

How The Birkman Method® can Transform your Team



Self-Awareness

Individual self-awareness is key to team transformation. As each person gains an understanding of who they are, what makes them tick, and why they respond the way they do in different situations, they can begin to understand the impact this has (for better or worse) on the team as a whole. Change starts at the individual level and works out from there.



Mutual Awareness

Part of the power of the Birkman data for teams is the ease of mapping our differences. The Map provides a simple visual for understanding each person's perspective and behaviour, and how these shape the way individuals interact with one another. Mutual awareness creates better working relationships as individuals start to understand *why* others differ from them.



A Shared Language

Having a consistent language for discussing what matters most to each person, how they will tend to go about things, and what they most need from others, helps bridge the understanding gap between individuals, and gives teammates a way to *verbalise* their lived experience — instead of grappling with semantics and trying to express the intangible!



Decoding Needs

The tricky thing about our Needs is that they are hidden from others, and often from ourselves. The Birkman data gives us a cheatsheet for seeing what is really going on beneath the surface — so we're no longer left guessing what each person needs, to keep working at their best. While onus remains with the individual, everyone is equipped to support the team's needs.



Conflict Resolution

Realising that our differences are healthy and normal, and recognising the value of each perspective, is an important de-escalator in resolving conflict. Instead of pitting people against each other, the Birkman data can help individuals see that balancing our differences (of focus, approach and perception) creates the most resilient and robust team long-term.



A Roadmap for Development

Without reliable data on “who's in the room”, figuring out how best to grow and develop a team can feel like fumbling in the dark. Mapping your team not only shows you where you're strong, it also reveals potential blindspots, biases towards certain way of doing things, and areas where you may need to develop greater capacity. For a growing team, these insights are priceless.