

The Birkman[®] Method

Want to better understand your behaviors or those of your team? The Birkman Method[®] assessment is a proven tool for gaining actionable insights.

What is a Birkman[®] Assessment?

The Birkman Method[®] consists of a 298-question personality assessment and a series of related report sets that accurately measures productive behaviors, stress behaviors, underlying needs, motivations and organizational orientation.

The questionnaire is delivered on-line and should take about 45 minutes to complete.

The Birkman Method[®] identifies the respondent's everyday interpersonal style (usual behavior), and gives unique insights into underlying motivations and needs. Stress behaviors are identified when these needs are not met. Knowing the underlying motivations and the consequences of unmet needs gives participants an effective way to improve workplace performance and reduce conflict.

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.

What is the application?

The assessment creates in-depth self-awareness, the first step toward understanding the impact and dynamics of one's impact on others. What you see is not always what you get; understanding the underlying drives behind your own usual *and* stress behavior can enable you to more easily create win-win, partnership relationships.

We help individual leaders amplify natural strengths as well as transform limitations to achieve personal, professional and business success. Our approach is unique to each person.

Morningstar provides business consulting services, as well as program design and implementation in the areas of leadership and executive development, team performance and personal change.

Contact Morningstar Ventures CEO, Andrea Chilcote, at andrea@morningstarventures.com. Andrea is a certified Birkman[®] consultant.



Andrea Chilcote
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Optimize Your Business and Your Life

Morningstar Ventures is a leading consultancy helping business leaders take the key steps needed to improve the operations of their companies and their own performance. Contact us today to find out how we can help you and your business.

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