

This Report Was Prepared For

JOHN Q. PUBLIC

(800) 215-2760 / sales@birkman.com

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Career Management Plus

Self-assessment is the first step in the career planning process. It can be a valuable tool for clarifying career direction, assisting in career transition and capitalizing on innate preferences that contribute to job satisfaction and success.

Your results have been generated from your responses to The Birkman Method[®] assessment. This comprehensive assessment measures behavioral traits, motivation, stress and occupational interests. The Birkman Method is backed by over 60 years of research and application.

Your Career Management Plus report is designed to give you a deeper understanding of yourself and the career options that are your best fit. Your report can help confirm career choices you are making, show you alternative career choices and build your personal awareness of the strengths, motivators and working environments that will help you succeed.

As you review your results, do not let them limit your career exploration. Rather, use your results as a guide for further exploring different career options that hold the highest potential for your success and well-being. With the assistance of a qualified career professional, you can develop career strategies and techniques to achieve your career needs.

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Using the Career Management Plus

You are unique. Your interests and behaviors define who you are and tell you how you are motivated. Imagine the possibilities if you were able to clearly communicate not only your skills, but also your most effective behavior for elevated performance.

Career Management Plus examines your relational characteristics from multiple angles and uses that information to highlight key career areas that will provide you with the greatest potential for success.

The first portion of your report explores five important dimensions of who you are:

<i>Areas of Interests</i>	what you like; activities you prefer
<i>Strength Behavior</i>	how you relate to the world around you; the behavior other people see
<i>Motivational Needs</i>	the support you need from others and the environment around you
<i>Stress Behavior</i>	negative, reactionary behavior when frustrated and your needs are not met
<i>Ideal Work Environment</i>	environment that offers the most ideal fit based on how you formulate solutions and what you value within an organization

This is followed by a detailed profile analysis comparing your degree of match to successful individuals in various Job Families and Job Titles.

By combining your personal profile with your skills and abilities, you are able to gain a complete understanding on how you can contribute to the career best suited for you.

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The Colors of The Birkman Method

To help simplify information, the Career Management Report uses colors throughout each area. This is to help you identify your own characteristics and also understand the differences that exist with each area. Since every individual is different, it is unlikely that you will see one color consistently throughout your report. Your unique color combination is the most important as it describes your unique attributes and provides a roadmap to reach your greatest potential.



INTERESTS

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



STRENGTHS BEHAVIOR

Red

- friendly
- decisive and energetic
- frank
- logical

Green

- competitive
- assertive
- flexible
- enthusiastic about new things

Yellow

- orderly
- concentrative
- cautious
- insistent

Blue

- insightful
- selectively sociable
- thoughtful
- reflective
- optimistic

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The Colors of The Birkman Method



MOTIVATIONAL NEEDS

Red

- encourage group interaction
- offer clear-cut situations
- give plenty to do
- be direct and logical

Green

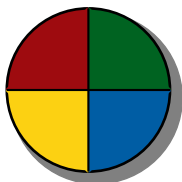
- encourage competition
- be assertive
- allow flexibility
- introduce novelty and variety

Yellow

- encourage an organized approach
- permit concentration on tasks
- offer an environment of trust
- be consistent

Blue

- offer individual support
- encourage expression of feelings
- allow time for reflection
- give time for difficult decisions



STRESS BEHAVIOR

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



IDEAL WORK ENVIRONMENT

Red

- Environments that:
- stress team collaboration
 - value the implementation of goals
 - focus on practical solutions
 - offer tangible projects

Green

- Environments that:
- have flexible rules and policies
 - offer personalized benefits
 - exude energy and enthusiasm
 - allow for personal engagement and influence

Yellow

- Environments that:
- have systematic approaches
 - promote stability and accuracy
 - emphasize democratic leadership
 - have a strong process orientation

Blue

- Environments that:
- stress the consideration of ideas
 - allow for creative imagination
 - provide vision and possibilities
 - promote intuitive leadership

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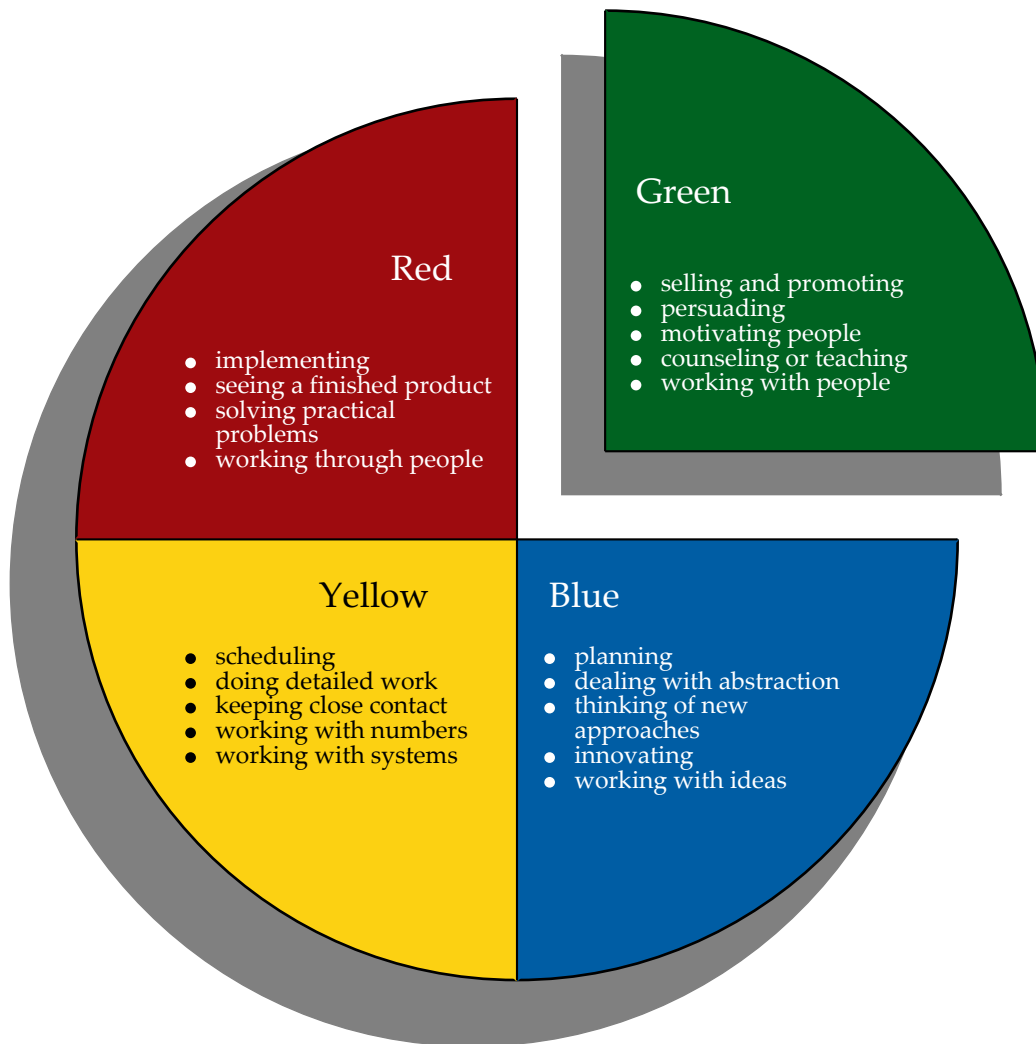
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Areas of Interest



Some Of Your Most Important Needs

Your Interests indicate the type of work you would enjoy, the hobbies that would captivate you, and the activities that bring pleasure and fulfillment. Interest does not relate to talent or skill within any area but is important to having a successful career and satisfying lifestyle.

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INTERESTS

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

- Helping Others
- Motivating and Persuading

Job functions you will be attracted to will allow for:

- being an advocate for the people or volunteering for special projects to support advancement of social conditions
- motivating and influencing others either through persuasion or education

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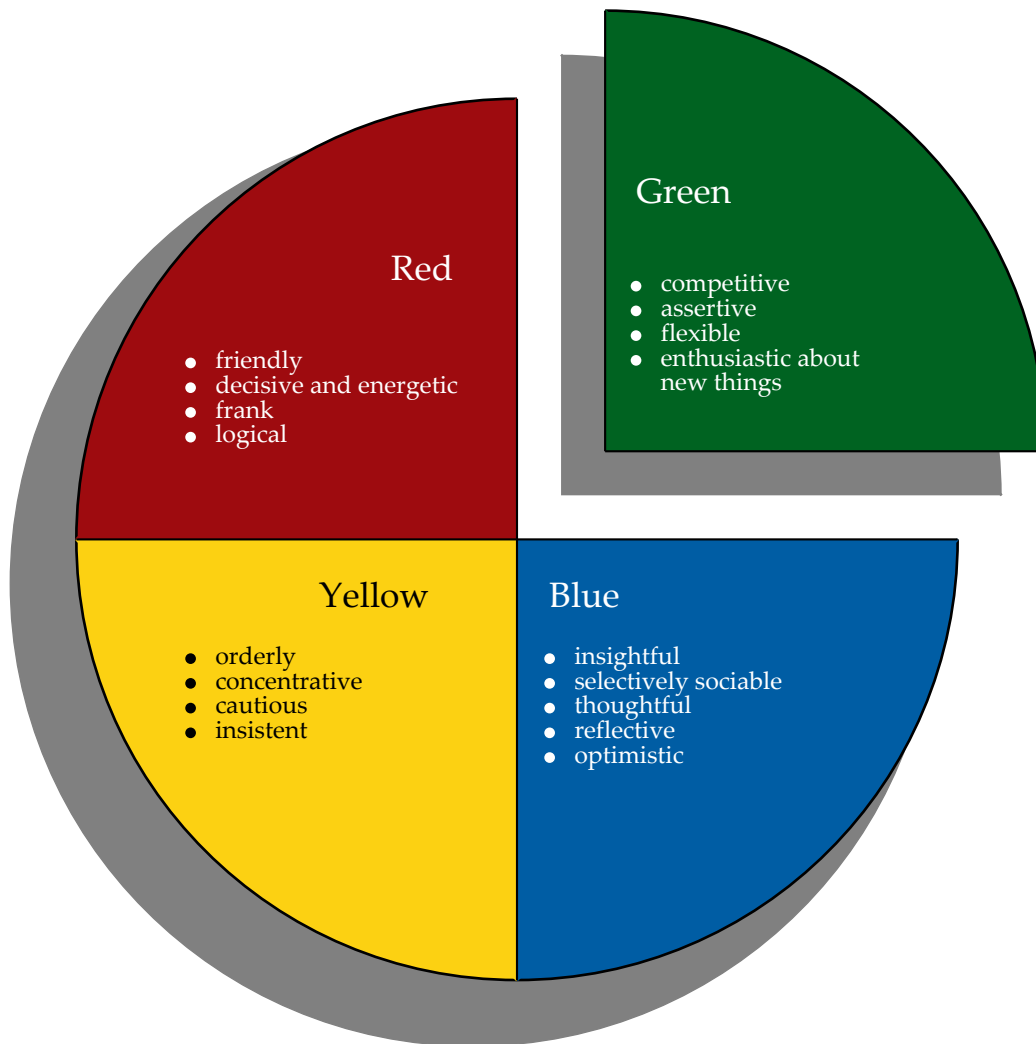
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Strength Behavior



How You Relate To Others

Strength Behavior is the positive behavior we have learned to use as a means of achieving success. It is your own personal socialized behavior that you have learned works best for you and what others see as your strengths.

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**STRENGTHS
BEHAVIOR**

Your Strength Behavior indicates that you are:

- responsive and independent
- flexible and enthusiastic

You also tend to be:

- selectively sociable
- thoughtful
- optimistic

In describing yourself, be sure to indicate:

- that you enjoy working with others
- that you persuade and motivate others toward action
- that you enjoy exploring the possibilities
- that you emphasize the benefits for the group, not just for yourself

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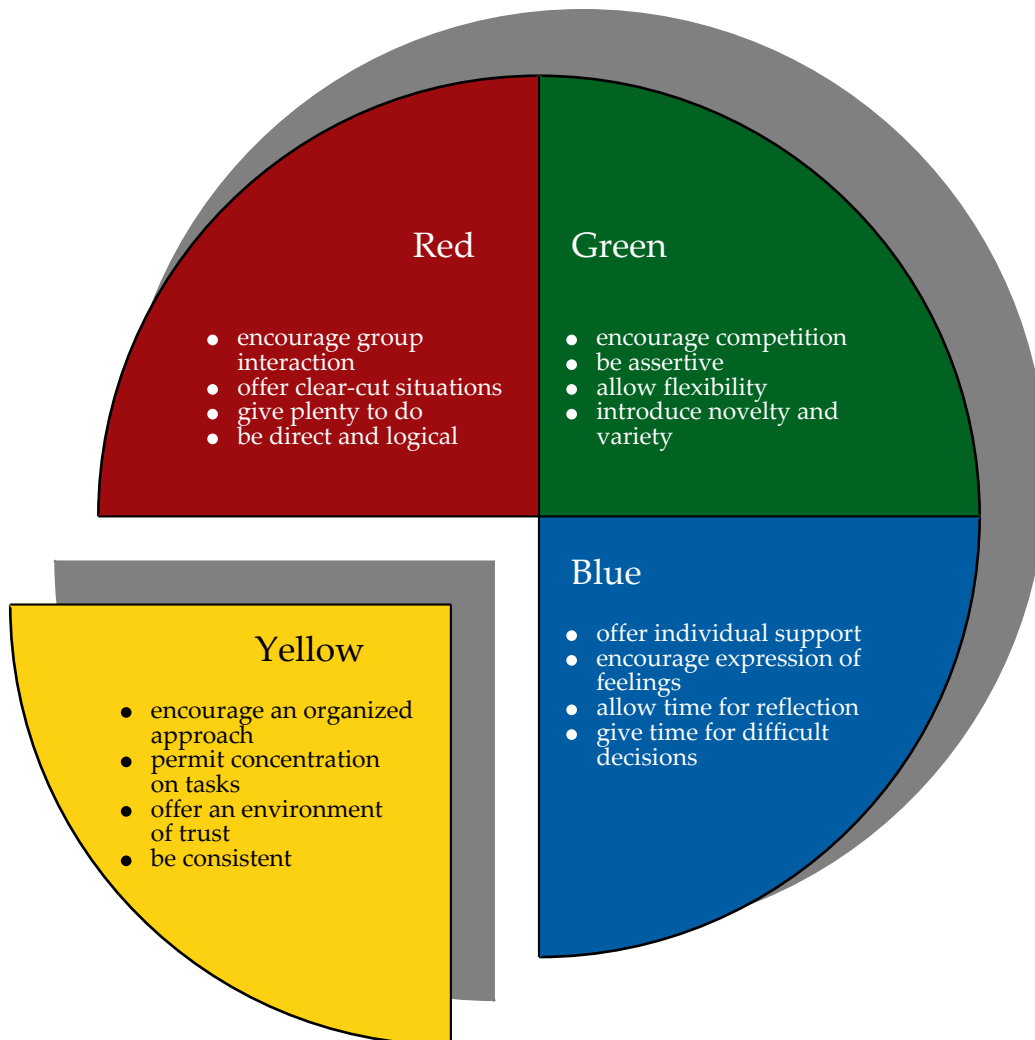
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Motivational Needs



Support Needed From Environment And Others

Our Motivational Needs are a vital part of who we are, and perhaps the most important aspect of our personality. Our needs describe how we want to be treated, supported and motivated. Our needs must be met in order for us to exhibit our Strength Behavior.

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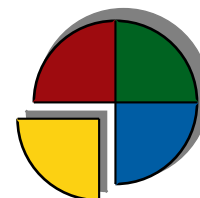
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MOTIVATIONAL
NEEDS

Your Motivational Needs indicate that you prefer:

- friendly, yet casual relationships
- specific direction and control
- demanding projects
- defined scheduling

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

- how dynamic is the working environment? does change occur often?
- are there set policies and procedures in place for operating?
- will the position include having to address large groups of people?
- what types of support systems will be in place to help me be successful in this role?
- describe the leadership style of the person to whom I will be reporting

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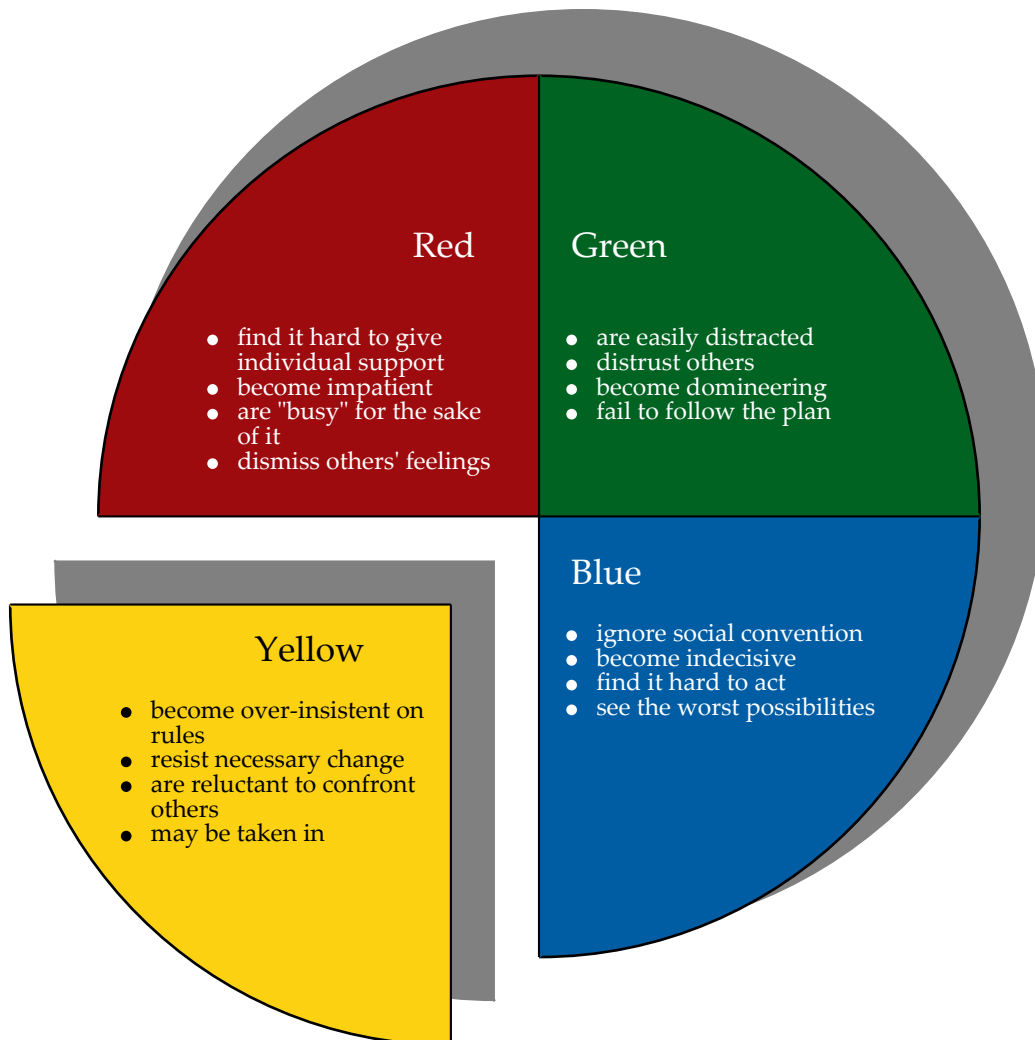
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Stress Behavior



Negative Behavior Experienced When Frustrated

Our Stress Behavior results when our Motivational Needs are not being met. Although it is completely natural for Stress Behavior to occur, it is often seen by others as negative, ineffective and quite costly in human terms.

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STRESS
BEHAVIOR

When frustrated and under stress, you may:

- be over-controlling
- become resistive to change
- conform to prevailing thoughts
- become quietly resistive
- appear rigid

To manage this stress behavior when it occurs:

- set proactive agendas that are yours rather than reacting to agendas set for you
- experiment with small changes in plans so you can more readily adapt to larger changes
- practice new, cutting-edge approaches on familiar tasks
- avoid withdrawing to avoid conflict, express your thoughts persuasively
- risk a little by trying new innovative approaches

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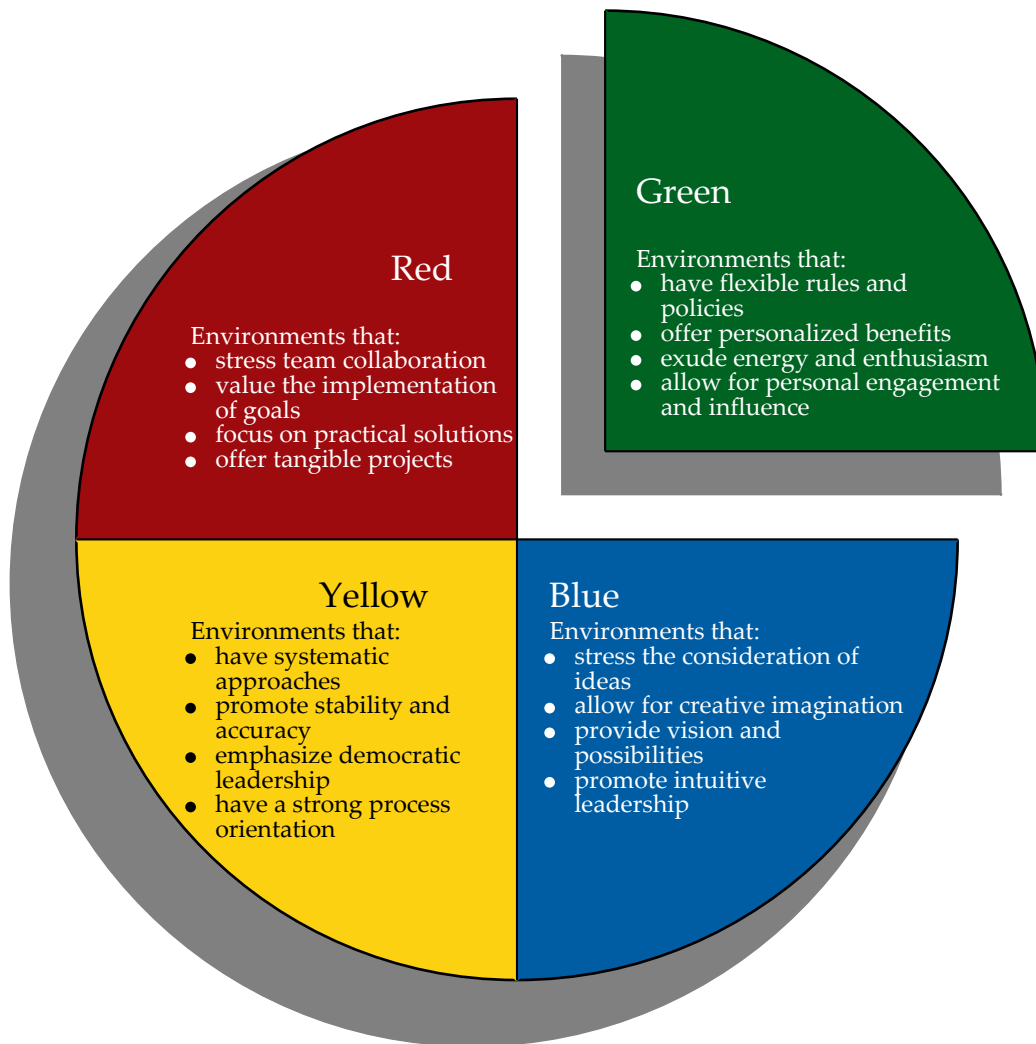
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Ideal Work Environment



Choosing the best work environment

Think of the value of going to work each day saying to yourself, "I want to," not "I have to." The difference? It's simply putting the right person in the right place. The Ideal Work Environment allows you to target the working environment that can best support you and offer the greatest potential for success.

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IDEAL WORK
ENVIRONMENT

The functional group within an organization that you align best with is:

Sales/Marketing

Target environments that:

- stress energy and enthusiasm
- offer flexible rules and policies
- encourage competitiveness and individualized rewards
- promotes influential leadership

Look for these types of attributes when assessing work environments:

- are relationships considered to be the most important part of any process?
- does the department/company recognize and reward for individual performance?
- does the department/company value energy and enthusiasm?
- does the environment allow for flexibility within the boundaries of standard operating procedures?

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Job Families

The Job Families Report is a comparative profile analysis. Each job family is based on multiple profiles that have been created by examining individuals in similar roles that have demonstrated success. Your own scores and job strengths are determined by comparing you to those profiles to identify the environments that offer the greatest potential of success.

Looking at your own bars, use the longest bars to help target specific fields or types of organizations that have the best potential fit for you.

You may find that your bars are not long. This indicates that you may not have matched the profile to a significant degree. You will find that if you have this pattern, you can identify with different groups easily and have the flexibility to fit into many environments. The challenge is that one environment does not influence your career decision quickly.

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JOB FAMILIES / JOB TITLES

Similarity to others in this Job Family	◀ Least Similar Most Similar ▶	The Job Titles you most closely matched within each Job Family
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Construction & Extraction

Performing hands-on work functions related to the building of structures or the removal of materials from natural settings for use in construction or other applications. Duties may include bricklaying, carpentry, masonry, roofing, plumbing, inspecting integrity of structures according to building codes, mining, drilling, and disposal of construction by-products, using specialized tools and equipment.

- Electricians
- Carpenters
- Supervisors Of Construction & Extraction Workers

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).

- General & Operations Managers
- Public Relations & Communication Managers
- Property Managers
- Food Service Managers
- Medical & Health Services Managers

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.

- Social & Human Service Assistants
- Counselors & Therapists
- Directors (Religious Activities & Education)

Installation, Maintenance, & Repair

Performing hands-on work functions related to the installation, maintenance, and repair of various machinery, systems, vehicles, and other serviceable equipment. Duties may include diagnosing, adjusting, servicing, and overhauling engines, telecommunications and/or security systems, heating, vacuuming, and air-conditioning units, and electronics.

- Transportation Mechanics & Technicians
- Supervisors Of Mechanics, Installers, & Repairers

Production

Producing, creating, and/or manufacturing a variety of products (e.g., food, lumber, electrical equipment, fabrics, metals, plastics, stones, fuel) through the operating of specialized tools and/or equipment. Duties may include baking pastries, binding books, cutting, shaping, and assembling furniture, assembling electronics, shaping molten glass, fabricating jewelry, welding metal components, among other specific production tasks.

- Power, Gas, Chemical, & Waste Plant/System Operators
- Industrial Production Managers
- Supervisors Of Production & Operating Workers

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JOB FAMILIES / JOB TITLES



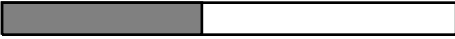
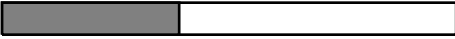
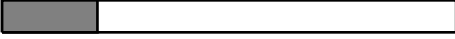
Similarity to others in this Job Family	◀ Least Similar Most Similar ▶	The Job Titles you most closely matched within each Job Family
<p>Engineering & Architecture</p>  <p>Applying principles and technology of chemistry, physics, and other scientific disciplines into the planning, designing, and overseeing of physical systems and processes. Duties may include creating, testing, developing, and maintaining tools, machines, electrical equipment, buildings/structures, or other physical entities.</p>		<p>Engineering Managers Petroleum Engineers Computer Hardware Engineers Mechanical Engineering Technicians Electrical Engineers</p>
<p>Healthcare Practitioner & Technician</p>  <p>Providing medical care and treatment in an effort to achieve optimal mental and physical patient well-being. Duties may include assessing patient health, diagnosing illnesses, performing surgery, prescribing medication, implementing prevention strategies, conducting/reviewing laboratory diagnostics, and supervising medical support staff. Most of these occupations require a graduate education.</p>		<p>Medical & Health Services Managers Physicians Medical Technologists & Technicians</p>
<p>Sales & Related</p>  <p>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.</p>		<p>Supervisors Of Retail Sales Workers Marketing Managers Supervisors Of Non-Retail Sales Workers</p>
<p>Arts, Design, Sports, Media, & Entertainment</p>  <p>Creating and/or expressing ideas or demonstrating talents through various media for entertainment, informational, or instructional purposes. Duties may include acting, dancing, singing, designing graphics, operating media equipment, translating text, writing literature, producing/directing movies or plays, public speaking, radio announcing, competing in sporting events, news reporting, among other specific functions within the media.</p>		<p>Public Relations & Communication Managers Public Relations Specialists Graphic Designers</p>
<p>Legal</p>  <p>Researching, litigating, and documenting matters relating to the law, specializing in litigation, arbitration, transcription, investigation, or negotiation of legal issues. Duties may include representing clients in legal proceedings, examining legal statutes, documenting agreements, drafting contracts, investigating cases, and transcribing hearings.</p>		<p>Paralegals & Legal Assistants Litigation Lawyers (Win-Lose Outcomes) Corporate Lawyers (Consensual Outcomes)</p>

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<p>Business & Finance</p>  <p>Analyzing and evaluating business/financial information for the purposes of documenting, making recommendations and/or ensuring adherence to business protocol. Duties may include preparing financial reports, developing investment strategies, analyzing general business trends, or assessing risk/liability, to streamline the operations of an organization.</p>		<p>General & Operations Managers Employment, Recruitment, & Placement Specialists Training & Development Managers Human Resources Managers Tax Preparers</p>
<p>Education, Training, & Library</p>  <p>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.</p>		<p>Education Administrators (Postsecondary) Secondary School Teachers (Except Special Education) Education Administrators (Elementary & Secondary)</p>
<p>Office & Administrative Support</p>  <p>Providing clerical support within an organization. Duties may include preparing statements, tracking accounts, record keeping, bill collecting, making phone calls, scheduling appointments, entering data, providing customer service, ordering and tracking inventory, handling monetary transactions, among other administrative support tasks.</p>		<p>Property Managers Supervisors Of Office & Administrative Support Workers Customer Service Representatives</p>
<p>Protective Service</p>  <p>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.</p>		<p>Security, Police, & Fire Fighting Enforcement Managers Supervisors Of Police, Fire Fighting, & Correctional Officers Police & Sheriff Patrol Officers</p>
<p>Food Preparation & Serving-Related</p>  <p>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.</p>		<p>Food Service Managers Supervisors Of Food Preparation & Serving Workers Chefs & Head Cooks</p>

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Computer & Mathematical Science

Designing, developing, and maintaining databases, software, hardware, networks, and other information/logic systems. Duties may include collecting/organizing data, computer programming, providing technical support, web design, and configuring communication systems, among other data-driven functions.

- Computer & Information Systems Managers
- Data Warehousing & Mining Analysts
- Operations Research Analysts & Statisticians

Life, Physical, & Social Science

Applying scientific knowledge and expertise to specific life, physical, or social science domains. Duties may include researching, collecting/analyzing qualitative and quantitative data, conducting experimental studies, devising methods to apply laws and theories to industry and other fields (e.g., mental health, agriculture, chemistry, meteorology, plant and animal life, human behavior and culture).

- Biological & Agricultural Technicians
- Natural Sciences Managers
- Microbiologists

Transportation & Material Moving

Piloting, driving, operating, or navigating transport vehicles or material moving machinery (e.g., aircraft, automobiles, water vessels, construction cranes, locomotives, tractors). Duties include flying commercial airplanes, directing air traffic, driving public or school buses, taxis, trucks, ambulances, commanding motor-driven boats, inspecting freight and cargo, conducting trains, operating forklifts, among other transportation and material moving tasks.

- Supervisors Of Vehicle Operators
- Pilots
- Supervisors Of Freight, Stock, & Material Handlers

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Summary

In your career transition journey it is important to use information regarding your behavior and motivations in conjunction with your skills, knowledge, abilities, and values to find the ideal career that lets you reach greatest potential.

Remember these key points when assessing future roles and careers



INTERESTS

Seek out roles that incorporate activities that allow you to:

- sell and promote
- persuade
- motivate people
- counsel or teach
- work with people



STRENGTHS
BEHAVIOR

Your style when relating to others and accomplishing tasks is:

- assertive
- competitive
- flexible
- spontaneous
- adventurous



MOTIVATIONAL
NEEDS

To be productive, make sure the environment around you:

- encourages an organized approach
- permits concentration on tasks
- offers an environment of trust
- is consistent



STRESS
BEHAVIOR

Under stress you may:

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



IDEAL WORK
ENVIRONMENT

Seek out work environments that:

- have flexible rules and policies
- offer personalized benefits
- exude energy and enthusiasm
- allow for personal engagement and influence