

Technical Fact Sheet

- **The Birkman Method®** is a personality, social perception, and occupational interest assessment identifying behavioral styles, motivations, expectations, and stress behaviors. This assessment provides an integrated, multi-dimensional, and comprehensive analysis that often eliminates the need for multiple assessments.
- **The Birkman Method®** provides a wide range of non-clinical applications for measuring human behavior and occupational strengths via a series of related report formats that facilitate team building, executive coaching, hiring, leadership development, career counseling, interpersonal conflict resolution, and other applications.
- **The Birkman Method®** consists of ten scales describing occupational preferences (Interests), 11 scales describing “effective behaviors” (Usual behaviors) and 11 scales describing interpersonal and environmental expectations (Needs or Expectations). A corresponding set of 11 scale values was derived to describe “less than effective” behaviors (Stress behaviors).
- **The Birkman Method®** questionnaire consists of 298 items, is delivered online, takes about 45 minutes to complete, and is available in 13 languages.
- **Corporate human resources professionals**, independent consultants, executive coaches, educational institutions, and non-profit organizations have used The Birkman Method® with 2.5+ million individuals over the last 50 years.
- **The 2007 Birkman** normative sample contains 4,300 working adults stratified across gender, ethnicity, age, and occupation, from a variety of industries including healthcare, engineering, transportation, protective services, retail, financial services, and education.
- **The theoretical background**, reliability / validity evidence, and psychometric properties of The Birkman Method® are well-documented in The Birkman Method® Manual (Birkman et al., 2008).
- **Exploratory and confirmatory factor analyses**, item response theory (IRT), and classical test theory (CTT) are used in the scale development and maintenance of The Birkman Method®.
- **The Birkman Method®** scales have test-retest reliabilities averaging .85 and coefficient alphas averaging .80. Face, convergent and divergent construct, and criterion-related validities have been established for The Birkman Method®.

