



UNDERSTANDING THE BIRKMAN MAP

The following statements are generated from your Birkman Map scores. 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.

- You combine a liking for practical tasks with an interest in persuading or teaching other people. You are interested in both products and services, in both what is being "sold" and the people who are "buying"
InterestX M, InterestY H
- Combine insight into the thinking of other individuals with a certain degree of authority. Personal interaction with others, socially or one-on-one, is characteristic of your usual behavior, with an emphasis on your own feelings and the feelings of other people
UsualX H, UsualY M
- Most comfortable in surroundings which encourage focus on the task at hand, which are structured and predictable to some extent, and where other people are not domineering
NeedX L, NeedY L
- Under pressure, may start to become too concerned about working to a structured plan and less concerned about how that will affect other people; can become over-focused on the task at hand, to the exclusion of secondary but important issues
NeedX L, NeedY L