## **BIRKMAN INSIGHTS**

JOHN Q. PUBLIC



## **HOW YOU SEEK TO INFLUENCE OTHERS**

The following statements are generated from your Component Usual scores (effective approach) and Component Stress scores (less effective approach). Carefully read each statement and check the ones that are most significant to you. Remember, a statement appears because it may be significant for you, not because it is significant. Only you can decide which statements are most relevant for you.

Effective approach	
	Talk directly to people in one-on-one encounters, believing that this demonstrates your respect for them
	Believe that outlining a structured plan and getting others to buy into it is the most effective approach
	Use your natural authority to command the attention and agreement of others
	Like to appeal to others' competitive natures by emphasizing individual as well as team benefits that may result from people's acceptance of your ideas
	Tend to offer an idea in terms of key actions steps and seek agreement on those
	Like to emphasize a variety of approaches to and benefits of the idea you are promoting
Less effective approach	
	Can fail to realize when you have alienated others by being too direct and forthright
	In the face of opposition, can be too inclined to withdraw from the group instead of engaging with it
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	engaging with it  Can see disagreement as a challenge to your authority: can become domineering, seeing