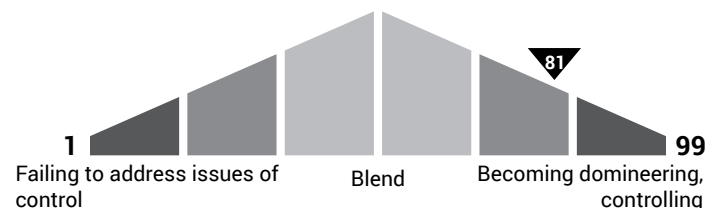
Usual Behavior



Needs



Stress Behavior



USUAL, NEEDS & STRESS



INSISTENCE

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

More so than most people, you are able to initiate activities on your own. You readily adapt to changing conditions and requirements, preferring to organize and plan on a broad scale.

Usual Behavior:

- acts on own initiative
- enjoys planning
- flexible

Needs:

Since you prefer non-routine activities, you are challenged by having a variety of problems to be solved. Freedom from close control supports your eagerness to venture from the ordinary and to seek out novel approaches to familiar tasks.

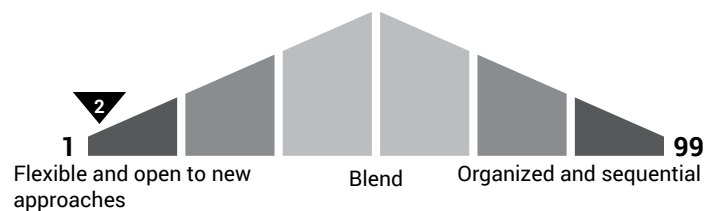
Causes of Stress:

The independence which adds to your potential can become handicapping when you become too self-directed. Order, system and detailed planning become confining and restrictive, leaving you to rush into things without a clear idea of procedure.

Possible Stress Reactions When Needs Are Not Met:

- disregarding detail
- resistance to structure and system
- neglect of advance scheduling

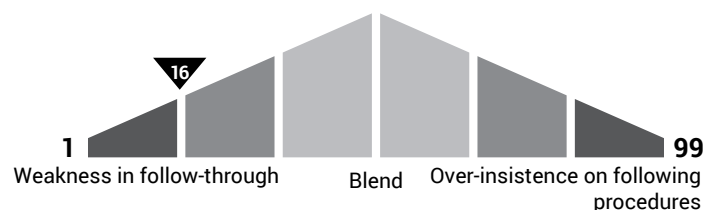
Usual Behavior



Needs



Stress Behavior



USUAL, NEEDS & STRESS



INCENTIVES

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

Although you are not easily surprised by other people's competitive behavior, you are predominantly idealistic and value the concepts of trust and cooperative effort. You think in terms of intangible benefits, and prefer to minimize competitive rivalry.

Usual Behavior:

- trustful
- loyal
- service-oriented

Needs:

While you value team effort, it is still important for you to have your individual achievements recognized and rewarded. You expect a certain amount of competition, and need some reassurance concerning your personal advancement.

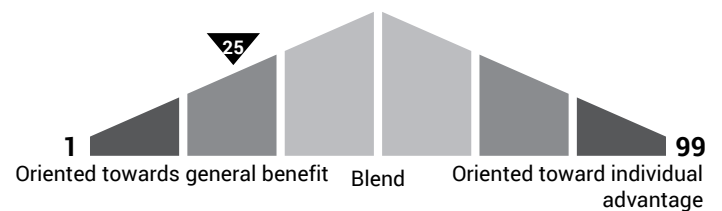
Causes of Stress:

Face-to-face conflicts can complicate matters for you by upsetting your respectful attitudes. The moderate nature of your need indicates that you can be bothered by others who are either unrealistic or opportunistic.

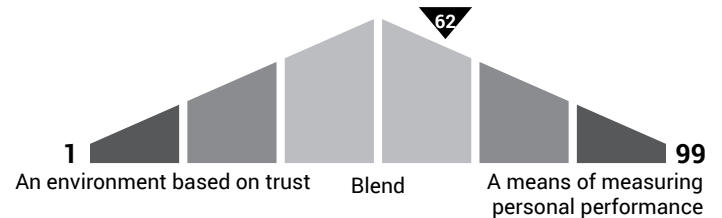
Possible Stress Reactions When Needs Are Not Met:

- becoming opportunistic
- becoming unrealistic

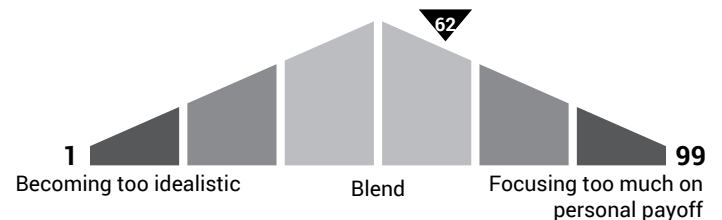
Usual Behavior



Needs



Stress Behavior



USUAL, NEEDS & STRESS



RESTLESSNESS

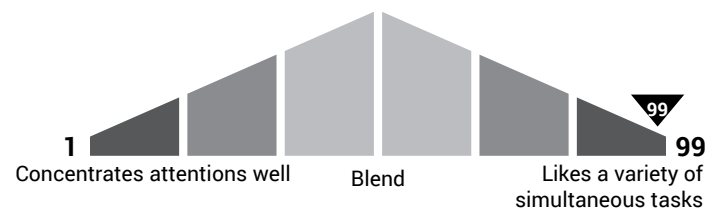
How you prefer to focus attention or change focus and seek varied activities

You possess definite assets in your responsiveness, attentiveness and adaptability. As a catalyst of change, you enjoy spreading your concentration over a variety of projects, being always ready to start new things.

Usual Behavior:

- easy to stimulate
- flexible
- attentive

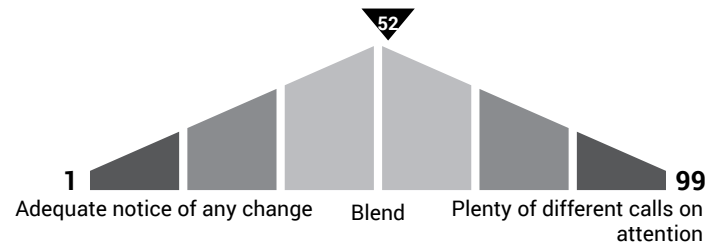
Usual Behavior



Needs:

It is important to recognize the need for your involvement when change is being imposed on you. While you expect a certain amount of external pressure, you are most comfortable when you are free to schedule your own activities.

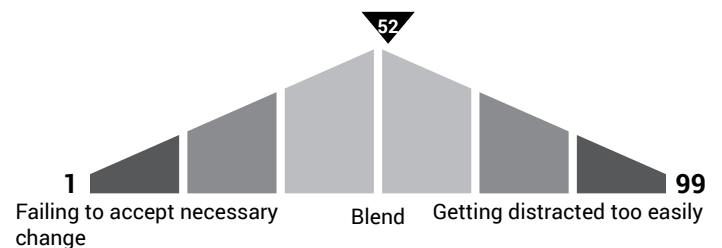
Needs



Causes of Stress:

Self-discipline may become more and more difficult as the external pressure of change begins to mount. Under this pressure you are likely to become restless for quick results.

Stress Behavior



Possible Stress Reactions When Needs Are Not Met:

- inflexibility
- restlessness

USUAL, NEEDS & STRESS



THOUGHT

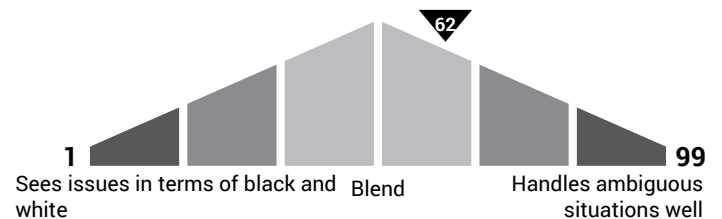
Your decision making process and concern for consequences in making the right decision

Decisions concerning usual and routine matters can generally be made rather quickly, but your thoughtful and reflective approach to decision-making indicates a penchant for considering both future and immediate consequences of your decisions.

Usual Behavior:

- thoughtfully decisive
- thinks before acting
- quick, but reflective

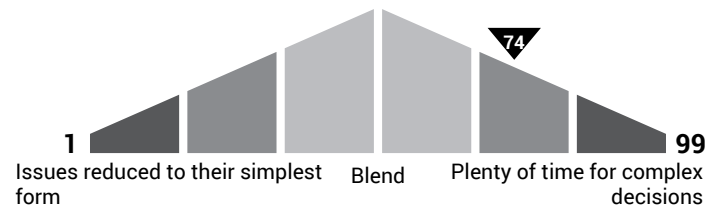
Usual Behavior



Needs:

Under pressure, you need to feel that you have considered all the angles and exhausted all the possibilities when making a decision. Preferably, your responsibilities should not require snap judgments.

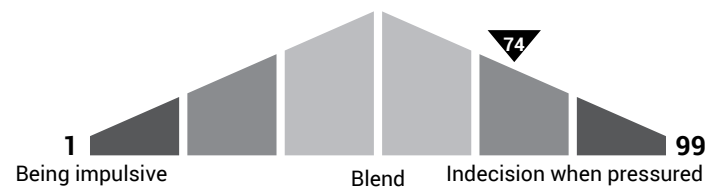
Needs



Causes of Stress:

Your need for careful thought can make you dread the unforeseen and result in needless postponement or evasion of a decision. Feeling rushed or hurried can be frustrating to you.

Stress Behavior



Possible Stress Reactions When Needs Are Not Met:

- unnecessary worry
- fear of making mistakes
- postponing 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 like working with systems – this may involve computers and databases, filing systems, or positions which involve introducing or following procedures to increase efficiency
- 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 can think outside the box, and you are not necessarily constrained by "how things ought to be done"
- 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 like to have plenty of variety in your work, and to have more than one task to do at a time

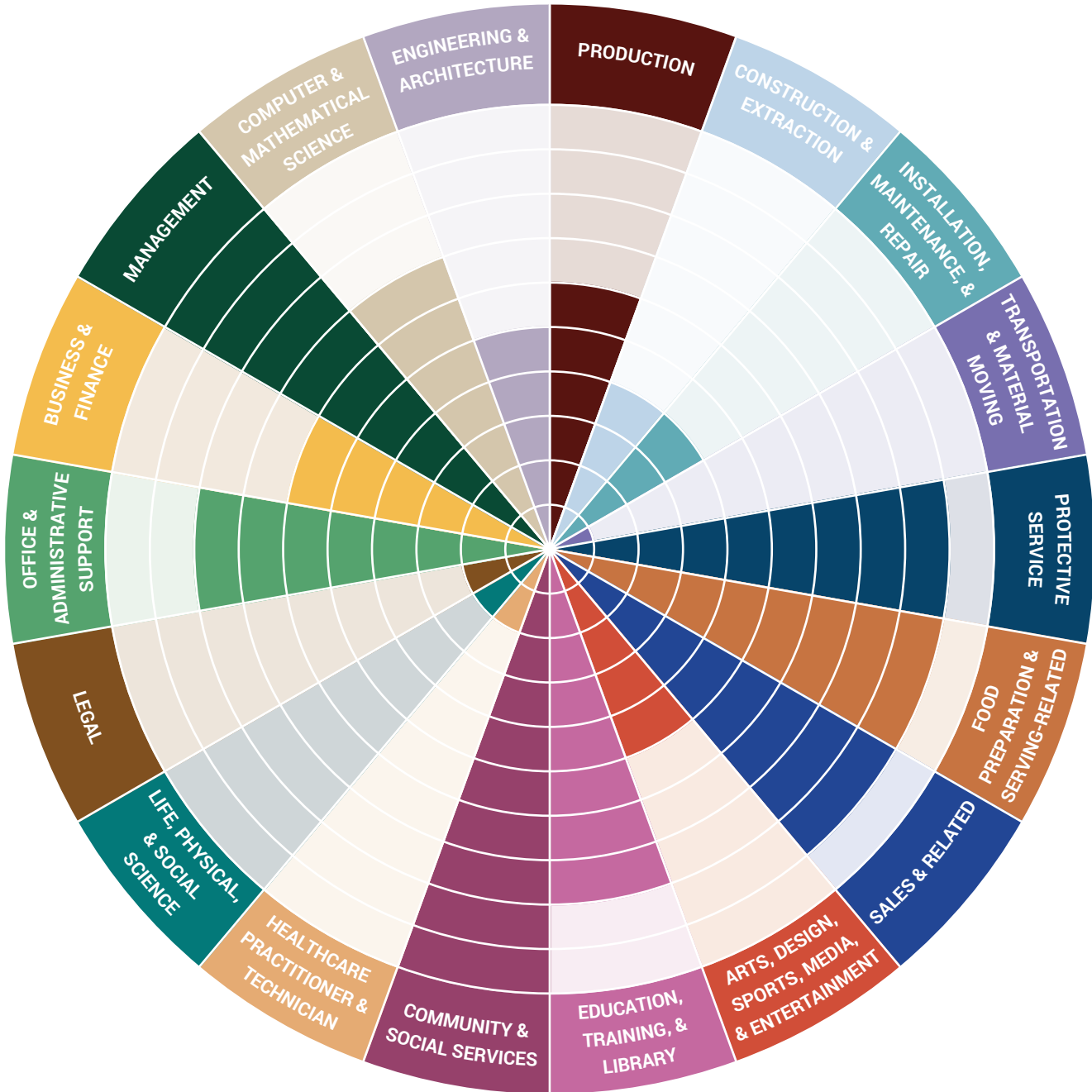
YOUR CAREER EXPLORATION

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.



Protective Service

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.



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.



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.



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.

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?

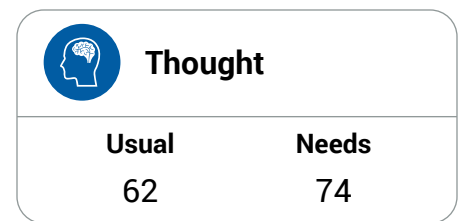
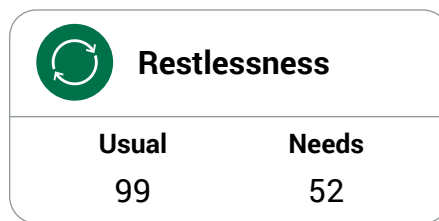
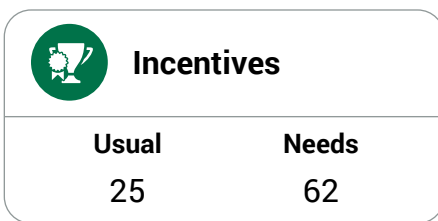
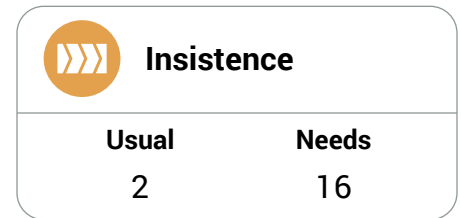
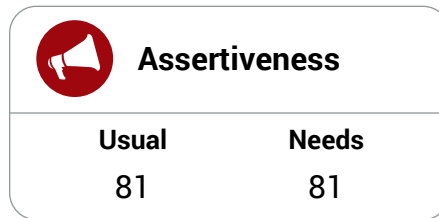
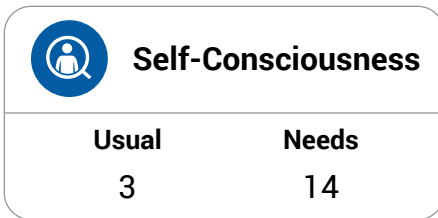
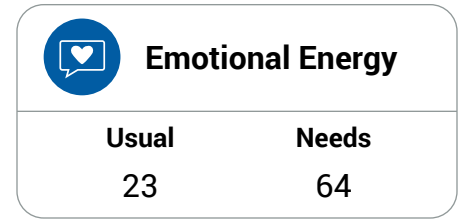
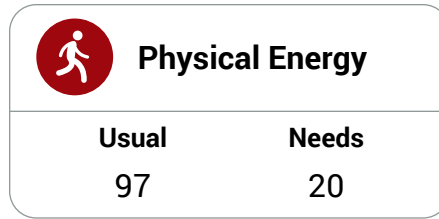
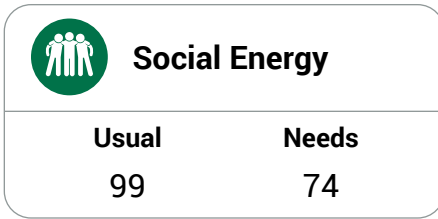
Who will you share this with?	What will you share?	By when will you do it?

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

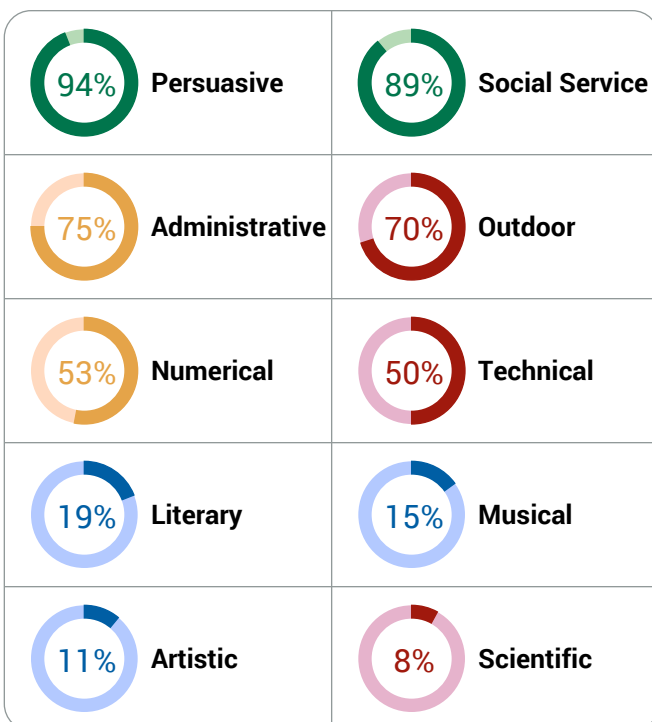
SIGNATURE SUMMARY



BIRKMAN COMPONENTS



BIRKMAN INTERESTS



BIRKMAN MAP

