

LEAD YOUR WAY SOLUTIONS

THE BIRKMAN METHOD®



Actionable insights to improve performance

Assessment is a key component of personal and professional growth. We leverage it as a core component of our leadership development, executive coaching, and executive search approaches.

Change Starts With Insight

Self-awareness about one's own strengths, challenges and needs is an essential baseline for anyone who wants to grow as an individual and as a leader. Although we are certified to use a variety of assessments to help people discover their potential, we find that the psychology-based Birkman Method is particularly effective in providing insights that enable people to self-manage, avoid unproductive behaviors, and improve their impact and effectiveness as leaders. Through our evaluation, which includes a Birkman assessment, we help people identify areas that may be holding them back, and give them knowledge, techniques and a process to become better leaders, taking into account leadership traits that can be gleaned and measured depending on their organization's needs.

We personally meet with each participant to review the results of their Birkman assessment and provide a detailed report in a memorable graphic format that highlights strengths, avoids harsh criticisms or judgments, and encourages professional growth.

Why Birkman? A Deeper Perspective

The Birkman Method has over 65 years of proven reliability and validity and is used worldwide (40+ countries, 20+ languages). By reaching further into more complex behavioral components, Birkman shines a light on the unique leadership styles among us. It paints a comprehensive picture of an individual's personality and motivations by measuring four core aspects of personality.

Measures 4 Key Facets of Personality

The Birkman Method uncovers and interprets behavioral data that is unique to our assessment. While our analysis is complex at its core, results are presented in ways that are user-friendly and easy to understand.



Interests

Activities that you enjoy and motivate you in your work and personal life. You will naturally gravitate towards these.

Examples:

- Scientific
- Persuasive
- Artistic
- Numerical



Needs

What you need from other people and your environment to be satisfied and engaged.

Examples:

- Strong, direct supervision
- Team acceptance
- Opportunities to feel heard
- A definite plan in place



Usual Behavior

Your typical behavior when your Needs are met. These are your strengths and how others see you.

Examples:

- Initiates actions
- Competitive
- Reflective
- Organized, detailed



Stress Behavior

Your unproductive behavior when your Needs are not met by others or your environment.

Examples:

- Impatient, edgy
- Overly competitive
- Indecisive
- Resistant to change

The Birkman Method digs deep, examining personality and perceptions in a social context and providing a unique look into participants' perception of themselves and others. This social context promotes better self-management of their own behavior and, by seeing the ways others

perceive the world, they can also gain better understanding of their colleagues and develop respect and empathy for their views. Birkman also incorporates data on the typical Interests, Usual Behavior and Needs of people in a variety of job fields, so individuals can see how closely they match the complete personality profile of people tenured in different careers.

A Competitive Advantage

To motivate and empower others, leaders must develop astute awareness of their behavior and how it is received by others. When leaders can consistently leverage their own strengths and control negative and reactive behaviors, they are empowered to become better leaders of others. Assessments provide the insights that help leaders:

- Leverage their natural leadership style
- Know how to stay recharged
- Remain effective in high-pressure moments
- Lead others in ways that meet their needs to enhance their performance

By gaining deeper self-awareness and "others awareness," leaders have the power to be their best and in turn enable team members to be their best.

Let's work together to coach, develop and recruit exceptional leaders.

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