



## 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, when combined with the 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 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.



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



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



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



**Stress Behavior** – Your unproductive behavior when your Needs are not met by others or your environment.

## Why Birkman? A Deeper Perspective

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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.

**"The Birkman was frighteningly accurate. Also, the results were absolutely non-judgmental in approach; important for the subject to objectively review the results for maximum personal benefit."**

~ Chuck Derickson, Engineering Project Manager, ALOFT AeroArchitects

**"I would recommend other organizations work with Nally Ventures (LYWS). It an awareness that, as a leader, you don't otherwise have. It helps you creates understand both yourself and your colleagues in a new way and with a new understanding that allows you to become more effective as a leader."**

~ Cindy Brown, President, Commonwealth Trust

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

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