

## Birkman Career Management Report

The Birkman Career Management Report (The BCM Report) will help you understand more about yourself, how you relate to other people, and careers that hold good potential for satisfaction and fulfillment. Your results are based on your responses to The Birkman Method®, a behavioral, motivational, and occupational assessment supported by over 60 years of research and application.

You are unique and complex. The BCM Report helps you simplify and apply information to help you manage your career. Imagine the possibilities if you were not only able to clearly communicate your skills, but also the behaviors that enhance your performance and help you work productively with others. The BCM Report has six sections, each on its own page.

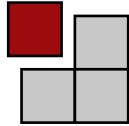
<b>Usual Style</b>	How you typically relate to the world around you; the behavior people see when your needs are met and you are not under stress
<b>Motivational Needs</b>	The support you need from others and your environment to maintain your most effective and productive behavior
<b>Stress Behaviors</b>	The behaviors people see when your needs are not met and you are frustrated and under stress
<b>Preferred Activities</b>	Activities that align with your interests and passion
<b>Ideal Work Environment</b>	The work environment that offers the best fit for you
<b>Job Families</b>	Your top and bottom job profile matches based on an extensive database of job profiles



Birkman Color Quadrants™

The BCM Report uses color to reduce complex information into groups of characteristics. The first four sections of this report explain your results by associating them with Birkman Color Quadrants. There are no right or wrong color quadrants, or combinations of color quadrants. Your results may be reflected by one, two, or even three colors.

## Usual Style



**YOUR  
USUAL  
STYLE**

**Red**

- friendly
- decisive and energetic
- frank
- logical

**Green**

- competitive
- assertive
- flexible
- enthusiastic about new things

**Yellow**

- orderly
- focused
- cautious
- insistent

**Blue**

- insightful
- selectively sociable
- thoughtful
- reflective
- optimistic

Your Usual Style is the proactive, positive, and adaptable behavior you have learned to use to achieve successful outcomes. These strength behaviors help you work productively and are often seen as your strengths by others. Strength behaviors are comfortable and easy for you to use.

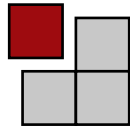
**Your Usual Style is:**

- Direct but friendly
- Energetic and objective
- Methodical
- Consistent
- Focused

**In describing yourself to others indicate that:**

- You are responsive to a variety of demands
- You take a practical approach to solving problems
- You are able to easily focus on task at-hand
- You pay attention to detail and follow through

## Motivational Needs



### **YOUR MOTIVATIONAL NEEDS**

#### **Red**

- group interaction
- clear-cut situations
- a lot of work to do
- direct and logical approach

#### **Green**

- a competitive environment
- to be assertive
- flexibility
- novelty and variety

#### **Yellow**

- an organized approach
- to concentrate on tasks
- an environment of trust
- consistency

#### **Blue**

- individual interaction and support
- opportunity to express feelings
- time for reflection
- time to make difficult decisions

Your Motivational Needs are an important part of who you are. They represent a unique internal perspective that governs how you want to be treated, supported, and motivated. Needs are not behavior, but your needs are a principal driver of your behavior which the people around you see and experience. Needs also significantly impact your overall sense of well-being and satisfaction.

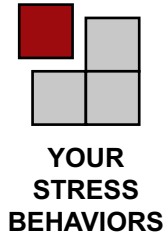
### **Your Motivational Needs indicate that you prefer:**

- Casual, matter-of-fact relationships
- Strong, direct authority
- An outlet for your energy
- Directive scheduling

### **To access these attributes within an organization, ask questions such as:**

- Is direct, straight-forward communication encouraged?
- What is the pace of action like within the organization?
- Are instructions and expectations concise and clearly communicated?
- What is the leadership style of the person to whom I will be reporting?

## Stress Behaviors



### Red

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

### Green

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

### Yellow

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

### Blue

- ignore social convention
- become indecisive
- find it hard to act
- see the worst possibilities

Your Stress Behaviors are negative frustration behaviors that occur when your Motivational Needs are not met. They are often seen by others as ineffective and inflexible. Stress Behaviors can be quite costly in terms of relationships and personal productivity.

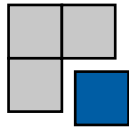
### When frustrated and under stress, you may:

- Find it difficult to provide individual support
- Find yourself busy for the sake of it
- Become insensitive
- Be impulsive
- Feel restless

### To manage Stress Behaviors when they occur:

- Take time to be thoughtful and reflective
- Take time to listen to what others are saying
- Create or revise a priority list to guide your actions
- Ask for others opinions and listen to them
- Practice being optimistic

## Preferred Activities



**YOUR  
PREFERRED  
ACTIVITIES**

**Red**

- implementing
- seeing a finished product
- solving practical problems
- working through people

**Green**

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

**Yellow**

- scheduling
- doing detailed work
- keeping close contact
- working with numbers
- working with systems

**Blue**

- planning
- dealing with abstraction
- thinking of new approaches
- innovating
- working with ideas

Your Preferred Activities impact the type of work you like doing, the hobbies you select, and the activities you enjoy. They do not represent your talent or learned skills, although people often develop skill in activities they enjoy. Participating in preferred activities is important to having a fulfilling career and satisfying life style.

**You will be drawn most heavily to job roles that involve:**

- Tying ideas together
- Planning
- Strategic design
- Innovation and implementation of concepts

**Job functions that will attract you will allow for:**

- Tying ideas together to integrate overall plans; working with others to make sure they are working together in a way to move plans forward
- Placing importance on how information is worded and delivered; opportunities to write and develop strategies, marketing materials, presentations, or curriculum
- Taking a creative approach in presentations and placing importance upon the aesthetics of projects
- Exploring curiosity and thinking of new ways to make process/products more efficient and effective; testing new ideas using practical methods

## Ideal Work Environment

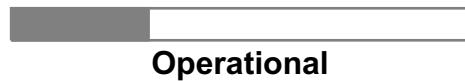
The Ideal Work Environment graphs help you target work environments that can best support you and offer the greatest potential for your success. The bar graphs below show how closely your personality profile matches the profiles of satisfied people working in each of the four environments. The length of your bars indicates the degree of similarity.



### Definition



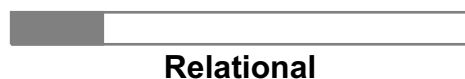
Exploratory environments place emphasis on new ideas and innovative thought. These environments are characterized by specialized knowledge in specific fields, autonomous leadership practices, and long-term vision.



Operational environments place emphasis on tangible results and operational efficiencies. Work is typically performed in an expedited manner with focus being on results. These environments typically are associated with tangible products and services.



Process environments place emphasis on standards and quality. These environments will have established policy and procedures that guide how work is performed. These environments value measurement and concrete details.



Relational environments place emphasis on people and stakeholder relationships. Growth and production are measured through the satisfaction of the client. These environments value influence and a sense of competition.

### Target work environments that:

- Stress the consideration of ideas
- Allow for creative imagination
- Provide vision and possibilities
- Promote intuitive leadership

### Ask these types of questions when assessing a work environment:

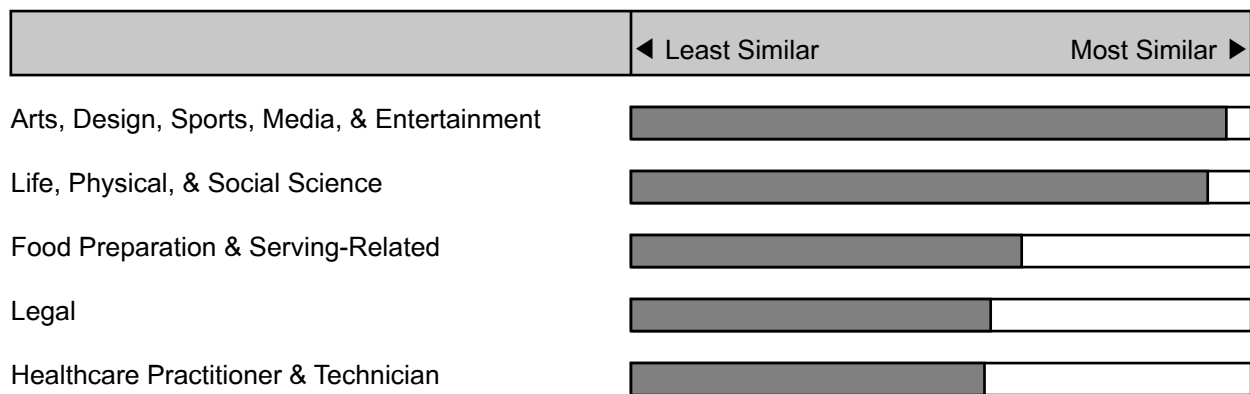
- Is planning considered to be the most important part of any process?
- Is the vision of the department/company clear and understandable?
- Does the department/company value creativity and innovation?
- Are the individuals working for the department/company considered one of the most important assets?

## Job Families

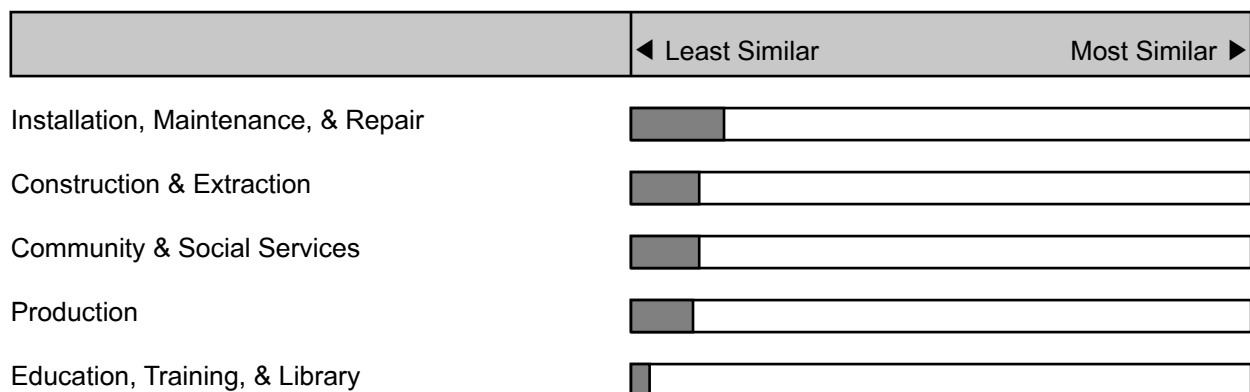
The Job Families bar graphs can help you develop a career path that is likely suited to your interests and behavioral strengths by showing how similar you are to satisfied people working in those fields. The length of your bars indicates the degree of similarity.

Use the career groups as a general guide and not as a definitive or exhaustive list of occupational fields. This information can serve as a starting point for exploring specific career paths and jobs that may be a good fit for you.

### Top Job Families



### Bottom Job Families



## **Your Career Guide**

### **A Summary of Your BCM Report Results**

When exploring and making career and life decisions, it is important to evaluate factors that typically determine a best fit. Based on your BCM results, key elements to consider are:

#### **Your Preferred Activities**

Determine that the roles and functions you are targeting will provide opportunities to do the things you enjoy.

- innovate or create
- plan how to do things
- consider the future
- create new approaches
- look at things theoretically

#### **Your Usual Style**

Be sure that the environment will value and appreciate your personal style and the way you behave when you are most productive.

- direct but friendly
- energetic and objective
- methodical
- consistent
- focused

#### **Your Needs**

Understand what you need from the environment and from others so you can communicate your preferences and evaluate the extent to which a new environment or relationship will meet those needs. Seek out environments and relationships that:

- 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

#### **Your Preferred Work Environment**

Target work environments that will provide the best support and alignment for you. In a career transition, you can use this information to consider specific industries where you are most likely to find your preferred environment. Exploratory environments place emphasis on new ideas and innovative thought. These environments are characterized by specialized knowledge in specific fields, autonomous leadership practices, and long term vision.

#### **Your Leadership Style**

Leadership style is the manner and approach used to provide direction, implement plans, and motivate others. You likely contribute and lead utilizing your personal expertise, knowledge, and problem solving skill. Others typically describe you as leading by example. You are often valued for your authoritative grasp of some area of knowledge or experience which is useful to the organization. And, you view your staff as equals whose consensus thinking provides solutions.