



TALENT SELECTION

Make Well-Rounded HIRING Decisions.

Select More Satisfied & Motivated Employees

Potential hires should not only have technical skills and industry knowledge – they should have the **personality and passion** to feel comfortable in their job, have a true interest in the functions of their role, and contribute to thought diversity within your organization.

Finding candidates whose passions align with their role results in more satisfied and motivated employees. When coupled with the correct skill set and interests, organizations will see these employees thrive in their roles – decreasing employee turnover, increasing productivity, and improving company morale.

Read Beyond The Resumé

Birkman believes that everyone is equipped with a unique set of strengths. We also acknowledge that in different environments and positions some individuals may be more or less successful than others.

Recruiters and HR professionals can **use Birkman as a supplementary tool during the hiring process.** By comparing a candidate's personality profile to different job families, you can see how the individual aligns to multiple careers. This comparison provides many **areas for discussion during the interview process,** depending on whether the person "looks like" a typical person who thrives in that role.

Decrease Turnover by Improving Selection

Along with strengths and Interests, Birkman also measures individuals' Needs and Stress Behaviors. Together, they give insights into potential areas of conflict and frustration; does a potential manager have the traits suited to lead an existing team in the organization?

Hiring the best, most fitting candidates will not only strengthen your company, but will mitigate unnecessary expenses associated with turnover and low productivity.



Insights from
The Birkman Method
bring to light the
important qualities
that reach
beyond resumés
and interviews.

Contact Todd McCarty at
career-upside.com
or 404-219-7056 for more
information.

Birkman Enhances the Hiring Process

Birkman provides data that can supplement your hiring process by:

- Identifying a candidate's natural strengths and areas of interest
- Selecting candidates that will be motivated and satisfied in their careers
- Determining whether an individual will fit the organizational environment and culture

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 Basics is our self-interpretive report set that can be readily and easily incorporated into the hiring process. Birkman Basics is a great initial product to begin your journey with Birkman.

Birkman Signature Suite is a Birkman certified product that includes 40+ reports to use for growth and development. The advanced reports provide in-depth analysis and insights into personality.

Birkman empowers people with a wide variety of applications.



Leadership
Development



Team
Building



Career
Exploration



Talent
Selection



Sales and
Negotiation