



# LEADERSHIP DEVELOPMENT

Develop LEADERS who DRIVE GROWTH.

## ***Foster Leadership that Inspires***

Leading is about connecting with people, not just setting the strategic direction of a team. **True connection and understanding allow leaders to motivate and empower the human capital within their organizations.**

Leaders must develop astute awareness of their behavior and how it is received by others.

## ***Empower through Self-Assessment***

When aware of themselves and others, leaders can have lasting impacts on those looking up to them, far beyond their organizational roles. **Accurate awareness of one's own personality is the cornerstone for successful leadership development.**

When leaders can consistently leverage their own strengths and mitigate negative and reactive behaviors, they are empowered to become better leaders of others.

Birkman provides deeper self-awareness and others-awareness, giving leaders insights into what their team members need to be at their best.

## ***Extensive Data for In-Depth Feedback***

The Birkman Method measures four core aspects of personality, including **Interests, Usual Behavior, Stress Behavior, and underlying Needs**. By reaching further into more complex behavioral Components, Birkman shines a light on the unique leadership styles among us.

Birkman offers individual reports as well as comparative reporting options. Comparative reporting enables leaders to see and become attuned to the similarities and differences between themselves and their team and allows them to better connect, communicate, and lead.



Insights from  
The Birkman Method  
help leaders discover  
the personality  
strengths that enable  
them to thrive.

**Contact Todd McCarty at  
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### ***Birkman Develops Better Leaders***

Birkman Leadership Development is not only a competitive advantage for executives, but also for the team and organization as a whole.

#### **Birkman provides 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 will meet their needs

### ***About The Birkman Method***

With more than **65 years of proven reliability and validity**, The Birkman Method is a **scientifically developed**, multi-dimensional assessment that combines **behavioral and occupational data** to better understand oneself and others – both in and out of the workplace. Birkman’s Signature Suite is our product offering that is best suited for Leadership Development.

**The Birkman Signature Suite** is a Birkman certified product that includes 40+ reports for growth and development. The advanced reports provide in-depth analysis and insights into personality and unique styles of leadership, including goals, approach, and motivations.

Birkman empowers people with a wide variety of applications.



Leadership  
Development



Team  
Building



Career  
Exploration



Talent  
Selection



Sales and  
Negotiation