

A CUSTOM

BIRKMAN

REPORT SET

THIS REPORT WAS PREPARED FOR:
GROUP REPORT
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GROUP ORGANIZATIONAL FOCUS



The Organizational Focus shows you the best working environment for the Group you belong to. It's generated by determining how similar your Group is to people who work in four different work environments.

GROUP REPORT

Similarity to others in this job arena	Intensity	Intensity
Blue - Design/Strategy		
Yellow - Admin/Fiscal		
Red - Operations/Technology		
Green - Sales/Marketing		

Description of Organizational Focus (by color):

<div>RED</div>	Red - Operations/Technology <ul style="list-style-type: none"> • A work environment that emphasizes a practical, hands-on approach, usually with a tactical focus. • A product-focused culture with strong emphasis on implementation. 	Green - Sales/Marketing <ul style="list-style-type: none"> • A work environment that emphasizes selling, promoting, directing, and motivating others. • A communications-based culture designed to influence others. 	<div>GREEN</div>
	Yellow - Admin/Fiscal <ul style="list-style-type: none"> • A work environment that emphasizes standards, tracking, and quality assurance. • A culture based on efficient procedures and policies. 	Blue - Design/Strategy <ul style="list-style-type: none"> • A work environment that emphasizes planning, innovating, and creating. • A culture of ideas, usually with a strong strategic focus. 	
<div>YELLOW</div>			<div>BLUE</div>



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Color Breakdown by Individual

NAME	GROUP'S BOTTOM LINE COLOR	GROUP'S SUPPORTING COLOR	GROUP'S 2nd SHORTEST COLOR	GROUP'S SHORTEST COLOR
PERSON 2				
PERSON 3				
PERSON 1				
PERSON 4				
PERSON 6				
PERSON 9				
PERSON 7				
PERSON 5				
PERSON 8				



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Color Breakdown by Individual

NAME	SCORE	GROUP'S BOTTOM LINE COLOR
PERSON 2	10	
PERSON 3	10	
PERSON 1	9	
PERSON 4	8	
PERSON 6	7	
PERSON 9	6	
PERSON 7	5	
PERSON 5	5	
PERSON 8	1	

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Color Breakdown by Individual

NAME	SCORE	GROUP'S SUPPORTING COLOR
PERSON 2	10	
PERSON 5	8	
PERSON 3	8	
PERSON 7	7	
PERSON 4	7	
PERSON 9	6	
PERSON 1	5	
PERSON 6	4	
PERSON 8	1	










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Color Breakdown by Individual

NAME	SCORE	GROUP'S 2nd SHORTEST COLOR
PERSON 2	10	
PERSON 9	9	
PERSON 5	7	
PERSON 3	7	
PERSON 6	7	
PERSON 4	7	
PERSON 1	5	
PERSON 7	4	
PERSON 8	1	

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Color Breakdown by Individual

NAME	SCORE	GROUP'S SHORTEST COLOR
PERSON 2	9	
PERSON 1	9	
PERSON 3	9	
PERSON 4	7	
PERSON 6	5	
PERSON 9	4	
PERSON 5	3	
PERSON 7	3	
PERSON 8	2	