



# The Birkman Method: Your Personality at Work

By Sharon Birkman Fink, Stephanie Capparell

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**The Birkman Method: Your Personality at Work** By Sharon Birkman Fink, Stephanie Capparell

**The first in-depth book on the personality assessment used by millions of people worldwide, revealing the underlying needs that drive and inspire you**

Whether you're wondering if you are in the right career, looking to change job roles, or trying to reduce conflict and improve relationships at work and at home, you must begin by fully understanding your own interests and needs, and how they drive your ultimate happiness as well as unleash your stress points. Used by millions of people worldwide, *The Birkman Method* is the only personality-assessment tool that reaches beyond self-described behavior and situational analysis to unravel the DNA underpinning workplace satisfaction and productivity.

With a free assessment and custom report for purchasers of the book, *The Birkman Method* reveals such aspects of your personality as your relationship with authority, communication style, response to incentives, ability to deal with change, and the triggers for stress that can derail you. By explaining how these factors fit together and work off each other, *The Birkman Method* becomes your guide to a deeper self-awareness that can help you attain more-inspiring leadership, better team harmony, and higher goals for you personally and throughout any organization.

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### Editorial Review

Amazon.com Review

### Q & A with Sharon Birkman Fink and Stephanie Capparell, authors of *The Birkman Method: Your Personality at Work*



#### **What is *The Birkman Method* and how is it different from other personality tests?**

The Birkman Method is a positive psychology assessment tool. It identifies your needs and interests, and how you relate to the people around you. It can identify your greatest strengths, describe the environment that gives you the most satisfaction, and point to what can put you under pressure. It also helps you see what may be causing friction between you and your colleague, boss, spouse, or family member. These are important because accurate awareness of yourself and the world around you is critical in helping you navigate successfully through life. With this kind of nonjudgmental information in hand, employers see retention and engagement soar.

#### **Why do we need to identify our underlying needs? Are there consequences when they are not met?**

Yes, there are serious consequences. When your needs are recognized and fed, they energize and recharge us, and help us find greater fulfillment. When they are ignored by us or misunderstood by others, the result can be self-defeating actions or a blame-game that sinks relationships in the workplace and at home. We become "less than" what we can be and frustrated in our endeavors, which we call stress behavior. Stress behaviors are never pretty! But Birkman can warn us when we have left our productive zone and headed to the flip side of our strengths. It can also tell us exactly how we'll react under stress and what triggers to avoid altogether.

#### **What is the Birkman assessment offered to those who purchase the book?**

Each person who buys the book will be able to complete a full Birkman questionnaire and receive his or her own personal Life Style Grid with an easy-to-understand summary of key Birkman scores, which are more thoroughly described in the book. The reader also can select a special bonus report from one of three Birkman-on-Demand topics: My Strengths, Handling Conflict, or Motivating for Best Performance. The book then helps you understand your results and personal report.

## **Will *The Birkman Method* help me become more successful and fulfilled in my career?**

Absolutely! First of all, the decades of science behind *The Birkman Method* give you objective information to see whether you are headed in the right direction in terms of your career interests and personal passions. It can show whether the work you choose—both the industry and also your particular job role or function—truly aligns with your personality and temperament.

## **Can *The Birkman Method* show teams how to work together more effectively?**

This is one of the most powerful applications of the Birkman and one that is used most often by corporations, sports teams, and nonprofit groups. Team members learn to appreciate the ways they are alike and also how they approach challenges with differing but equally valuable strengths. Each team member's important contribution to the group becomes immediately clear, which can also reveal the areas where a team requires more attention and representation.

The Birkman Method has many examples of teams thriving in a productive workplace, able to engage in safe and positive dialogue to break down barriers to productivity. Many workplaces have used The Birkman Method to replace tension and conflict with understanding and harmony.

## Review

*“The Birkman Method* eloquently describes a data-driven workplace assessment that enables people to identify and discard long-held negative assumptions about job and career success. It also provides a lens through which managers and supervisors can challenge stereotypes about who can or can't add value to a team or organization. This timely book is a must-read for leaders tasked with maximizing the productivity of an increasingly diverse 21st-century workforce.”

—**Price M. Cobbs, coauthor, *Cracking the Corporate Code*; president and CEO, Pacific Management Systems**

*“The Birkman* gives work groups measurable data to see behavior objectively, rather than personally, leading to productive discussion and change. *The Birkman Method* is an engaging and valuable how-to reference guide, even to certified Birkman practitioners.”

—**Susan Diamond, chief learning officer and vice president, Women Presidents' Organization**

*“Our differences* are what allow us to uniquely contribute to our business, to society, and to our community. Birkman provides us with the ability to understand that uniqueness and maximize our potential.”

—**Padraig O' Ceidigh, chairman, Aer Arann**

*“The Birkman* assessment is essential in risk management—it can help you hire the right person, develop your leaders, and create more cohesive teams. The Birkman is the most granular, informative, and actionable tool out there, and companies that use *The Birkman Method* will get a higher rate of return and boost happiness.”

—**Kathy Long Holland, president and founder, LongSherpa Design**

*“A brilliant, impactful, and comprehensive* look into the invisible motivators behind success and the unseen barriers behind failure. *The Birkman Method* makes a compelling case for the need to unravel the intrinsic motivators for accelerated leadership effectiveness and talent development. The rich cases and stories make this a must-read book for leaders across all cultures.”

—**George Kohlrieser, professor, leadership and organizational behavior, IMD; author, *Hostage at the Table***

“It’s critical to know the things that make a person tick. Once you understand the individuals you work with each day, you can give greater opportunity to your employees and create a more powerful team. *The Birkman Method* is an easy read that provides thought-provoking insights and understanding.”

—**Steve Lufburrow, CEO, Goodwill Industries of Houston**

“*The Birkman Method* is a tool that provides awareness, understanding, and wisdom for anyone on a learning journey. The power of the Birkman is its ability to make sense of the stories we tell of our interactions with others, which forms the basis of who we are and how we act. This wonderful book shares these stories so that all can relate.”

—**Kelly D. Bean, assistant dean, UCLA Anderson Executive Education**

“Beliefs and perceptions are such dangerous things—they can cost you so much. The Birkman Method helps me recognize them in myself and in others, but more important, it provides a framework for talking about them in an open, nonconfrontational way. I simply don’t know what I would do without the Birkman.”

—**Justin Parer, managing director, Pi Strategic Management**

“*The Birkman Method*’s unique approach sets it apart from any other psychometric assessment tool. Eleven years and 4,500 completed assessments later, we continue to rely on it to add value to our company’s individual development and team-building efforts on an ongoing basis.”

—**Margie Poole, senior organizational development consultant, CenterPoint Energy**

“Building strong leaders and exceptional teams are table stakes for competing successfully in our industry. *The Birkman Method* has been an invaluable tool for us in supporting this mission for an extended period of time.”

—**John Farrell, senior director of organizational development, Marathon Oil Company**

From the Inside Flap

"The reality of life is that your perceptions—right or wrong—influence everything else you do. When you get a proper perspective of your perceptions, you may be surprised how many other things fall into place."

—DR. ROGER W. BIRKMAN

Whether you're wondering if you are in the right career, looking to change job roles, or trying to reduce conflict and improve relationships, you must begin by clearly understanding your own interests, personal behaviors, and motivations.

Used by millions of people worldwide, the Birkman Method is the only personality assessment to go beyond the behavior we can see to reveal the critical "DNA" underneath that drives productivity and job satisfaction. The Birkman delves deeply into such aspects of your personality as your communication style, response to incentives, ability to deal with change, and relationship with authority. These factors together show what motivates and ultimately drives you. Once you identify them, you can readily spot the triggers for stress that derail you on your worst days, and figure out how to maximize your potential when you're at your best.

Each copy of *The Birkman Method* includes one free online Birkman assessment and personal report, which the book will help you interpret to better understand your individual needs, triggers, and strengths. Armed with your results, you will see the unique value you bring to your workplace, family, and community—and ultimately how to live up to your own highest potential.

*The Birkman Method* is a guide to achieving more inspiring leadership, better team harmony, and higher individual achievement, for you personally and throughout any organization.

## **Users Review**

### **From reader reviews:**

#### **David Ochoa:**

What do you regarding book? It is not important to you? Or just adding material if you want something to explain what the one you have problem? How about your spare time? Or are you busy man? If you don't have spare time to perform others business, it is make you feel bored faster. And you have time? What did you do? Everybody has many questions above. They must answer that question simply because just their can do this. It said that about e-book. Book is familiar on every person. Yes, it is correct. Because start from on kindergarten until university need that The Birkman Method: Your Personality at Work to read.

#### **Mary Fox:**

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#### **Nancy Sherman:**

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#### **Kathy Davis:**

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